



Your World's Greatest Shave Messaging Toolkit

Finding the words to explain why you're taking part in the World's Greatest Shave and the personal story behind it doesn't always come easily.

That's why we've put this messaging pack together to help you out. Inside, you'll find ready-to-use templates, conversation starters, and helpful information to support you in sharing your why, raising awareness of blood cancer, and starting meaningful conversations.

Use these messages as they are or adapt them to tell your story in your own way. Every conversation you start helps make a life-changing difference.

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**EVERY STRAND OF HAIR YOU CHANGE
MAKES LIVING WITH BLOOD CANCER LESS SCARY**



Motivation Based Message Templates

To support a loved one

- **Short:**
I'm taking part in the World's Greatest Shave in support of a loved one going through blood cancer. Will you donate to my page and help fund life-changing cancer care for Australians in need?
- **Medium:**
I'm taking part in the World's Greatest Shave in support of a loved one going through blood cancer. I'll be [shaving/cutting/colouring] my hair and raising funds for the Leukaemia Foundation, who provide wraparound care for the 170,000 Australians with blood cancer.
Will you donate to my page and help fund life-changing support and research for those who need it most?
- **Long:**
I'm taking part in the World's Greatest Shave in support of a loved one going through blood cancer. I'll be [shaving/cutting/colouring] my hair and raising funds for the Leukaemia Foundation, who provide wraparound care for the 170,000 Australians with blood cancer.
Why is your donation urgently needed? Because blood cancer is Australia's hidden cancer crisis. Every day, 55 Australians are diagnosed with blood cancer, and 17 lose their life – and these numbers are set to keep rising. Unless we do something about it.
Will you donate to my page and help fund life-changing support and research for Australians in need?

To Raise Awareness

- **Short:**
I'm taking part in the World's Greatest Shave to raise both funds and awareness for blood cancer. Will you donate to my page and help fund life-changing cancer care for Australians in need?
- **Medium:**
I'm taking part in the World's Greatest Shave to raise both funds and awareness for blood cancer. I'll be [shaving/cutting/colouring] my hair and raising funds for the Leukaemia Foundation, to provide wraparound cancer care for the 170,000 Australians living with the disease.
Will you donate to my page and help fund life-changing support and research?

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World's Greatest Shave

- **Long:**

I'm taking part in the World's Greatest Shave to raise both funds and awareness for blood cancer. I'll be [shaving/cutting/colouring] my hair and raising funds for the Leukaemia Foundation, to provide wraparound cancer care for the 170,000 Australians with the disease.

Why is your donation urgently needed? Because blood cancer is Australia's hidden cancer crisis. Every day, 55 Australians are diagnosed with blood cancer, and 17 lose their life – and these numbers are set to DOUBLE by 2035. Unless we do something about it.

Will you donate to my page and help fund life-changing support and research for Australians in need?

In honour of a loved one

- **Short:**

I'm taking part in the Leukaemia Foundation's World's Greatest Shave in honour of a loved one lost to blood cancer. Will you donate to my page and help fund life-changing support and research so more Australians get the care they need?

- **Medium:**

I'm taking part in the Leukaemia Foundation's World's Greatest Shave in honour of a loved one lost to blood cancer. I'll be [shaving/cutting/colouring] my hair and raising funds for the Leukaemia Foundation, to provide wraparound care for the 170,000 Australians with blood cancer.

Will you donate to my page and help fund life-changing support and research so more Australians get the care they need?

- **Long:**

I'm taking part in the Leukaemia Foundation's World's Greatest Shave in honour of a loved one lost to blood cancer. I'll be [shaving/cutting/colouring] my hair and raising funds for the Leukaemia Foundation, to provide wraparound care for the 170,000 Australians with blood cancer.

Why is your donation urgently needed? Because blood cancer is Australia's hidden cancer crisis. Every day, 55 Australians are diagnosed with blood cancer, and 17 lose their life – and these numbers are set to DOUBLE by 2035. Unless we do something about it.

Will you donate to my page and help fund life-changing support and research so more Australians get the care they need?

