



Beauty Changes Lives

MENTORSHIP FUNDRAISING
COMPETITION TOOLKIT



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About Beauty Changes Lives

Established as a 501(c)(3) in 2012, the **Beauty Changes Lives** Foundation focuses on Elevating, Educating and Exposing the power of touch—through education—to transform careers, lives and communities. With a mission to elevate the perception of the professional beauty industry as a viable and rewarding career choice, Beauty Changes Lives is committed to uniting all segments of the industry to support the NextGen of beauty and wellness professionals.

KEY OBJECTIVES INCLUDE:

- Building awareness of career opportunities in the beauty and wellness industry
- Uniting industry brands and professionals to support NextGen talent (NEXTGEN is the term used to describe graduates within the first 3 years)
- Awarding scholarships to students entering the profession
- Awarding scholarships to licensed professionals committed to advancing their career through professional development and education opportunities
- Connecting NextGen talent with today's most iconic industry leaders and esteemed brands

Since 2013, Beauty Changes Lives has awarded more than 300 scholarships in excess of **\$2 million** to students and licensed professionals attending cosmetology, esthetics, nail, massage, makeup and advanced courses.

Beauty Changes Lives is supported by a coalition of beauty professionals including educators, product manufacturers, celebrities, chain salons and industry icons. Through public events, educational outreach and partnership with select philanthropies, Beauty Changes Lives displays the breadth of career opportunities available to beauty school graduates.



What is it?

The BCL Mentorship Fundraising Competition

The Beauty Changes Lives Foundation introduces the Beauty Changes Lives Mentorship Fundraising Competition.

Over the past four years, the Beauty Changes Lives Foundation has changed the lives of hundreds of students through scholarships and mentoring experiences. Now, we're introducing the first competition created to pair member schools—and all of their students at the winning campus—with the industry's top talent for an amazing day of mentoring.

The Beauty Changes Lives Mentorship Fundraising Competition challenges schools to channel their creativity as they raise funds to support the Beauty Changes Lives general fund.

During the fundraising challenge, schools will compete to win an all-expense paid mentor visit to the winning school's campus. Fundraising initiatives are limited only by each school's imagination and hard work. Unlike previous BCL mentor opportunities, this competition will touch the lives of every student at the winning location. Beauty Changes Lives will provide local media relations support to create exposure and buzz for the memorable experience.

WHY MENTORSHIP MATTERS

7 Legends Speak Out

Why is mentoring so important in supporting AACCS Member students? We could share dozens of reasons, but we'll leave it to 7 leaders and legends to address why they believe in the power of mentoring:

1. "A mentor is someone who allows you to see the hope inside yourself."

— Oprah Winfrey

2. "One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination."

— John C. Maxwell

3. "The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves."

— Steven Spielberg

4. "We're here for a reason. I believe a bit of the reason is to throw little torches out to lead people through the dark."

— Whoopi Goldberg

5. "In order to be a mentor, and an effective one, one must care. You must care. You don't have to know how many square miles are in Idaho, you don't need to know what is the chemical makeup of chemistry, or of blood or water. Know what you know and care about the person, care about what you know and care about the person you're sharing with."

— Maya Angelou

6. "A lot of people put pressure on themselves and think it will be way too hard for them to live out their dreams. Mentors are there to say, 'Look, it's not that tough. It's not as hard as you think. Here are some guidelines and things I have gone through to get to where I am in my career.'"

— Joe Jonas

7. "Show me a successful individual and I'll show you someone who had real positive influences in his or her life. I don't care what you do for a living—if you do it well I'm sure there was someone cheering you on or showing the way. A mentor."

— Denzel Washington

Win a Day with an Iconic Mentor

THREE (3) schools will earn the opportunity to customize their day with one of our participating mentors. The **TWO (2)** schools with the most funds raised will be awarded a mentor for a day. **ONE (1)** school will be randomly selected through the “School Participation Opportunity Drawing” and also awarded a mentor for a day.

