

# POLISHED MAN

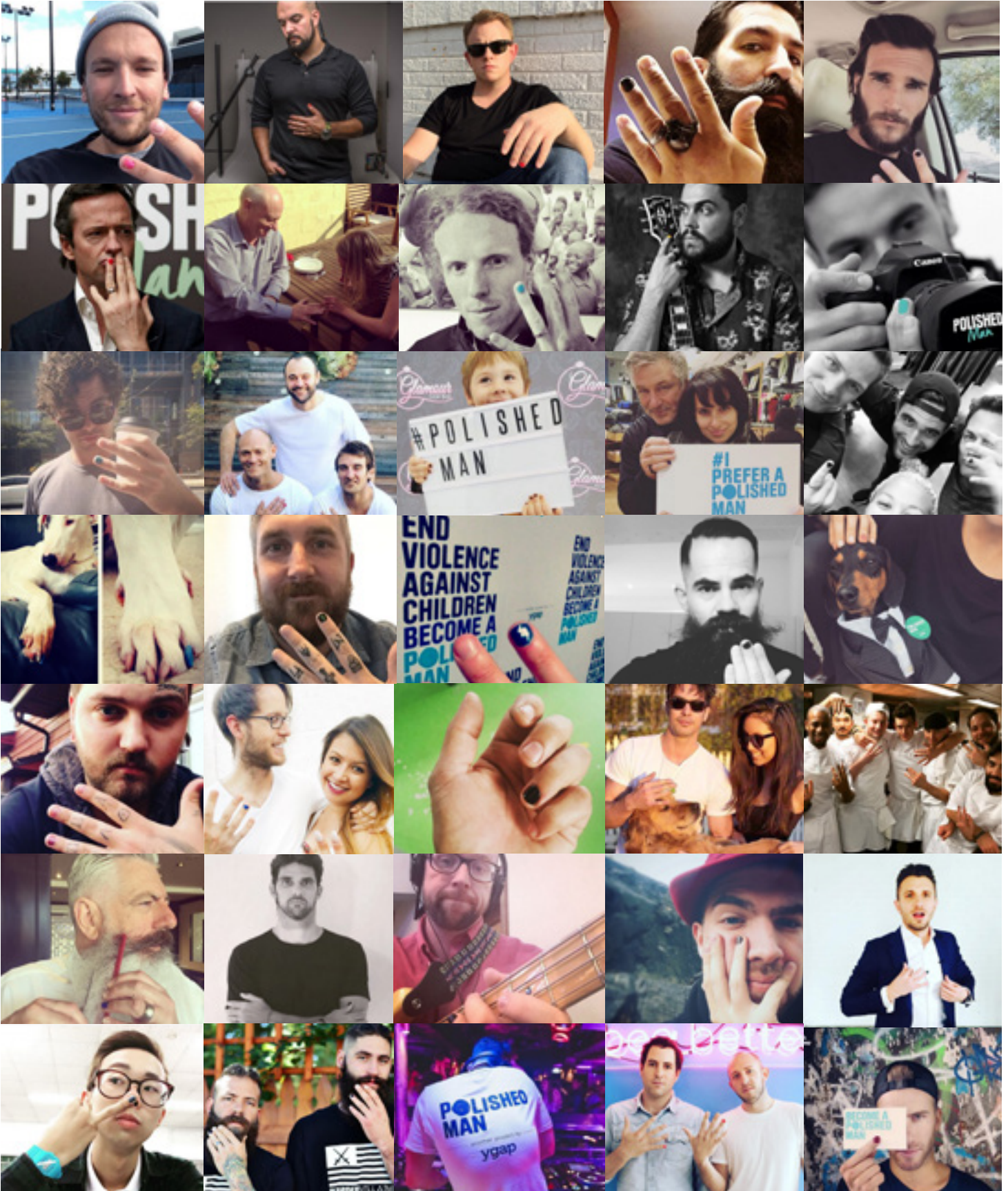
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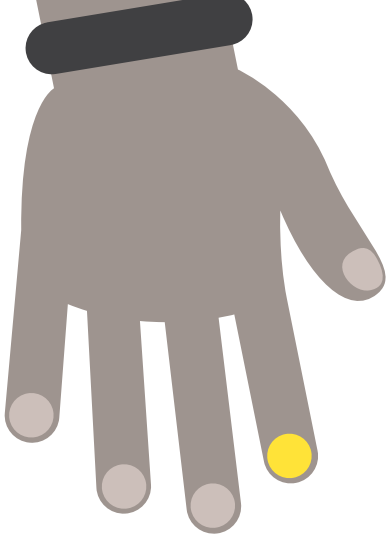
**ygap**

