

Primo Fund-Razor

Shaving for cancer care



The idea

Primo has a history of supporting local. This includes supporting the Taranaki Health Foundation. Primo have supplied us with our high-speed fibre internet for several years as an in-kind donation. When one of their own found themselves diagnosed with cancer earlier this year they saw first-hand the impact cancer treatment can have on the lives of those affected and their support network.

The Taranaki Cancer Centre is due to be opened in 2025, and the Taranaki Health Foundation is fundraising for enhancements that will improve the well-being of patients and their carers. Primo saw an opportunity not only to help one of their own members of staff who was going through a cancer journey, but to help the Taranaki community by fundraising for this essential new facility.

The guys at Primo are known for their impressive facial hair, so what could have more impact than agreeing as a team to stand up and shave their beards and heads in public! With five particularly hairy hunks taking the limelight, and the remaining staff all agreeing to be shaved to various extents, the stage was set for an impressive event.

“Thank you Taranaki Health Foundation for all your help to get it off the ground, your team have been absolutely fantastic to work with and made it so much easier to gather donations.”

Kelly Ellis
Primo Business Manager

The setup

Using Raisely as our fundraising platform, Taranaki Health Foundation set up a website dedicated to the event – with bespoke event branding and content. The site was hosted by Taranaki Health Foundation and all donations were made directly to the cause, making the tracking of donations as simple as possible.

A landing page was created that allowed participants to sign up, with individual fundraising pages created so all donations could be made to a specific person. Each participant could see who had donated and how much, with the opportunity to send a thank you to donors directly through the platform. Making it simple for people was vital as any friction in the process could lead to drop-off. We also provided the option to donate by direct bank transfer.

The event itself was promoted through a multi-channel campaign, using social media, out of home, radio and email communications.

The execution

Generating excitement in the community was vital to the success. It was also important to perform the Fund-Razor in public, giving supporters the opportunity to see the outcome of their support. The perfect opportunity was found by combining the shaving event with the Primo King of the Mountain BBQ competition. Partnering with an already established event gave us an audience that we could entertain and encourage to donate on the day. It also meant we could bring people to that event that may not have otherwise known about it or attended.

On the day, there was a strong presence from Primo, with support from Taranaki Health Foundation staff. Opportunities were made available to give cash donations on the day, as well as EFTPOS machines being available for donations from people not carrying cash.



The results

A target of \$20,000 was initially set by Primo – and the final amount raised was **\$22,793.31** – an increase of 14% on top of the original target. The event also saw incredible engagement with the community. 236 individuals donated, with the average donation being **\$96.58**. On the event day itself, **\$1,863.30** was donated in cash or EFTPOS. Primo also received almost \$1,500 from customers who were in credit and donated this back to the cause.

Donations came from all over the world, with donations coming from NZ, Australia, UK, Europe and America.

Your support matters

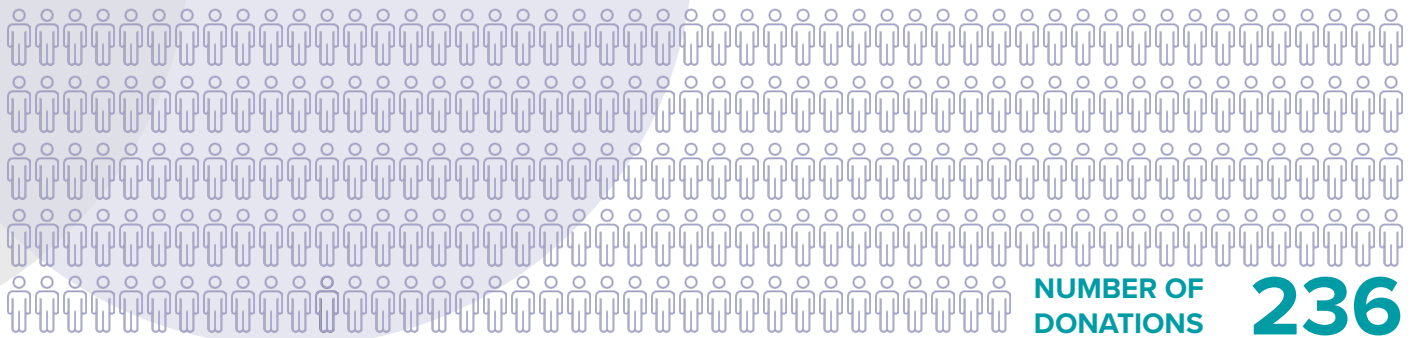
If you can find a cause that your team believe in, a fundraising event can be a major morale booster for staff. This morale boost becomes even more prominent when owners, CEOs or senior management get involved and become key participants too. We would love to work with you to create a bespoke fundraising campaign for your staff and help you make a difference where it matters most. To find out more, speak to Grant or Heather.

Grant Carter

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Heather Kadlec

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FUNDRAISING TARGET VS. ACTUAL AMOUNT RAISED

Target amount – \$20,000

Amount raised – \$22,793

MEAN DONATION AMOUNT

\$96.58



MOST COMMON DONATION AMOUNT

\$50

