



Mad Hatter Drive Official Rules

Thank you for your interest in the Hats Off For Cancer Mad Hatter Drive! We're excited for you and we're here to help you along the way. These rules will help you shape your event and make it easy to reach your goals and help kids and teens battling cancer.

- Mad Hatter Day: Sunday, October 6th
- Drives can be held any time during September for Childhood Cancer Awareness Month, October for Mad Hatter celebrations or November if the first two months are not feasible.
- The purpose of this event is to HAVE FUN while raising awareness of childhood cancer.
- Each group will collect hats and/or monetary donations for Hats Off For Cancer.
- Hats can go to a local area hospital or center. You can contact them directly or ask HOC for help.
- Monetary donations or in-kind donations for auction purposes go directly to Hats Off For Cancer, Inc.
- Each group participating will receive a Public Relations e-packet including: one media advisory for local newspapers, rules and guide, HOC flyer, and one HOC brochure.
- Each group participating will be featured on the Hats Off For Cancer International website.
- The group in each state that collects the most money and/or hats will receive a special certificate commemorating their efforts (for states with more than one participating group) and a personalized press release to send out to local media.
- The group that collects the most money and/or hats overall will receive a special certificate, they will be promoted internationally through a press release and will appear on the front page of the international HOC website.



Mad Hatter Drive Ideas

Fundraising events and hat drives can be lots of fun and can be included during many different events. Here are some ideas to get you started.

- Elementary, Middle & High Schools: (Clubs and Organizations, too!)
 - Challenge your rival school or schools and try to raise the most or combine efforts.
 - Hold a Mad Hatter's Silly Hat Day, because Mad Hatter Day is also known as the Second Silliest Day in the Year! The teacher can read all about the Mad Hatter to their students. Classroom parents can organize an ice cream social for this event.
 - Hold a Mad Hatter Hat Parade where students donate \$1 to wear their favorite hat/silliest hat, etc... and hold a parade during recess or after school.
 - Host a Mad Hatter tea party and ask for people to bring donations with them to attend.
 - Host a drive during your Fall Festival or Town Fair.
 - Incorporate a drive during Spirit Week and use one day for all the students to donate \$1 to wear their favorite hat.
 - Hold hat days each Friday for a month or two months, asking people to donate \$1 to wear a hat.
 - Host a drive during a football game (Homecoming is a great time to do this to get the community involved, too!). Collect donations at the ticket booth or the concessions stand.
 - Host a Dance-A-Thon and have people pledge for each hour you dance.
 - You can setup your own online fundraising page at: <http://fundly.com/hatsoffforcancer>
 - Coin Wars – get large jars and each grade put coins in their jar, the winning grade gets to wear a hat for a day.
 - Hold a Car Wash and ask for donations for HOC.
 - Hold a Bake Sale near your school cafeteria.
 - Organize a concert at your school or get the Student Government involved and host a Coffee House open-mic night.
 - Host a Battle of the Bands and collect donations as entry fees to the show.

- Have a school club host the drive, put up bins in school and around town for donations.
- Go to your local grocery store or local shop and see if they'd be willing to help fundraise by asking their patrons to donate \$1-\$5 and write their name on a paper hat to put up around the store. (You can download these cutouts on our site, cut them out and then bring them to the store).
- Colleges and Universities
 - Fraternities and sororities or clubs - challenge your sorority sisters, fraternity brothers or club members around the country.
 - Hold an all-night lock in or midnight breakfast. Ask students to donate to attend. Get local stores to donate food for event.
 - Ask the community to put up posters and donation drop offs for the community to get involved.
 - Hold a concert for local bands and ask people to donate their time and charge an entry fee to raise money.
 - Get a local travel company to donate a trip and have students purchase raffle tickets for \$10 or \$20 for a chance to win.
 - Also see ideas listed under schools.
- Companies
 - Ask people to bring in a new hat that is kid-friendly or a donation for HOC.
 - Get multiple offices in different locations to participate and allow an extra casual day for the winning location.
 - Allow people to wear their favorite hat to work on a casual day and donate \$5-\$10.
 - Host a Bake Sale.
 - Host a movie party on a Friday afternoon and sell a pass for \$5, show the movie in the conference room and pop some popcorn.
 - Organize a golf outing and ask your company to sponsor. Charge entry fees to raise money.