**POLISHED MAN STARTER KIT**

OCTOBER 1 — 31, 2016

# #polishedman





**YOU'RE IN**



### Welcome to the Polished Man club

On behalf of the Polished Man team, the children we support and projects we aid we thank you for being bold and taking a stand against violence towards children.

Your fundraising page is ready to go, so what's next? It's time to nail it, and we'll be here to help you every step of the way!

This little booklet is your how-to-guide to get polished like a pro.



# POLISHED TIMELINE



**From now:** Send around your fundraising page and get 10 mates to donate to you

**During September:** There's power in numbers - start a Polished Man team at work or with your friends and combine fundraising efforts

**End of September:** Get a man-buff and get the polish ready

**Oct 1:** Get that nail ready for its MAN-I-cure. Grab a polish or head down to your local salon

**All of October:** Get fundraising, and painting!

**Oct 31:** Pull out the remover. Polished Man 2016 is over

**Mid Nov:** Fundraising total announced.



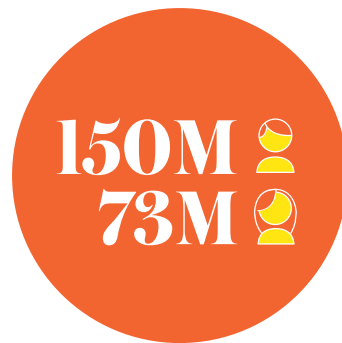
Globally 1 in 5 children are affected by violence before the age of 18\*

\*World Health Organisation  
2014, Child Maltreatment  
Fact sheet No150



90% of all sexual violence against children is perpetrated by men\*

\*Cynthia Crosson-Tower,  
Understanding Child  
Abuse and Neglect, 4th ed.



150 million girls and 73 million boys under 18 have experienced sexual violence\*

\*World Health Organisation,  
Global Estimates of  
Health Consequences due to  
Violence against Children,  
op.cit.at note 8



# THE ANSWERS TO THE TOP 10 QUESTIONS YOUR MATES ASK YOU

## 1. Why have you got your nail painted?

I'm raising awareness and funds for the one in five children affected by physical and/or sexual violence before the age of 18.

## 2. What is Polished Man?

Polished Man is an innovative fundraising campaign that challenges men to end violence against children by painting one fingernail to represent the one in five children affected by violence before the age of 18.

## 3. Where does the money go?

All funds raised through Polished Man are channeled into trauma recovery and trauma prevention programs for children who have suffered or are at risk of suffering from violence globally.

These include numerous YGAP impact entrepreneurs running ventures that reduce violence against children or provide emergency relief to those that have fallen victims to physical and/or sexual violence.

Funds are also channeled into some incredible work being carried out by World Vision Australia, Hagar International, the New York Centre for Children and the Australian Childhood Foundation.

## 4. Why nail polish?

YGAP's CEO Elliot Costello came up with the idea for Polished Man after a visit to project partner Hagar International in Cambodia. One evening, he met a young girl named Thea. Due to their language barrier, the two played naughts and crosses and other games for hours. At the end of the night, Thea drew a heart on Elliot's palm, and then painted all of his nails blue.

The following day, Elliot heard about how Thea came to be Hagar's care. When she was eight, her father – the family's sole breadwinner – passed away and Thea's mother sent her to an orphanage, hoping to give her safe refuge. Instead Thea was physically and sexual assaulted on a daily basis for two years by the orphanage director.

Elliot made the decision to paint one nail to remember Thea. When he later found out 1 in 5 children are affected by violence before the age of 18, the Polished Man movement was born.

## 5. Why men?

90% of all sexual violence against children is perpetrated by men, but the Polished Man movement is not about pointing the finger. It's about empowerment.

