

## Beauty Professionals United to Fight Cancer

# FUNDRAISER PLANNING GUIDE

### THREE TO FOUR MONTHS OUT

- All fundraising events must complete the Pledge Form (downloadable here) and return it to City of Hope. Once received, we will provide you with a confirmation letter recognizing your event as an official National Professional Salon Industry fundraising effort, as well as a digital Fundraising Toolkit that includes a template for posters, flyers, donation request letter, auction sign, and an auction bid sheet.
- Decide on the type of fundraising event you want to host:
  - Cut-a-thon, color-a-thon, auction, cocktail reception, etc.
  - Decide what percentage of proceeds per product/service donation will go to City of Hope.
  - Hold a donation collection at checkout (make sure you have a process for collecting and tracking the money).
  - Create your own online fundraising page. This is a perfect addition to any event you hold. Go to [www.crowdrise.com/cityofhopesalon](http://www.crowdrise.com/cityofhopesalon) to set it up.
- Set a fundraising goal. We encourage everyone to challenge themselves. When you break it down, any goal becomes attainable.
  - An example of how simple it is to raise \$5,000:  
Online donations: 50 people donate \$25 = \$1,250  
Sponsors: 12 businesses each donate \$100 = \$1,200  
Event: 12 stylists each raise \$150 = \$1,800  
Auction/Door prize: \$750
- Build a committee to execute the fundraising event. It is important to engage your whole team and delegate tasks. Most common elements to delegate: auction, entertainment, decorations, event flow/schedule, marketing, participant recruitment, etc. Set a meeting time once a week for the committee to touch base.
- Join City of Hope's beauty online fundraising page. Set up your salon/event team and invite others to join.
  - It's as easy as going to [www.crowdrise.com/cityofhopesalon](http://www.crowdrise.com/cityofhopesalon) and select "create your own fundraiser."
  - Name your team, set a goal, and invite others to join as participants or to make a donation. The barometer will increase as donations are made online.
- Start thinking about what materials you will need to promote the event and utilize the digital Fundraising Toolkit templates provided by City of Hope.
  - Posters, flyers, post cards, eblasts, mirror clings
  - Media alert, press release, Facebook, etc.
  - Make sure to always indicate the percentage of funds raised that will go to City of Hope; 100 percent is always best.

- Contact clients, local businesses and community organizations about getting involved either through monetary donations, auction items, door prizes, donating elements for the event (food, decor, etc), or participation on event day.
  - Send a donation request letter (template in the Fundraising Toolkit).
  - Call a week after sending the letter to confirm their participation.
  - Consider enhancing auction/door prizes by combining items and making them a package.
- Research and build a media list of newspapers, magazines, blogs, charitable giving sites, TV, radio, local newsletters, etc. that you can contact to promote the event. You want to get on everyone's community calendar.

## ONE TO TWO MONTHS OUT

- Send out a media alert/press release to your media list. Include photos of your team. Many outlets have online calendar listings for which you can sign up. Send to City of Hope, too!
- Engage people on social media. Set up a schedule for weekly Facebook/Twitter posts. Dedicate a page on your salon website to post event details, pictures and highlight companies that have donated. Even create a video for YouTube. Be creative and have fun. Encourage partnering companies, clients, staff and family to share your posts.
- Continue to contact local businesses to get involved. Besides donations, they have customer lists they may be willing to promote the event to.
- Contact community organizations to promote and participate in the event. Try groups such as Chamber of Commerce, City Council, Rotary, women's clubs, schools, PTAs, etc.
- Put your event collateral up in your salon and at nearby businesses. Send an eblast or postcard to your clients. Make sure to include who, what, when and where. And don't forget to include your online fundraising link. Even if they can't attend they may want to make a donation.
- Create a day-of event schedule and confirm donations of all elements (auction, door prizes, entertainment, decorations, door prizes, food, etc).

## TWO TO THREE WEEKS OUT

- Reconfirm all businesses and donations for the event. Make sure they have the correct date, time and information needed.
- Create any day-of materials needed. Most of the templates can be found in the digital Fundraising Toolkit.
  - If you're hosting an auction, create display sheets for the item and auction bid sheets.
  - Print facts about City of Hope, thank you signs, sponsor/donor recognition signs, etc.
  - Have a donor sign-in sheet to collect information on everyone that donates. This will help you after the event when you are sending thank you notes.
- Start a "countdown" on facebook and twitter. Give teasers on door prizes, auction items, facts about City of Hope, etc. And don't forget to share your online fundraising for those who can't attend but may want to make a donation.
- Send a reminder email/notice to everyone encouraging them to participate.

- Have a final committee meeting to run through all elements of the event, confirm the event schedule, and get everyone excited for the big day.

## EVENT DAY

- Put up all your decorations and signage.
- Set up your auction, door prizes, donor sign-in sheet and any other materials you have.
- Set up your food/drink station, music, entertainment, etc.
- Take lots of photos and post on social media and your webpage. (Make sure to send some to City of Hope.)
- Smile and remember to say "thank you" to everyone for being a part of your event.

## POST-EVENT

- Send out a press release no later than a week after your event, including how much you raised, top sponsors and pictures.
- Send thank you notes to everyone who donated and helped make the event a success. (See template in the Fundraising Toolkit).
- Send an event recap, photos and monetary donation to City of Hope.
  - Please do not mail cash. Convert all cash into a money order and/or check made out to City of Hope - Salon Industry.
  - Send all money orders/checks to City of Hope, Salon Industry, 1055 Wilshire Blvd., Los Angeles, CA 90017.

Questions? Please contact us!

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THANK YOU FOR JOINING THE  
NATIONAL PROFESSIONAL SALON INDUSTRY AND  
SUPPORTING CITY OF HOPE

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