If you have more ideas, let us know and we'll add to this list!



Guide for Fundraisers and Hat Drives

- Find a place to donate the hats, i.e.: Children's Hospitals, summer camps, cancer outpatient clinics, centers, foundations, Ronald McDonald houses. *(If you cannot find a location, you can send them to the HOC national headquarters for distribution)*
- Set your goal for money raised and/or hats collected.
- Target dates for the drive:
 - The drive could incorporate Mad Hatter Day on Sunday, October 6th, 2013 or can be held during September for Childhood Cancer Awareness Month, October or November.
 - The hat drive can be held for as long as you want.
- Get proper permission to hold hat drive, i.e.: please get community service advisor approval, schools-check with principal, towns-check with town council, civic organizations-executive committee approval, companies-community service representative.
- Organize a committee, pick kick-off date and wrap-up date, make posters and/or flyers to advertise, call local media to announce drive, organize drop off sites, set-up bins for donations.
- Set up a fundraising page for your event here: <http://fundly.com/hatsoffforcancer> and let people know they can donate directly online. All donations will receive a gift receipt to be used for tax purposes. You can keep track of funds raised through this page.
- Continue to check drop off sites and collect funds and hats throughout the drive.
- Remember all hats MUST be brand new, logo friendly (no smoking logo's, alcohol logo's, violent logo's): hats should be kid-friendly (something kids would enjoy wearing). Any hats donated that do not fit the Hats Off For Cancer profile should be donated to a local good will charity.
- Go through every hat donated and make sure they are new!
- Use the note tags and add a message to the tag before tying it the hat with ribbon. You can also leave tags at drop off sites for personalized messages from donors.
- Hold wrap-up celebration to count the hats and enjoy your success. Remember any amount of hats collected is a successful drive!

- Take lots of photos and videos to share with HOC to see your group on HOC's website!
- Call local media with final hat count and invite them to attend your wrap-up celebration. Local newspapers and news stations like to share community service news with your area.
- Send copies of all newspaper articles, or links to any TV or online coverage.
- Contact [Dennis](mailto:hatdrivecoordinator@hatsoffforcancer.org) (hatdrivecoordinator@hatsoffforcancer.org) with final amount raised and hats collected. (If you don't do this, we won't know your point total and we cannot send press releases or certificates out in a timely manner).
- All funds raised should be sent to Hats Off For Cancer immediately after the event. Money orders, cashier checks, and personal checks will be accepted. Please make them out to Hats Off For Cancer.

Please note: Hat donations must be **BRAND-NEW** due to the low immune systems of the people receiving hats.

Thank you for hosting an event for Hats Off For Cancer! You are helping to make it a brighter day for children and teens battling cancer.
We appreciate you and all of your help!



Frequently Asked Questions

- Q. Can I hold a Mad Hatter event on a day other than Mad Hatter Day (10/6/13)?
- A. Yes, you can hold the event any time during September, October or November.
- Q. Do you accept donations and hats at other times during the year?
- A. Yes, we accept hats and donations throughout the year.
- Q. Do you work with any hospitals and camps in my area?
- A. We work with hospitals, camps, centers, and organizations all over the world.
- Q. If I cannot locate a local place to accept the hats, can I send them to you?
- A. Yes, you can send any hats that cannot be accepted locally to our national headquarters in the Greater Los Angeles area.
- Q. Is there a local Hats Off For Cancer branch in my area?
- A. Our national headquarters is located in the Greater Los Angeles, CA area. However, we work with schools, companies, organizations, hospitals, camps, and centers throughout the United States, and in many other countries around the world.
- Q. There is a local child or teen battling cancer and I want to request a hat for them. Can I request a hat for them?
- A. Yes, you can go here: <http://hatsoffforcancer.org/request-a-hat/> and request the hat and then nominate them for our HOC Hero of the Week here: <http://hatsoffforcancer.org/nominate-hero/>
- Q. I want to start a club at my school for Hats Off For Cancer and raise awareness and donations throughout the school year! How do I start?
- A. We have just started to launch our HOC school clubs! You can find out more information in our Get Involved section of our website.
- Q. Do you have lesson plans available for teachers to use during class when holding a drive for HOC?
- A. We do not have universal lesson plans yet, but we are working on it and happy to receive any plans that you may have used for your event.