It's about asking men to unite and lead by example, channeling the collective strength of masculinity to protect society's most vulnerable citizens and our future leaders.



#### **6. How can I get involved?**

Anyone can become a Polished Man and raise funds as an individual or in a team. This year, we're asking all Polished Men to request 10 friends donate the price of a cup of coffee every day for the month of October.

Simply head to [polishedman.com](http://polishedman.com), register your details, and start spreading the word. If you know of a business that may be interested in partnering with Polished Man, have a chat to Brittany ([britt.kimmitt@ygap.com.au](mailto:britt.kimmitt@ygap.com.au)) or Daniel ([daniel.kummer@ygap.com.au](mailto:daniel.kummer@ygap.com.au)).

#### **7. How can my business get involved?**

Sign up or donate at [polishedman.com](http://polishedman.com) then start a team or teams and run a corporate competition for the highest fundraising team and/or individual.

You could also run an event in your office i.e. a MAN-I-Cure nail bar and hold a competition for the best nail art.

Get your colleagues involved, paint a nail, raise funds and raise your voice to end violence against children.

#### **8. But women perpetrate violence too.**

Polished Man does not suggest men are the only perpetrators of violence against children but we do know that 90% of all sexual violence against children is perpetrated by men and encourage men to stand up as leaders in society and say no to violence against children.

#### **9. Can I donate in cash?**

Yes, you can simply deposit online or at any ANZ branch.

**Name: YGAP**

**BSB: 013247**

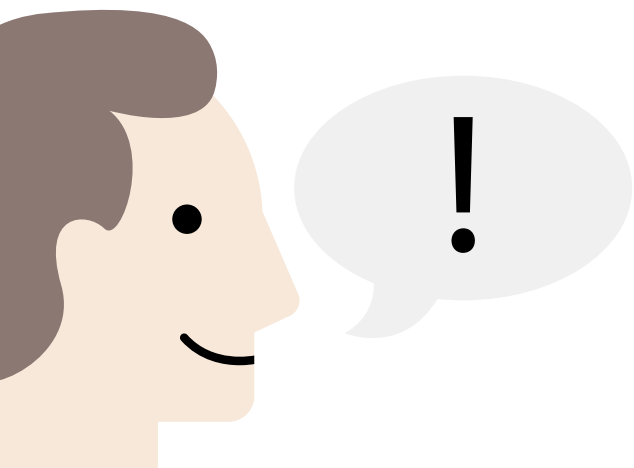
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#### **10. What else can I do?**

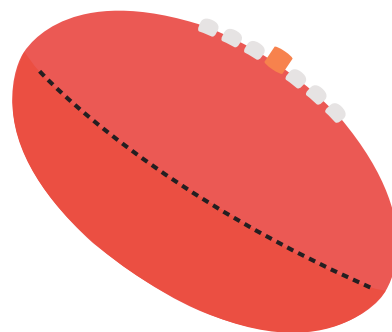
Start a team, run a MAN-I-cure bar in your office lobby and pick some really fun ways to raise funds from our A-Z guide on page 11.

#### **11. How Women can get involved!**

Polished Man encourages women around the world to rally behind the Polished Men in their life and celebrate positive masculinity by telling the world they prefer a Polished Man. Take a photo with your Polished Man to upload on social media and say "I prefer a #polishedman" or paint a feature nail for the month of October and fundraise as well.



# KICK START YOUR FUNDRAISING!



## 1. Send this email to 10 of your mates

Hi guys, as my biggest advocates and supporters, I have something really important to ask you this October. By painting one nail for Polished Man, I'm raising awareness and funds to end violence against children. Awareness is really important but it's the fundraising that will have a tangible impact on the lives of children affected by or at risk of experiencing violence.

I'm asking you to donate the price of one cup of coffee every day for the month of October and drive my fundraising to the next level. You can do this by visiting my fundraising page and making the sacrifice of a small cost every day for a month.

Here is my fundraising page (insert URL here).

On behalf of myself and the children your donation will impact, thank you.

## 2. Post this to your Facebook

This year, I've signed up to the @YGAP @PolishedMan campaign to nail it and end violence against children. One in five children fall victim to physical and/or sexual violence, before they turn 18. That's one too many. For the month of October, I'll be painting one nail to represent this statistic and raise awareness and funds to end violence against children. You can donate to my page at (insert URL here) #polishedman

## 3. Update your profile pic & cover pic on Facebook, Instagram and Twitter

Visit our resources page on the Polished Man website to access all of our Polished Man social media files.

