



# Beauty Changes Lives

MENTORSHIP FUNDRAISING  
COMPETITION TOOLKIT



# 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.



## WHY MENTORSHIP MATTERS

### 7 Legends Speak Out

Why is mentoring so important in supporting AACS 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*

# 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.

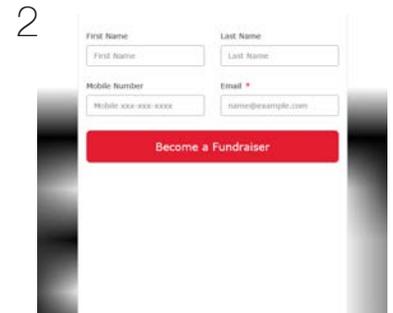
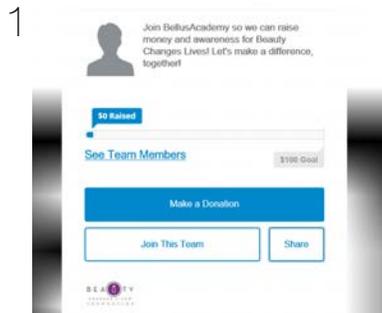
During the fundraising challenge, schools will compete to win an all-expense paid mentor visit to the winning school's campus. Fundraising initiatives are limited only by each school's imagination and hard work. Unlike previous BCL mentor opportunities, this competition will touch the lives of every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

# Mobile Cause

Once your team has registered on [beautychangeslives.org/fundraising](http://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.

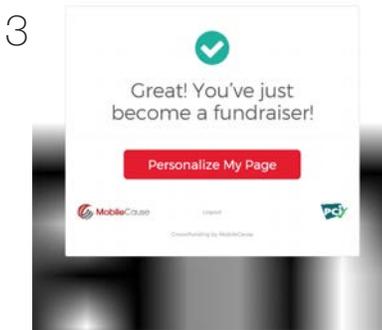
## Step 1

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.

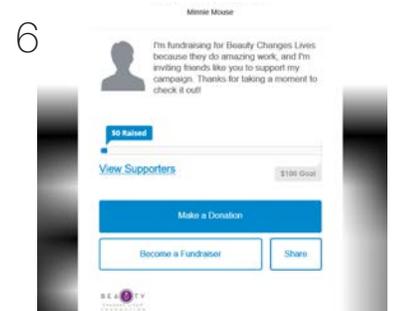
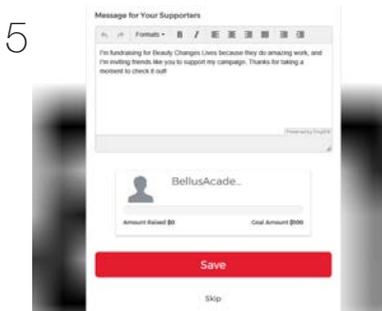


## Step 3

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.

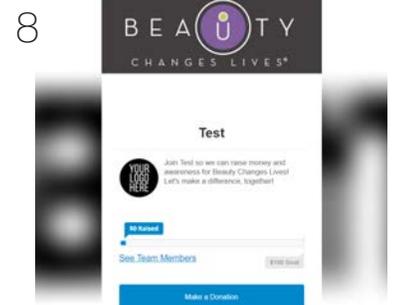
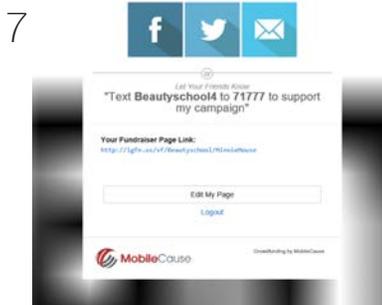


## Step 5

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.

# Fundraising Activities

## Bundled Beauty Services

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

### **Create packaged beauty services. For example:**

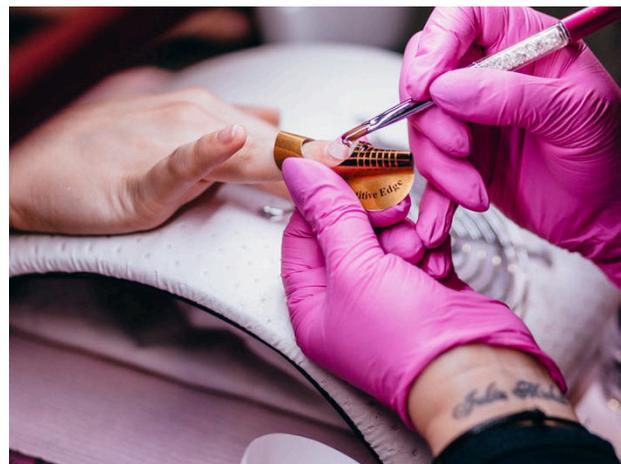
- “Night Out on the Town” package could include a blowout, makeup application and mani-pedi.
- “Day at the Spa” package could include a massage and facial.

