

# Ponytail Project Chop Event Checklist

My  
Fundraising  
Goal

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## RECRUIT

- Recruit your chop squad and register team members to your team.

## SET A DATE AND LOCATION

- Choose a date and time and start promoting your chop.
- Chat with your school to find out if they will let you host your event.

## INVITE

- Invite your friends, family and school mates to watch you 'rock the chop'.

## FUNDRAISE

- Promote your fundraiser on social media (Facebook, Instagram, TikTok, etc) and share your online fundraising page link.
- Ask local businesses to donate prizes, and host a raffle.
- Raise your first \$100 and we will send you an exclusive #RockTheChop event kit to help you look the part on your event day.

## SOCIAL MEDIA

- Share your journey on social media, follow us on Instagram @ponytailproject and hashtag #PonytailProject #RocktheChop so we can follow you!

## ORGANISE YOUR CHOP

- Ask a local salon to come along to your chop event to chop off your ponytail.
- Book a hairstyling appointment for after your chop so they can create your new look.
- If you're making the big chop at the hair salon, reach out to our long list of supporting salons on our website.

## REACH OUT

- We want to know all about your event! Contact us at [fundraising@cancerqld.org.au](mailto:fundraising@cancerqld.org.au) with your event details and we might be able to organise media to attend your chop.

## DECORATE

- Raised over \$100? Use your exclusive #RockTheChop event kit to look the part.
- Decorate your chop event space! We have loads of downloadable resources on our website that you can print as many times as you like.

## CAPTURE

- Don't forget to take before and after photos. We'd love to see them!

## MAKE WIGS

- Please don't bin your ponies! Send them to Sustainable Salons to be made into wigs.
- Check out our website for information on how to donate your pony to Sustainable Salons.

## BANK YOUR FUNDS

- Don't forget to bank any cash donations towards your fundraiser. This can be done online through your fundraising page.

## TO DO LIST

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**You're a whole lot  
of lovely for making  
the chop for change –  
yes YOU!**

@Ponytailproject  
1300 65 65 85  
[fundraising@cancerqld.org.au](mailto:fundraising@cancerqld.org.au)  
[ponytailproject.com.au](http://ponytailproject.com.au)



**Cancer Council**  
Ponytail Project