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Blood cancer conversation starters

- Did you know blood cancer is set to become the most prevalent and deadly form of cancer in the country by 2035?
- Every day, 55 Australians are diagnosed with blood cancer, and 17 lose their life – and these numbers will keep rising unless we do something about it. That's why I'm taking part in the World's Greatest Shave.
- Did you know that unlike many other cancers, blood cancer can't be prevented or screened for?
- Did you know blood cancer is the most commonly diagnosed cancer amongst children in Australia?
- What scares me most about blood cancer is that you can't really prevent it. Smoking can cause lung cancer. Alcohol can cause liver cancer. But there's not much we can do at all to prevent blood cancer. That's why more funding is needed to learn more about it, and why I'm taking part in the World's Greatest Shave.
- Isn't it scary to think that unlike some other types of cancer, anyone, at any time, can be diagnosed with blood cancer?
- If I tell you right now that I'm going to [shave/cut/colour] my hair for the World's Greatest Shave to raise funds for cancer support and research, would you join me?
- Isn't it crazy that blood cancer is on track to become Australia's deadliest cancer, yet the Leukaemia Foundation survives mostly on public donations? That's why fundraisers like the World's Greatest Shave are so important.
- Did you know that 1 in 12 Australians are expected to be diagnosed with blood cancer in their lifetime?
- Did you know that sadly, 1 in 3 Australians diagnosed with blood cancer will not survive five years after their diagnosis? This needs to change. That's why I'm taking part in the World's Greatest Shave.
- Did you know that three quarters of Australians can't name a single sign or symptom of blood cancer? Awareness of the disease and what to look out for is incredibly low, which is why I'm taking part in the World's Greatest Shave.

Who are the Leukaemia Foundation & what do they do?

The Leukaemia Foundation is Australia's only national blood cancer charity, providing wraparound care for patients and their families for over 50 years – from life-changing support services to critical research and advocacy efforts.

How does fundraising and supporting the World's Greatest Shave impact Australians facing blood cancer?

Just last year, this is the difference the World's Greatest Shave community helped make:

- 547 families provided with 39,854 nights of accommodation close to treatment
- 866 people provided with financial assistance to help with the high costs of blood cancer
- 1,879 people provided with transport assistance to and from treatment and medical appointments
- Over \$600,000 committed to new research across 5 exciting new research projects

From life-changing support services to critical research and advocacy efforts, every dollar you donate helps fuel better cancer care for Australians facing blood cancer – at every stage of their journey.

Here's the difference your support can make:

- **\$31** answers the call from someone with blood cancer, giving them the trusted information they need
- **\$45** helps bring people with blood cancer together in a support group so they can share, listen and heal together
- **\$63** connects someone with a healthcare professional for personalised support after diagnosis
- **\$90** gives a regional family forced to relocate for life-saving treatment a safe space to stay for the night
- **\$200** funds a PhD scholarship recipient for one day, supporting a young and aspiring blood cancer researcher.
- **\$252** ensures someone with blood cancer has vital emotional support from a healthcare professional from diagnosis, through treatment and beyond.
- **\$300** helps cover everyday costs like bills, groceries and transport for people in the thick of blood cancer treatment.

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How to use your fundraising dashboard.

Your fundraising dashboard is designed to help you track progress and manage your World's Greatest Shave activity with ease. When you log in, look for the small green arrow on the right-hand side of the page. Click it and select Start Dashboard Tour to get a guided walkthrough of the dashboard features and learn how to make the most of your fundraising tools.

Email templates

Did you know you can send emails directly from your fundraising dashboard?

Once you log in, head to the **Get Support** tab to find a range of ready-to-use email templates.

These are designed to make it easy to:

- ask for donations
- request raffle prizes or gifts in kind
- share why you're taking part in the World's Greatest Shave and how others can support you

Each template can be personalised, so you can add your own voice and make your message feel meaningful to the people you're reaching out to.

Social tiles

You'll find a collection of ready-made social tiles in your fundraising dashboard to help you spread the word online.

They make it easy to show how donations support life-changing cancer care, while suggested dollar amounts help friends, family, and followers see exactly how they can make a difference.

More resources that support you

There's also a range of other helpful resources available to support your fundraising and help you feel event-ready.

You can access posters and DIY decorations, share directly to social media from your dashboard to give your fundraiser a shout-out, and download handy checklists to help you run your own World's Greatest Shave event with confidence.

And if you ever need a hand or have a question, you can jump onto our online chat and connect with our team, we're here to help.

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