MEET THE MENTORS

Andrew Carruthers: Education Director, The Sam Villa Company

Andrew Carruthers' career as a hairdresser has been extremely diverse. Fueled by over 17 years of full-time work in a salon, his experience also includes salon ownership, photographic work, as well as personal and professional coaching.

As an educator, Andrew has worked for many national cosmetology brands and is currently the Education Director for Sam Villa, a brand that provides a wide variety of both online and live education. From small one-to-one hands-on classes to large stages, his love for supporting others and sharing his discoveries has been a primary passion since the early days of his career.



“I’m not trying to impress the top 5% with what I do. I’m thinking about how I can serve the 95% of our industry that works in XYZ beauty salon to make every day stronger in their career.”

Jen Planck: Master Stylist and Inspirational Speaker

As a master stylist, speaker and innovator, Jen has inspired millions of beauty professionals through her passionate message of mentoring one another for the greater good. Her message has touched the lives of so many, extended through her audiences of the last 25 years: a rare talent that transcends the industry.

Jen has climbed the ladder of beauty industry by successfully achieving the goals of hyper demanded stylist, artistic director, platform artist and salon owner. Her earned stature as industry leader has evolved the message to the most basic foundations—we are all equal and the more you help others, the more you receive in return.

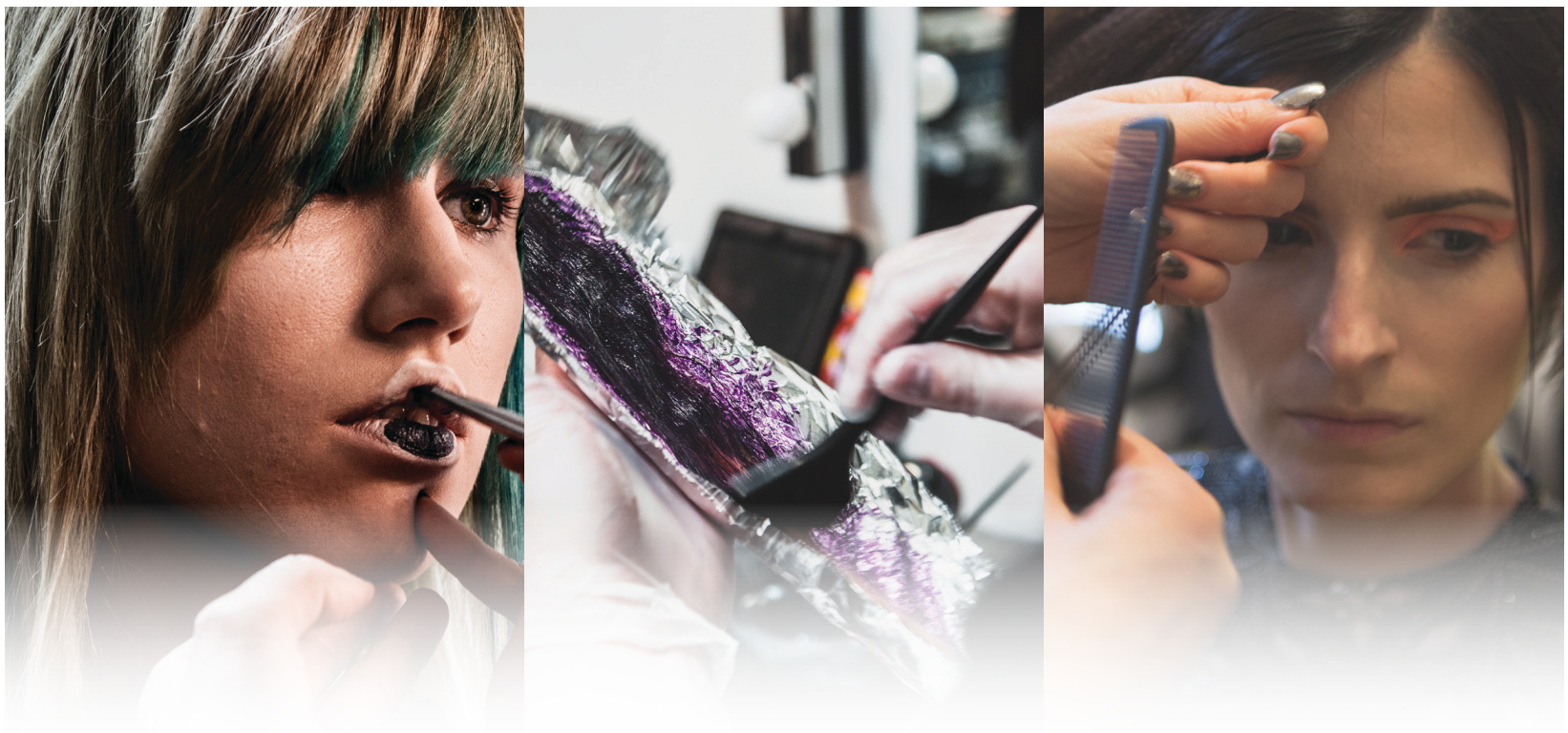


Yolly Ten Koppel: Global Artistic Educator, Pivot Point International

Yolly ten Koppel's impressive list of achievements includes the title of International Creative and Technical Director of Pivot Point International. Yolly is responsible for ongoing training and collaborating with Pivot Point Distributors and implementing best practices, while also developing and managing the Pivot Point International Artistic Team.

Yolly has been a featured artist in many major industry shows in more than 30 countries around the globe, including world-class fashion capitals like Tokyo, Hong Kong, Sao Paolo, Milan and New York City. When she is not performing on platform for large, enthusiastic audiences, Yolly teaches and trains hairdressers and future educators, from entry-level to professional status. She is also co-owner and Artistic Director of Engels & ten Koppel Advanced Center in The Netherlands.





