



Ponytail Project: Marketing Kit

Ponytail Project is a peer-to-peer fundraising initiative that began in 2015 at St Margaret's Anglican Girls School in Brisbane. Every chop and every dollar supports vital cancer prevention work.

This kit helps schools share impactful content to boost awareness and donations for Cancer Council.

How fundraising helps

Cancer Council is Australia's leading cancer charity, working across every aspect of every cancer. Each day, Cancer Council supports families affected by cancer when they need it most. Donations to the Cancer Council go directly to local cancer research, support services, and cancer prevention and early detection programs.

Every dollar counts

\$15

Provides **sun protection resources** to schools or a turban to someone experiencing hair loss due to cancer treatment.

\$65

Funds a **one-on-one support session** with emotional and practical guidance for a person facing cancer and their families.

\$200

Goes towards **translating a cancer resource into another language**, helping us reach more people, and prevent more cancers.

\$1000

Pays for an **analysis of two gene samples** for a research project.

\$2500

Delivers **cancer-prevention factsheets** to over 7,500 Aussies.

\$5000

Provides **sun protection resources** to over 300 Aussie schools.

Assign roles

Ask staff to assist on chop day with photography, video, and social media.

Ensure a media consent form has been completed by all participants. Note anyone without consent or who opts out (usually indicated by a sticker on their cape).

Pre-event checklist

As well as downloadable resources for participants to use, materials you can request from your local Cancer Council representative include:



Pull-up banners

Signage

Posters

Chop capes



Photography & videography tips

- **Lighting:** natural light or well-lit indoor spaces
- **Framing:** rule of thirds, avoid cluttered backgrounds
- **Angles:** close-ups of the chop, wide shots of the crowd, reaction shots
- **Emotion:** capture smiles, cheers, and before/after transformations
- **Smartphone tips:** settings for best quality, avoiding shaky footage

Keep in mind if taking photos of participants on a stage with lighting, it can often make the background quite dark. If you have time, it would be great if you could 'stage' a chop in an area that has a well-lit background.

Shot list

- Before shots (students with ponytails)
- Action shots (scissors cutting hair and big smiles!)
- Group photos of participants
- Reaction shots (smiles, cheers)
- After shots (holding ponytails, new hairstyles, more big smiles!)
- Time-lapse video of multiple chops

Optional: Short interviews filmed in portrait.



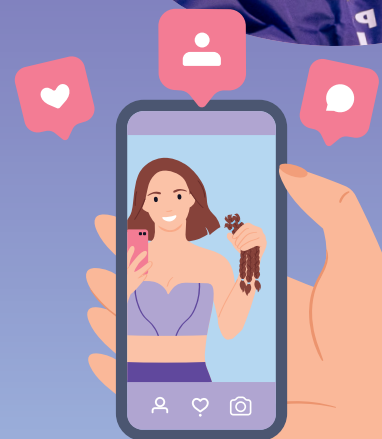
Tip: Film in a quiet space to avoid any background noise. Topics could include "Why I'm chopping my ponytail", etc.

Social media

Please tag our Instagram account [@PonytailProject](#)

Suggested hashtags:

#RocktheChop #PonytailChop #CancerCouncil #ChopForChange



Thank you so much!

If you have any questions or need support, head to the contact us section of our website or reach out to your local Cancer Council representative.