



# ***NovemButte Beard & Stash***

## CONTESTANT TOOLKIT

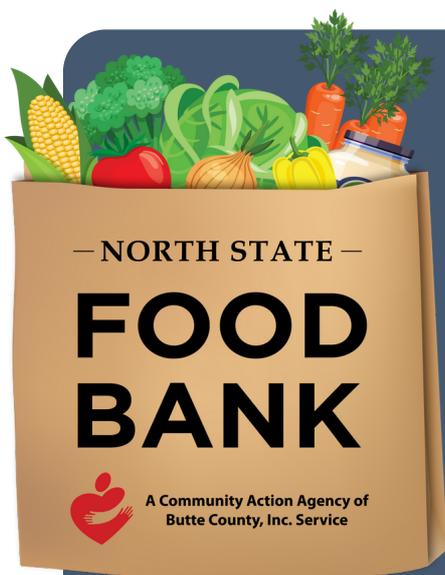


A step-by-step guide to participate in our legendary Butte beard bonanza.

# Intro

This NovemButte Beard & 'Stash Toolkit will:

- Show you step by step how to participate – it is nearly as easy as growing your whiskers!
- Help you get creative when it comes to your fundraising efforts and help you get closer to your fundraising goal as you start to get bushy for Butte.



## Proceeds:

All proceeds will go to help **expand CAA's North State Food Bank**. This expansion will allow us to have more space to take in tasty donations and feed more people in the surrounding area. By growing your whiskers longer, you'll make the Butte community stronger and help us lift our most vulnerable neighbors out of poverty.

## What is this again?

This is a month-long fundraiser benefiting the expansion of the NSFB at the Community Action Agency of Butte County through a beard growing competition where your community pays to vote for their favorite beard on our voting platform!

CAA Butte's mission is to improve the economic security and well-being of low-income residents of Butte County and our surrounding service area through diverse housing, human service programs and community collaborations.



## But can you expand on the expansion?

- 1. More space to receive donations.** We are limited in our current space and don't want to have to reject donations due to space constraints.
- 2. More industrial freezers and refrigeration** to receive more meats, milk, produce, and other healthy but perishable foods.
- 3. A dignity-in-choice pantry** to allow vulnerable families to select food their family will actually eat rather than collecting a prepackaged box that may not be suitable for their needs. This will reduce waste and promote dignity during tough times.

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We want to shorten the line while we feed the line.

For more details about the expansion, click [here](#).



We definitely can't raise this money on our own. We need YOU and our Butte-iful community to help us meet our financial goal for this expansion.

*It's as easy as PPP.  
Participate, Promote, Praise.*

# Participate

1. Sign up on our voting platform which will be linked on our website soon.

4 Categories:

1. Individual - **clean** shaven

2. Individual - **established** beard

3. Group - **clean** shaven

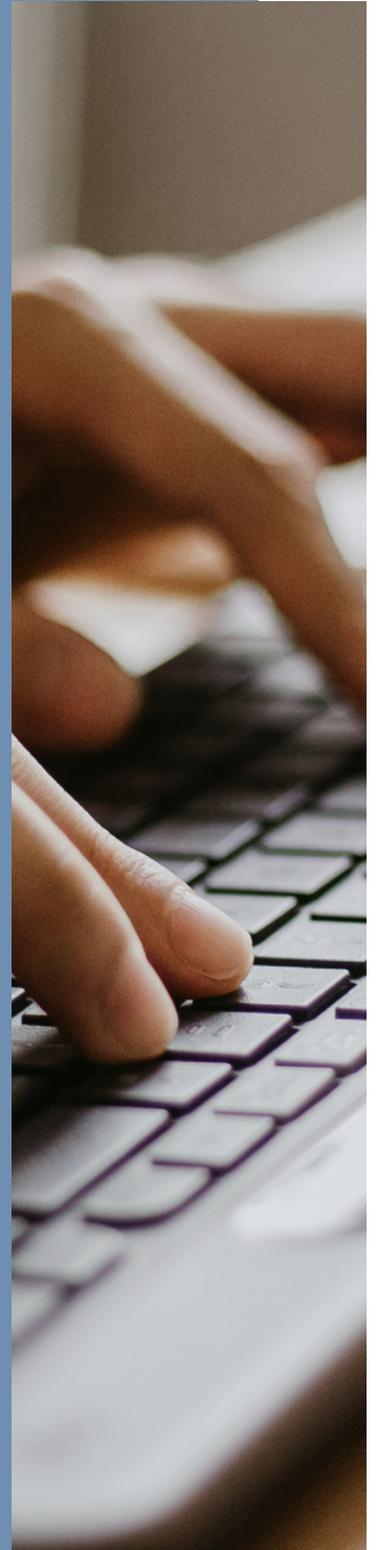
4. Group - **established** beard

For those too nervous to shave their beard

2. Take a photo of yourself and upload on our voting platform (to be linked on our website soon).

- White background
- Shoulders up
- Clean shaven or current beard depending on category.