Timeline and Getting Started

TIMELINE

- Competition announced at AACCS convention on **October 21, 2017**; schools will sign up with school contact information.
- Competition starts after announced at AACCS and will end **February 28, 2018** at midnight.
- Schools will need to send a check for ALL cash donations and Beauty Changes Lives must receive it by **February 28, 2018**; Post mark date on mailing envelope must be **February 28, 2018**
- Winners announced **March 1, 2018**; Opportunity drawing will be conducted via Facebook live.

GETTING STARTED IS EASY

1. Visit our **website** to register.
2. Set up your Mobile Cause site.
3. **Download** the Mentorship Experience Toolkit from our website.

Mobile Cause

Once your team has registered on beautychangeslives.org/fundraising, you will receive a link to your personalized “text to donate” platform. Follow the steps below to complete your setup. Marketing assets include a poster, media advisory and news release to help promote your event. Identify the collateral, who will produce it and the timeline.

Step 1

Beauty Changes Lives will input selected school information and students can sign up to be a part of the team or create their own fundraiser.

Step 2

Individual team members will input their information to become a part of the team.

Step 3

Confirmation the page is ready for adjustments.

Step 4

The school and/or students can personalize their page for donors to see online and via mobile text to donate. The page can be adjusted anytime.

Step 5

Input the information and personal message you would like your donors to read and encourage them to donate.

Step 6

After you save, it should look like the picture to the right with your edited text.

Step 7

The school will have their own personal text # to accept debit and credit via phone.

Step 8

The finished text to donate platform for the school and this will be what your donors, students and school will be making donations from.

1

2

3

4

5

6

7

8



Fundraising Activities

Bundled Beauty Services

Provide your customers the opportunity to purchase several services at once!

Create packaged beauty services. For example:

- “Night Out on the Town” package could include a blowout, makeup application and mani-pedi.
- “Day at the Spa” package could include a massage and facial.

Create fun names for your packaged beauty deals. For example:

- “Treat Yourself” or “Glamorama.”

