

# MEDIA GUIDE: EMAIL TEMPLATES

Use this email template in the beginning of November to encourage donations for your fundraising efforts.

## KICKOFF EMAIL TEMPLATE:

Subject: No Shave. Big Impact. Join the Fight This November

Dear [Name],

It's time to put down the razor and pick up the cause. This November, I'm joining No Shave November to grow awareness (and hair) in the fight against cancer. I'll be skipping the shave and letting my locks do the talking, all to raise funds for cancer prevention, research, and education. Want to help me make an impact? Chip in here: [Fundraising Link]

Let's comb through cancer one donation at a time. Whether it's a buck or a bundle, every bit helps cut this disease down to size.

This campaign isn't just about scruffy selfies—it's about standing up to cancer in a bold, visible way. With your support, we can help fund vital programs and save lives, all while rocking some seriously unruly whiskers.

So join me in this mane event, and let's turn every follicle into fuel for the fight.

Hair's to making a difference—together.

Best,

[Your Name]



Powered by Fight Colorectal Cancer

# MEDIA GUIDE: EMAIL TEMPLATES CONT.

Use this email template in the middle of November and/or toward the end of the month to encourage donations throughout the rest of the year.

## CLOSING EMAIL TEMPLATE:

Subject: Shave the Date: Giving Tuesday is Right Around the Corner!

Dear [Name],

As we near the end of No Shave November, I want to thank you for supporting my hair-growing journey this month. The campaign may be winding down, but the fight against cancer is far from over. I'm asking for one last donation to celebrate all we've accomplished, and kick off Giving Tuesday with a punch!

I know the need is larger than ever, but for me, there's no greater cause than No Shave November. This campaign supports not just colorectal cancer survivors, but all those affected by cancer. No Shave is dedicated to turning your donations into action—supporting cancer prevention, research and education across multiple cancer spaces.

If you have any questions about this hair-raising effort, or want to see the impact we've been making, please visit No Shave November on Facebook, LinkedIn, or Instagram. There's been a tremendous outpouring of support for this year's campaign, and I would love your help to meet No Shave's fundraising goal of \$200,000.

Every dollar counts! Make your donation today at [no-shave.org](https://no-shave.org).

Hair's to making a difference—together.

Gratefully,  
[Your Name]

P.S. — Interested in joining our advocacy efforts? Support legislation that funds lifesaving cancer research—especially for cancers like colorectal cancer that often fly under the radar. Learn more at [fightcrc.org/advocacy](https://fightcrc.org/advocacy).



# MEDIA GUIDE: SAMPLE PRESS RELEASE

## HEADLINE: SKIP THE RAZOR, SAVE LIVES: FIGHT CRC LEADS NO SHAVE NOVEMBER EFFORTS WITH ENERGIZED NEW CAMPAIGN

### PRESS RELEASE BODY:

[City, Date] – In 2025 the American Cancer Society predicts more than 2 million new cancer cases will impact the United States, killing more than 618,000 people. [Source: American Cancer Society, Cancer Facts & Figures 2025] It's a staggering statistic, and one that is only increasing year after year. Fight Colorectal Cancer (Fight CRC) is calling on the nation to take action through a simple action: Putting down the razor. This November, in partnership with [Your Organization's Name], Fight CRC invites everyone to join No Shave November, the month-long awareness and fundraising campaign that's more than just skin deep. Dedicate dollars normally spent on grooming to support cancer prevention, research, and education.

[ADD YOUR QUOTE OF SUPPORT HERE]

Since 2009, No Shave November has raised more than \$13 million for cancer research and awareness. In 2024, the beloved campaign officially joined forces with Fight CRC, a national nonprofit leading the charge against colorectal cancer, the second leading cause of cancer death in the U.S. But the mission extends beyond colorectal cancer—this year, proceeds will also benefit Prevent Cancer Foundation and Man Up to Cancer's Gathering of Wolves, the largest men's cancer retreat in the world.

"No Shave November is about more than just hair—it's about action," said Michell Baker, Vice President of Philanthropy at Fight CRC. "Together, we're turning everyday grooming routines into opportunities to fund critical cancer education, advocacy, and research. It's an easy, impactful way to stand in solidarity with those facing cancer today."

To join the fight and start growing your hair, visit [no-shave.org](https://no-shave.org) today. This campaign is inclusive to all, and whether you can grow hair or not—you belong here. Support the cause by donating, raising awareness, or inspiring others to get involved. Everyone has a role to play in the fight against cancer—and together, we can make a real impact.

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