

Henry's hair to dye for!

Fundraising for the Kilimanjaro Trek

An unusual challenge which was originally called '250 quid to give me a purple lid' but was quickly changed to '300 quid' following the success of the fundraiser!



Getting ready for your activity

- I created a virtual fundraiser on Facebook with an initial goal of £250.
- As this target was reached so quickly I upped the target to £300 and encouraged people to donate in order to see me dye my hair!
- I updated the virtual fundraiser on Facebook during the dying process which saw further donations roll in!
- The final total ended up being £350 which was fantastic.

What you'll need

- Facebook/social media platform
- Some bleach and hair dye
- A very patient girlfriend/partner/friend/family member to help you with the hair dying... and the aftermarth!



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Raising money

- Setting up a Facebook fundraiser is pretty intuitive. Head to your home page and on the left hand side is a menu of options including Groups and Pages. Click on the yellow icon with a pink heart that says Fundraisers.
- Make sure you select the option where the money raised in the Facebook fundraiser is added to your personal bank account so you can then add it to your Just Giving page total.
- Fill in the next boxes appropriately and set the last day to donate as the day after you have dyed your hair. This gives people the chance to donate having seen the affects of the purple in action!
- Be clear on the fundraiser description why you are raising money and how those donating are helping to eradicate Meningitis by 2030.
- Once the fundraiser is live, share it with friends and family and encourage people to share it on their own profiles.

Top tips

- Get promoting early so lots of people can donate.
- Personalise the fundraiser with pictures and updates, you could live video the hair dying and the reveal.
- Be confident with it!

Post event

- Posted outcome photos on Facebook and on my Just Giving page.
- My hair turned more blue than purple, although people seemed to appreciate the effort regardless!
- Donated the money raised to my target and thanked everyone for contributing.



**For more information contact
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