3. Upload update photos on the platform and social media throughout the month of November to show off your growth.



# Promote

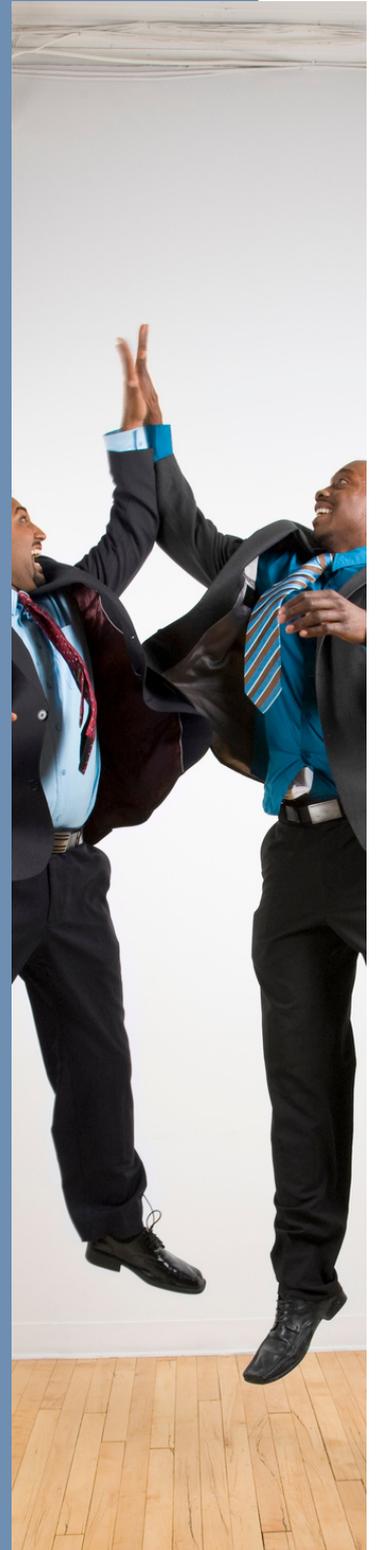
Here's a list of ideas to grow your fundraising votes while you grow your facial hair:

- **Ask** friends, family, coworkers, hairdressers, and grocery clerks to vote for you or your team.
- **Change** your profile picture to the logo. You can download it on the last page.
- **Include** your voting link on your bios, posts, and texts.
- **Invite** someone to participate or create a team whether they are a typical beard grower or not!
- **Share** what NovemButte Beard & 'Stash means to you on social media.
- **Share** your favorite grooming tips or tricks.
- **Dedicate** your hairy efforts to a special person in your life - make a video message and share on social media.
- **Share** your favorite inspirational quote and tag @caabuttecounty. Feel free to use the hashtags **#buttebeard #NVBBS**
- **Take** a photo of your different stages of beard growth and share those on social media.
- **Post** a video on social media about why you support NovemButte Beard & 'Stash, Community Action Agency and its North State Food Bank.
- **Ask** often! It may take your voters 5-7 times to see your message before they act, so share as much as possible!



# Praise

1. Tag your voters/donors on social media posts and stories so they can receive public recognition to know how much they are appreciated!
2. Send them a personal message telling them you are grateful for their contributions.
3. Always say thank you more than once!



## Prize

The person with the highest vote count from each category will win an exclusive soon-to-be-revealed prize!



## Logos



## Profile Photo Options



# Thank you for your participation!!

You really are making an impact to the many families struggling with food insecurity in Butte county and we thank you for taking your time and resources to help us fight the war on poverty and hunger in Butte County.



Helping People. Changing Lives.

# Thank you!



[buttebeard.com](http://buttebeard.com)



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[@caabuttecounty](https://www.instagram.com/caabuttecounty)