



**HELLO CLIPPERS,  
GOODBYE BLOOD CANCER!**

Normally I'd start by saying *hello again*, Hugh,  
but this email is about saying *goodbye*.

When students at your school braved the shave, cut, colour, or wax, you didn't just raise money—you said goodbye to your hair so more people could say goodbye to blood cancer.

And that's a really big deal!

## WORLD'S GREATEST SHAVE 2023 IS LOCKED IN FOR 15-19 MARCH

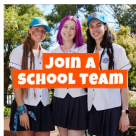
Ready to say goodbye again? Us too.

Sign me up



**Charlotte Webb**

General Manager, Fundraising & Growth  
World's Greatest Shave  
[1800.500.088](tel:1800500088)



Can't take part and no longer want to receive updates on World's Greatest Shave 2023?

Let us know



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Download the Shave App



**Need blood cancer support?**

The Leukaemia Foundation is here for you. Call Australia's dedicated blood cancer support line on [1800 620 420](tel:1800620420) or visit [leukaemia.org.au](http://leukaemia.org.au) to connect with a blood cancer support professional.

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Hi Katie,

Your supporters must be really keen to see that new 'do – 'cause you've passed the halfway mark of your fundraising goal!

This is massive – and worth celebrating.

Why not share your progress and see who can help you take it to 100%?

[Share my profile](#)

### Boost your fundraising



#### Post an update

Post/text/email everyone with a new photo of you and your locks. Remind them that you're shaving your hair to raise vital funds for people living with blood cancer.



#### Sell the honours

Tell your friends you'll give shaving rights to whoever donates the most and start a bidding war!



#### Put a poster up

Head to [your profile](#) to print your unique QR code poster. Put it up at your workplace or sporting club so people can scan and donate on the spot.

Remember, with every donation, you make it easier for people living with blood cancer to access life-saving treatment.

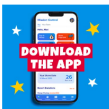
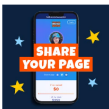
And we get one step closer to saying goodbye to blood cancer.



#### Charlotte

GM of all things fundraising and hair

World's Greatest Shave  
1800 500 088



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**YOUR SUPPORT MATTERS!**

Hi Isabelle,

**For people living with blood cancer, the right support is life changing. You know this better than most.**

Because when someone you love finds out they have blood cancer, support is the most powerful thing you have to give.

The World's Greatest Shave isn't just our biggest annual fundraiser. It's our biggest show of support for the people we love. Those who are fighting. Those who survived. And those we remember.

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Will you join us in 2023?

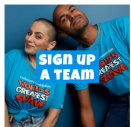
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**WHAT YOUR DONATIONS DO**

Hi Brydie,

**You signed up to say goodbye to your hair, so more people could say goodbye to blood cancer.**

But what does your fundraising do? A lot!

It helps families stay together when their loved one needs to travel for treatment. It gives them someone to talk to when things get tough. It means they get the most up-to-date cancer information. And it helps researchers find better treatments that work for more people.

In short, the money you raise gives people the best possible chance of beating blood cancer.

**So, how can you get started?**



**Donate to yourself**

There's no better time to be your own biggest fan and [self-donate](#).



**Ask for small donations**

Share [your fundraising page](#) with family, friends and colleagues and remind them no donation is too small – \$5 goes a long way if all your supporters get on board!



**Post on social media**

Not sure how to ask for donations? Our [social media tips](#) do the heavy lifting.

**Looking for a little more inspiration?**

Meet Audrey: the nine-year-old who came up with a [bunch of ways](#) to hit her \$10,000 target.

We can't wait to see how you hit yours – good luck!



**Charlotte**

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WORLD'S  
GREATEST  
SHAVE

## READY TO HIT THAT TARGET?



The big day's locked in, and you're on your way to hitting your fundraising goal. The only thing standing between you and World's Greatest Shave glory is a few more donations.

### Here's what you can do to keep them going:



#### Remind people what it's for

Donations support people affected by blood cancer in so many ways. It could be someone to talk to, somewhere for loved ones to stay near the hospital, or help getting to medical appointments.



#### Self-donate

Even if it's only a small amount, it shows your supporters you mean business.



#### Use our resources

Reach out to your supporters in more ways, with our [social media tips](#), [Zoom backgrounds](#) and [posters](#).



#### Get inspired

[Download our fundraising guide](#) for 25 years of World's Greatest Shave fundraising wisdom.



#### And share, share, share

[Share your page](#) on Facebook, Instagram, via email, text or in online community groups. Tip: if you post to social media a few times, you'll get in front of more people in your network.

Remember that no matter how much you raise, your efforts have already made a difference to people affected by blood cancer – thank you.



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**Wow Blaine, you're almost there!**

In just one week, you'll become a part of World's Greatest Shave history.

And more importantly, by saying goodbye to your hair, you'll be taking urgently needed action in the fight against blood cancer.

**Now, get excited!** We can't wait for you to experience the buzz of shaving your hair. Take a look at this video to see just how magical your day will be.



Watch video

Be sure to add your pictures or videos to [our virtual map](#), so your supporters can follow your World's Greatest Shave journey.

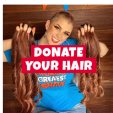
We can't thank you enough for taking part this year. We're sending you all our best, hairiest vibes!



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**THANK YOU FOR MAKING A DIFFERENCE**

**Anderson, when Isaac was just two days old, doctors noticed a purple rash down his spine.**

In addition to Down syndrome and a rare lung disease, Isaac was diagnosed with acute myeloid leukaemia (AML).

Throughout his battle with blood cancer, the Leukaemia Foundation supported Isaac and his parents. As a symbol of gratitude, Isaac's dad Ryan braved the shave!



The best bit? Isaac, the 'home with an extra chromosome' is in remission.

As long as blood cancer is around, there'll be more families like Isaac's. But thanks to you, we'll be able to offer them life-changing support, too.

Thanks to people like you, we were able to support Isaac and his family.

[Read more stories](#)

A gigantic thank you in making a difference to families facing blood cancer.



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