### **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!

## Princess, Prince, and Pirate Parties

*These events typically raise \$200–400 but a few years ago one school raised over \$4,000 with their “mega” Princess Party.*

*These parties really work—and they can get great FREE press! Children love them, and their moms get to see your school.*

- Decorate a large classroom with a prince and/or princess theme and invite children ages 3–13 for updos, clip-in extensions, makeup, fingernail and face painting, and fun.
- Little girls can wear their princess outfits (they love it!).
- Sell fun “extras” like boas, tiaras, and “after” pictures in decorated frames.
- Expand on the theme to include boys, too: Prince and Princess? Princess and Pirate?
- Have a crafting station to make tiaras and wands, a bake sale, jewelry for sale, plenty of fun, and photo opportunities.
- Every community has beauty queens who all wear tiaras. Their reign is about making a difference and volunteering, so they might be willing to attend your event. Inviting a real beauty queen could be a big hit (and a great press opportunity).
- Don't do it exactly the same way every time. Change your characters, decorations, etc. Know your market and what they're excited about. Feather extensions and braiding were in one year but out the next. What's trending now?
- Ask your community for help. One local party business donated people dressed as Peter Pan and Tinker Bell for a school's 2016 Princess Party.
- Find schools that have done this successfully and connect with them for ideas.
- Marketing is key. Announce your parties in advance on your social networking sites, school website Events Calendar, and Highlights and Happenings calendar.

## 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.





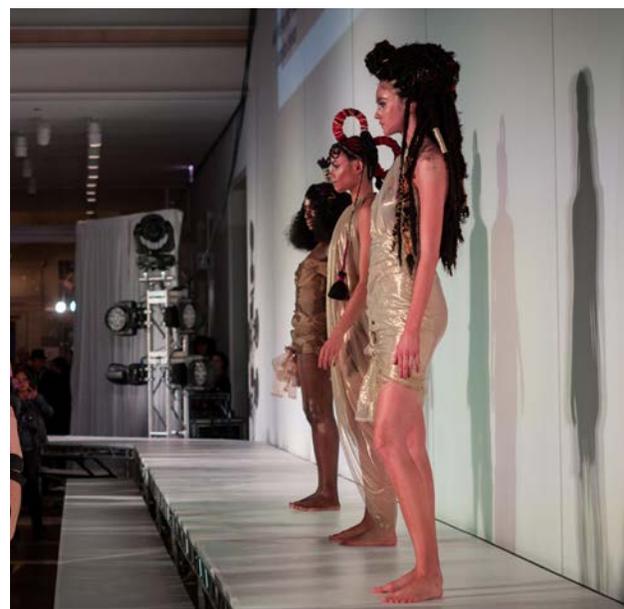
# Fundraising Activities

## Fashion Shows / Hair Shows

Hold a fee-based fashion show with donated venue, clothing, and food. See your Come and Get Them materials for detailed information about how to hold a successful show. Remember to include local salons, graduates, and your community for their participation and attendance. Successful schools try to obtain donations for everything, including the venue, DJ, and photographer; they hold a huge Caper-style launch to announce the theme and build excitement; they form teams led by Learning Leaders; they pre-sell tickets (including VIP seats); and they invite local salons to participate (which brings in their audiences as well).

**Parisian Beauty Academy** has had great success with their annual fashion show and ad journal. Here's how they raised over \$42,000 in 2016 ...

- Our most successful event has been a large-scale fashion show that includes both hair fashion and a theme or themes. Additional funds are raised from the fashion show's ad journal, silent auction, large raffle prizes, dinner tickets, and "tricky tray" auction, which can bring in thousands of dollars when we put a lot of energy behind it. In past years, we've gathered about 35 baskets but if a school produced 100–150 baskets along with the fashion show, dinner event, raffles, and ad journal, you'd have a big home run!
- Have a theme. We see the most creativity when our fashion show includes a theme.
- Tickets for silent auction and "tricky tray" baskets need to be marketed well.
- Each arm of a large-scale event needs its own creative master, and the overall event needs a coordinator to make sure everyone communicates and gets what they need.
- It's no secret that a large-scale event requires hard work to prepare and execute but it can also be a LOAD OF FUN. It's all about attitude!
- Tap into your team for recommendations for DJs, low-cost venues, and other support. You never know who they know unless you ask!
- Don't forget the ad journal – in 2016, Parisian raised over \$12,000 from the ad journal alone!



# Fundraising Activities

## Casual for a Cause and Theme Days

One day a week, all students and team members can pay \$3 (or more) to wear jeans with their professional tops and shoes for the day.