## 4. Kick-start your fundraising with a \$50 donation

Did you know that people are 50% more likely to donate to you if they see a donation already there?



# ALL THE COOL KIDS ARE DOING IT...

These are the champion Polished Men who are already on board.



**Tommy Little**  
PERSONAL TRAINER



**Josh Gibson**  
AFL PLAYER



**Andy Murphy**  
MUSIC PRODUCER & DJ



**Sam Wood**  
THE BACHELOR



**Dan Sultan**  
MUSICIAN



**Dylan Alcott**  
PARALYMPIAN



**Xavier Forsberg**  
REALITY TV



**Anthony McDonald-Tipungwuti**  
AFL PLAYER



**Braith Anasta**  
EX NRL PLAYER



**Didier Cohan**  
DJ/MODEL



**Josh Perry**  
EX NRL PLAYER



**Lehmo**  
COMEDIAN



**Phillip Bottenberg**  
INSTAGRAMMER



**Ryan Clark**  
BONDI RESCUE



**Ryan Ginns**  
REALITY TV



**Tai Hara**  
ACTOR





## If the polish is on you the burgers are on us.

This year we've partnered with  
Grill'd who will be giving away:

**1 free burger a day  
between the 4<sup>th</sup>-12<sup>th</sup>  
of October**

to thank you for becoming  
a Polished Man.

To show your support, take & tag  
a photo of you with your Grill'd burger  
to help raise awareness for the cause.

See website for details:

**[grilld.com.au/polishedman](http://grilld.com.au/polishedman)  
#grilld #polishedman**

*Grill'd*

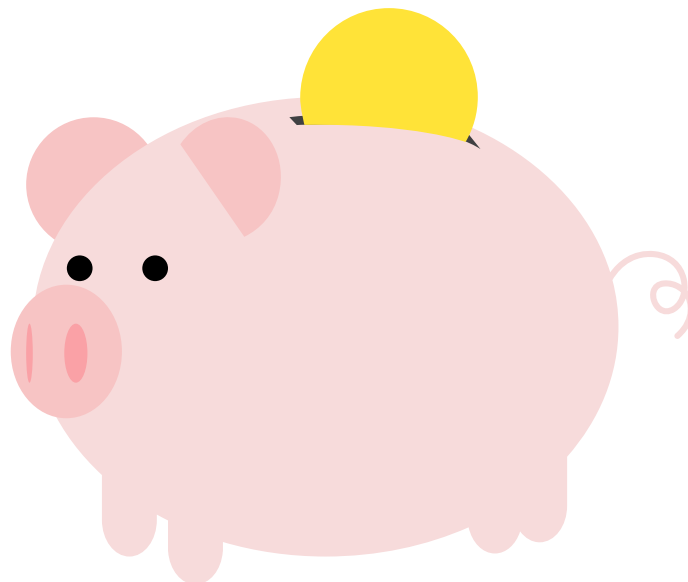
**LOVES A  
POLISHED  
MAN**

**4<sup>th</sup>-12<sup>th</sup> October 2016**

# A-Z F FUNDRAISING IDEAS

Hate asking people for money?

We've developed a list of ways you can fundraise for Polished Man without asking your mates to reach into their back pockets.



## **A – Auction**

Organise your own Polished Man auction. Why not auction off your talents for the day or sell something online like those old golf clubs that have been collecting dust?

Abseil – Scale the dizzy heights of a local landmark or office block to raise funds.

## **B – Bike ride**

Why not organise a bike ride and turn it into a sponsored event? Set up a team with the other riders!

Beer Festival – Stock up on international beers, food and music and sell tickets. You could also find a local nail salon to host a MAN-I-Cure bar!

## **C – Cricket match**

Challenge your mates, colleagues or teachers to a Polished Man cricket match. Each team pays a fee.

Charity push – get sponsored to cover a set distance in a bed, shopping trolley, bathtub, or wheelie bin.