Consider subscription packages. For example:

- 3 blowouts a month for \$15
- Customers can purchase as many months as they want upfront with proceeds benefitting BCL.



Partner With a Local Blogger or Public Figure

A local blogger or public figure can add an entire new audience to your fundraiser.

- Pick someone with a strong social media presence and/or steady website traffic flow.
- This co-host can then promote the event to their existing networks to help drive traffic on the day of the event.
- The blogger or public figure should be on hand for at least part of your event.

Bake Sale

A table of sweets is an easy and great way to bring in extra donations!

- Create a sign-up sheet and have students, educators and staff bring in a variety of treats.
- Make a menu of items available and determine prices.
- Encourage guests to purchase a tasty snack for a great cause.
- Bring the bake sale outside—if weather permits.
- Set up a table with a selection of baked goods outside of your salon or school.
- Rotate two students or staff members every few hours.
- Have them ask anyone who walks by if they're interested in purchasing a treat.



Fundraising Activities

Donation Campaign

Even the smallest donations go a long way! Allow guests to donate \$1 for a green ribbon. It's a great way to encourage people to participate and for your school or salon to see your progress!

- Download our Green Ribbon sheet from marketing tools.
- Cut out as many ribbons as you think you'll need.
- Offer each guest and staff member the opportunity to donate \$1 for a ribbon.
- Post the ribbons around your school or salon!

Raffle

A raffle is an excellent option to get guests excited about your fundraiser! Whether it's a Starbucks gift card or a free night at a hotel, people love the opportunity to win something.

- Reach out to your local vendors and community for support or assign a group of students or staff members to travel together to local businesses.
- Capture donors' information for future fundraisers and thank-you notes.
- Set up a table in your school or salon to display raffle items.
- Purchase or create boxes for each raffle item.
- Write the name of the item on the box for people to place their tickets.
- Create a sign stating donation price of tickets. Example: 1 ticket for \$1 or 5 tickets for \$3.
- Make sure people write their name and phone number on the ticket.
- At the end of the event, select and contact winners to collect prizes.

Face Painting

If your salon or school has a lot of children who visit, offering face painting is a great way to include them in the day's activities.

- Stop by the local dollar store and pick up a few face-painting kits.
- Determine price of donation.
- Assign 2-3 students or staff members to lead this activity throughout the day.
- Have them approach parents of children and offer face painting.





Spreading the Word

Tell friends, family and salon guests about the fundraiser and your school's efforts to win a BCL Mentorship.

SAMPLE STUDENT SALON COMMENT

"Our school is competing with other schools around the region to bring one of the biggest names in hairstyling to campus for a day of mentoring. Proceeds from donations will benefit Beauty Changes Lives, a non-profit that provides tuition scholarships for beauty school students. We hope you'll make a donation today when you check out."

SAMPLE FRONT-DESK COMMENT

"Our school is raising funds in a competition to bring one of the biggest names in hairstyling to campus for a day of mentoring. Proceeds from donations will benefit Beauty Changes Lives, a non-profit that provides tuition scholarships for beauty school students. Would you like to make a donation to help our fundraising effort?"

HASHTAG

Create a hashtag supporting the BCL Mentorship Fundraising Competition and encourage students and staff to share.



Event Planning Checklist

- ___ Fill out our Participation Form at beautychangeslives.org/fundraising.
- ___ Two to four weeks before your event, decide the date(s), hours and what services will be included.
Don't forget to include skin and nail services if your school provides these.
- ___ Partner with local businesses to provide refreshments for free or for fundraising.
- ___ Be knowledgeable about what you are asking people to support. For more information on BCL, go to beautychangeslives.org.



Helpful Contacts

CONTACTS FOR QUESTIONS

Fundraising Questions:

Lauren Conway

Lauren@beautychangeslives.org

Mobile Cause

Text to Donate Platform:

Krysta Kingsbury

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Media Relations

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