

# AUGUST



**Black Dog  
Institute**

**Mullets For  
Mental Health**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	7 <b>Challenge a mate to grow a mullet with you –</b> Create a team page	8
9	10	11	12 <b>Personalise your fundraising page –</b> Who are you growing your mullet for? Your mates, family, team...	13	14	15
15	16 <b>There's power in numbers –</b> Share your page and invite more friends to join your team	17	18	19	20	21 <b>Need some mullet inspo?</b> Check out our favourite mullets on the event site. Decide what type of mullet you'll grow
22	23	24	25	26	27	28
29	30	31 <b>Get ready!</b> Take a picture of your full head of hair so you can create a before and after collage				

# SEPTEMBER



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Institute**

Mullets For  
Mental Health

SUN	MON	TUE	WED	THU	FRI	SAT
			1 <b>Shape and grow!</b> Meet your team and shape each other's mullets or live stream the shave for all your friends to see	2 <b>Update everyone</b> - Add a pic of your new mullet to your fundraising page, then share it on Facebook	3	4
5	6	7	8	9	10 <b>World suicide prevention day</b> - Show your mates you're all ears	11 <b>Spread the word</b> - 1 in 5 Australians experience mental illness. Check out <a href="#">Black Dog's online support tools</a>
12 <b>Have a BBQ with mates</b> - Virtual or in person - and start talking! <a href="#">Check out our guide</a>	13	14 <b>Extra challenge</b> - Give your friends an incentive to donate by dying your mullet when you reach a fundraising milestone	15	16	17 <b>You're nearly there!</b> Say thank you to everyone who have donated so far	18
19	20	21	22 <b>Mullet care</b> - Does your mullet need reshaping? Get it looking perfect for your last week	23	24	25
26	27 <b>Tell your story</b> - Write a post about what you've enjoyed about your mullet. Give a call out for donations	28	29 <b>Spread the love</b> - Thank everyone who has helped you make a difference for Black Dog Institute	30 <b>Back to business</b> - The party is over! Say goodbye to your mullet. Give your fundraiser one last shout out		