## **D – Darts Tournament**

Challenge your mates to a game of darts at the pub with a \$20 entry fee which including a beer. Try and get a local business to donate a prize. Dinner with the Lads – hire a popular and spacious restaurant (maybe a place a mate owns or who can get you a really good rate). Entertain ticket holders with music, comedy and an overview about the Polished Man campaign.

## **E – Every finger**

Set a target that once you raise \$1,000 you will paint every finger for one whole month! Eyebrows – get sponsored to shave them off – they grow back eventually!

## **F – Five a side football**

Challenge your mates or your teachers to a five a side tournament as part of a football fundraiser. Each team pays to play.

## **Film night**

Get your mates together for a movie night and pay what you would normally spend on a night out.

## **G – Guess who's nail it is?**

Match the Polished Man ambassadors face to his painted fingernail.

## **H – Household sale**

Sell off all your unwanted belongings for Polished Man.

## **I – It's a knockout**

Revive the 80s game show by inviting teams to compete in silly games in silly costumes.

## **J – Joke-athon**

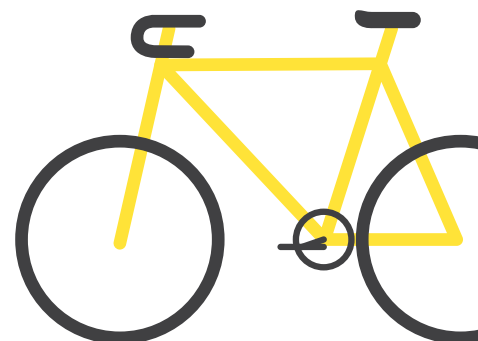
Have your friends in stitches with a joke-athon. How long can you keep your friends laughing? If the jokes are really bad, make them pay a fee to leave.

## **K – Karaoke**

Impress your friends with your singing ability – try out your favourite tunes. Pay per tune.

## **L – Loud tie day**

Look to make a difference amongst your friends: see who can wear the most outrageous tie. You could even design your own tie. Only those who have paid to display can take part.





#### **M – MAN-I-Cure bar**

Host a MAN-I-Cure nail bar in the office foyer, lunchroom, or with your sports club. Get the ladies to bring along the polishes and donate their time getting everyone painted up! Mini Olympics – Test those budding Olympians and hold a mini Olympics at the office. Pay to play.

#### **N – Nail art**

Get everyone to pay \$5 to enter a competition for the best nail art. Winner wins a prize donated by the office or someone in the team.

#### **O – Outward bound**

Go climbing, hiking, camping, etc, and raise money for Polished Man!

#### **P – Poker night with the boys**

Get the fellas together for a boys Poker night, up front cash amount to enter. Polished Gramps – Go in search of your area's most polished grandpa. Charge contestants to enter, and ask local hair salons and restaurant to donate prizes. Invite the local press.

#### **Q – Quizzes**

If your local doesn't run a pub quiz, set one up. Test the regulars on pop, trivia or sport.

#### **R – Raft race**

Teams compete by building their rafts and racing over a set distance. Teams pay to compete. Refreshments – Sell teas, coffees, sandwiches, biscuits, cakes, etc. in the lunchroom for a week.

#### **S – Swim-athon**

Swim the distance for Polished Man. Get sponsored per length... or per km/mile! Swear box – Cough up \$1 for every \$@\*£\$! uttered. Put a box at home, at work and at the pub.

#### **T – Tank a PM**

Charge work mates or team members to dunk their relatives, friends or enemies in a tank of dyed water. T-shirts and clothing – market Polished Man by producing a range of promotional clothing.

#### **U – Uniform free day**

Whilst best avoided if you are a fireman, a uniform free day is a great way to get raise funds at school, or let your office relax a little with a dressed down dress code. Swapping your usual uniform for fancy dress could help you raise even more money.

#### **V – Vehicle show**

Well-organised car and bike shows are great crowd pullers and fantastic fundraisers.

#### **W – Waxing**

A hair-raising experience for the boys. Get sponsored to wax your legs or chest. Wine and Cheese Ask supermarkets to donate the wine and cheese. Sell tickets, and produce to take away.

#### **X – Xbox / Console Night**

we hope you're sat comfortably because a gaming fundraiser could leave you up all night. Make this gaming session one that matters by inviting people to play for a donation to Polished Man.