Q. Where does the money go that is donated?

A. We are 100% volunteer organization, meaning that no one takes a salary. The money collected goes to purchasing hats for personal requests, shipping hats to individuals, hospitals, camps, centers and organizations worldwide, storing the hats and administrative costs to help provide tools for groups to hold drives and events.

Q. Is my donations tax-deductible?

A. Yes, you are donating to a 501 c 3 nonprofit organization. Contributions are tax deductible to the fullest extent permitted by law.

Have more questions?

Email us at info@hatsofforcancer.org and we'll answer your questions!

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Contact: Tara Lawrence
Hats Off For Cancer
424-888-HOFC
director@hatsoffforcancer.org
www.hatsoffforcancer.org



A Very Important Date: Hats Off For Cancer’s Mad Hatter Day Is October ____

From Beanies to Baseball Caps, Hat Drives Will Collect Hats of All Kinds for Children with Cancer

What?

Hats Off For Cancer, which collects and donates hats of all kinds to the brave children who lose their hair due to cancer treatments, is inviting communities nationwide to celebrate the **7th Annual Mad Hatter Drive** with local hat drives and tea parties.

Last year over 30,000 hats were donated and more than \$30,000 raised, and this year **Hats Off For Cancer** is aiming to bring smiles to thousands of more children fighting cancer.

How?

Bring new, unworn hats to your local hat drive location. Baseball caps, beanies, sock hats – any hat that is kid friendly.

When?

[Day, Month, Year] at [time(s)]

Where?

[Location]

[Address 1]

[Address 2]

Hosted by [Org hosting]

Media:

Encourage public participation through hat donations; attend and cover local hat drive: interview opportunities with local hat drive community leaders/organizers, visual/photo opportunities with volunteers and lots (and lots of different kinds) of hats!

Local Hat Drive Contact:

About: Since 1996, **Hats Off For Cancer** has collected and donated over 1.5 million brand-new hats to children who have lost their hair due to cancer treatments. For more information, please visit www.hatsoffforcancer.org.



This hat is donated with love from:

On behalf of Hats Off For Cancer
<http://www.hatsoffforcancer.org>



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Hat Donation Tags



**Please join us to
help kids battling
cancer during:
Childhood Cancer
Awareness month**

*Hats Off For Cancer strives to bring awareness to
childhood cancer while helping to make a childhood
cancer patient's smile a bit brighter and their day a
bit happier!*

**September _____, 2013
Bring donations to:**

**Donations can be cash or checks made payable to *Hats Off For Cancer*.
Gift receipts will be mailed from organization for check donations.
Hats Off For Cancer, Inc. is a 501 (c) 3 nonprofit organization**



**Please join us to
help kids battling
cancer!**

*Hats Off For Cancer strives to bring awareness to
childhood cancer while helping to make a childhood
cancer patient's smile a bit brighter and their day a
bit happier!*

October _____, 2013

Bring donations to:

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Gift receipts will be mailed from organization for check donations.
Hats Off For Cancer, Inc. is a 501 (c) 3 nonprofit organization**



**Please join us to
help kids battling
cancer!**

*Hats Off For Cancer strives to bring awareness to
childhood cancer while helping to make a childhood
cancer patient's smile a bit brighter and their day a
bit happier!*

November _____, 2013

Bring donations to:

**Donations can be cash or checks made payable to *Hats Off For Cancer*.
Gift receipts will be mailed from organization for check donations.
Hats Off For Cancer, Inc. is a 501 (c) 3 nonprofit organization**