In 2015, one school raised \$6,000 by holding Casual for a Cause every Thursday throughout the year, for day and night school. In 2012, another school raised \$5,000 by inviting Future Professionals to make a one-time donation of \$50 at the start of the Fundraising campaign, to dress down every Friday, or they could pay \$5 each week.

### SUCCESS TIPS ...

- Being consistent makes it easy, and Future Professionals enjoy having a casual day each week.
- All students/team members who pay can proudly wear their Casual for a Cause sticker.
- Remind everyone about your casual days with posters.
- Display an announcement at the reception desk so your guests understand why your students and team members are wearing casual attire.
- Once a month, make it even more fun by focusing on the Paul Mitchell product of the day. Instead of jeans and professional black, everyone wears jeans and a color to match the product. For example, Super Skinny day is green, and Color Care day is orange to match the Color Protect line.
- Tie casual days into other events happening in the school (e.g., "Pink in Jeans Day" in October). Signage for those events can draw attention to your casual day and increase donations and interest from your guests.
- In addition to the ever-popular jeans days, schools have come up with all kinds of interesting variations and themes, including graffiti day, hat day, Earth day (floral and earth colors), jungle day, Elvis day, and more.





# One Hour, One Thousand Dollars

HOW RENO ACADEMY RAISED  
\$3,750 IN ONE HOUR!

By Curtis Vick

## **SIMPLE SUPPLIES:**

1. Juice, milk, donuts (makes them feel special)
2. Simple balloons add a little spice.
3. Marketing the week before with posters that just said "ONE." Everyone was eager to find out what they meant; we only told them they would need their cell phones and it would be something they would never forget!
4. Fake money and prizes: We got fake money and had the Future Professionals write their name on it after each victory. Every \$5 earned them fake money that went into a pot for 15 randomly drawn prizes, including product, T-shirts, coffee mugs, travel-size product. (We had an awesome display of the prizes at the front of the classroom.) At the end of the hour, we gave away two grand prizes: a bamboo blow dryer and a leftover Caper Travel Blow Dryer Bag Deal.
5. Buttons: Everyone received a little button that said "ONE" so they could tell people they were part of raising OVER \$3,500 in just ONE HOUR!

## **PAPERWORK AND ORGANIZATION:**

1. Credit card donation forms: We pre-made packets of the authorization form allowing every Future Professional a goal to get 12 donations. Even if they only got 12 \$1 donations, with 75 people present we would have achieved \$900! Of course they will go above and beyond the \$1 donation!
2. We had copies of the information sheet describing all the charities so Future Professionals felt confident in talking about each individual cause. (HAVE PLENTY OF EXTRA COPIES AVAILABLE.)

## **CLASSROOM LAYOUT:**

Organize tables so when Future Professionals enter they are automatically organized in teams. (Keep them out of the classroom to build anticipation so they all come in at once; loud music gets them excited!)

School owner Marjie Christensen was on hand to add up all authorizations. We stopped every 15 minutes to make sure we kept the energy going as well as collecting authorization forms to tally totals. Announcing the prizes and raffles kept everyone's energy up.

Halfway through we showed a fun, short video about people's one opportunity to survive; it kept everyone involved and laughing:



[http://www.youtube.com/  
watch?v=43L1IR5qHIU](http://www.youtube.com/watch?v=43L1IR5qHIU)

This was a HUGE success. We kept the final result secret until the very end. It brought people to tears and gave everyone goose bumps when I asked, "Marjie, did we raise over \$1,000?" and she would give thumbs up. "Marjie, did we raise over \$1,100" and she would give thumbs up ... leading to the final announcement of raising \$3,750!



# Get your Students Excited with a Launch Party!

**Share personal stories about the supported organizations:** You will want to reserve some time for Future Professionals, team members, and any special guests to share stories of how they have been affected by any of the issues or causes supported by our organization.

**Debut your Fundraising thermometer:** To monitor your progress toward your school's goal, create a large visual graphic such as a thermometer that fills up as you raise more money. Make the graphic fun, colorful, and visual for all to see throughout the three-month campaign.

**Discuss your school's Fundraising goal and strategy:** Plan to have representatives from your different student committees and share your 2-1/2-month Fundraising calendar and events. This is also the time to brainstorm more ideas!

**Share specifics about the Fundraisers.** Share your school's and your strategy for reaching the goal. Ask the group to brainstorm their ideas on how to raise money and spread the message. (People support what they help to create!)

**Continue to create a complete calendar of events, right up until February 28, 2018.** You will want your calendar to include your Launch Party and all of your Fundraising events such as bake sales, Casual for a Cause days, etc. Enlarge the calendar and post it in a highly visible location in your school.





# 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](https://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](https://beautychangeslives.org).