#### **Y – Yacht racing**

Participate in regional or national events. Seek sponsorship from local clubs and businesses.

#### **Z – Zodiac Evening**

Invite a guest astrologer for a star-studded fundraiser. Charge for entry and horoscope readings.

# SUGGESTED SOCIAL MEDIA POSTS...

@polishedman

@polishedmancampaign

@polished\_man

Show your support by sharing photos of your painted nail and encouraging others to do the same. We know you're busy, so we've pulled together some suggested posts and examples for you to copy!

**Update your profile pic to one of you and your painted nail!**



## **When you sign up:**

I just signed up to become a @YGAP @polishedman! One in five children fall victim to physical and/or sexual violence, before they turn 18. That's one too many. For the month of October, I'll be painting one nail to represent this statistic and raise awareness and funds to end violence against children. Sign up today at [www.polishedman.com](http://www.polishedman.com) or donate to my page at [insert fundraising url] #polishedman

## **October 1:**

This month I'll be painting one fingernail to raise funds and awareness for the one in five children affected by physical and/or sexual violence before the age of 18. Join the @YGAP @polishedman movement today at [www.polishedman.com](http://www.polishedman.com) or donate to my page at [insert link] Polished Man. Nail it to end it. #polishedman

### **Nominate your mates:**

I am a @YGAP @polishedman  
Being a Polished Man isn't just about remembering to buy flowers, how many rounds you shout, or how much you lift. It's about saying no to violence against children.  
That's why this October I'm painting my nail and asking you to donate to help the 1 in 5 kids globally who are subjected to physical or sexual violence before they turn 18.  
And I nominate @X and @X to join me.  
Nail it to end it. #polishedman  
Donate to my page here: [insert URL]  
Become a polished man here: [www.polishedman.com](http://www.polishedman.com)

### **October 25:**

For the month of October I've painted one fingernail for the @YGAP @polishedman campaign to nail it and end violence against children. There's still time to make a difference to the lives of children who have fallen victim to or are at risk of experiencing violence. Donate to my page at [insert link] or make a donation online today [www.polishedman.com](http://www.polishedman.com)  
#polishedman





And some example posts for the ladies!



**TAKE A PHOTO WITH YOUR FAVOURITE POLISHED MAN AND POST IT ONLINE, DECLARING "I PREFER A #POLISHEDMAN" AND ASKING PEOPLE TO DONATE TO HIS PAGE.**

**On signup:**

I just signed up to the @YGAP @polishedman campaign! One in five children fall victim to physical and/or sexual violence, before they turn 18. That's one too many. I'll be painting one feature nail this October to raise awareness and funds because I prefer a #polishedman. Join the movement today at [www.polishedman.com](http://www.polishedman.com) or donate to my page at [insert link]

**October 1:**

It's time to rock the Polish because I prefer a #polishedman! This month I'll be painting one feature nail to raise funds and awareness for the one in five children affected by physical and/or sexual violence before the age of 18. Join the @YGAP @polishedman movement today at [www.polishedman.com](http://www.polishedman.com) or donate to my page at [insert link]

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# ALL MADE POSSIBLE BY...

Grill'd

Clear  
—  
Designing  
outcomes

Dentsu Mitchell

Saxall.  
DESIGN STUDIO

WILLOW & BLAKE



David Higgs  
PHOTOGRAPHY

QMS

TOM



PANDORA

KESTER BLACK



RAISELY

WR!GHTS



L'ORÉAL



CASA X AMUK



BEAUTY EDU



GREENFIELDS

WINK

TROPHY  
WIFE



colmar brunton.



THE ARTISTRY



THE TAILORED MAN



Make sure you're hanging with our possie  
on social media.

 [@POLISHEDMANCAMPAIGN](#)

 [@POLISHEDMAN](#)

 [@POLISHED\\_MAN](#)

Got a question? Email [info@polishedman.com](mailto:info@polishedman.com)

Check out [polishedman.com/resources](http://polishedman.com/resources)  
for a bunch of resources online

Want to partner with us?  
Email Partnerships Manager  
[britt.kimmitt@ygap.com.au](mailto:britt.kimmitt@ygap.com.au)