



**Create Beauty.
Unmask HOPE.**

FUNraising Idea Book

2009

To Benefit



A Special Introduction

People often say, “Someone should do something about that problem,” but often they’re really thinking, “Someone *else* should do something!” When it comes to raising money for City of Hope, we’re here to tell you that YOU are that someone.

A lot of people think that, to make a difference, they have to write a check for \$10,000 and if they can’t do that, then they shouldn’t do anything at all. Or they think some big corporation should take over. It doesn’t have to be that way. Everyone can make a difference. Small, grassroots FUNraising activities add up quickly, and every dollar, five dollars, ten dollars, and hundred dollars truly makes a difference.

This guide includes some of the most successful FUNraising ideas from salons and schools across the country. You’ll find great tips, helpful scripts, and lots of fun ideas for making your FUNraising campaign a huge success.

Above all, we recommend that the students and staff members involved in this campaign should have personal contact with the people who make donations. While that may be different from the way many other organizations raise money—with participants sending out letters requesting donations—we strongly recommend that you plan FUNraising activities that involve direct contact between your students and staff members and the people who are donating. These can include everything from car washes and bake sales to fashion shows and any other face-to-face event you can imagine. You’ll discover that donors not only feel good about their donations and their participation in helping you raise money and make a difference, but they also form a connection with your wonderful school or salon.

Our final deadline is July 20, 2009, so let’s get started today. Together we can let the entire beauty industry and our local communities know that *we are here to make a difference!*

Thanks,

Cheryl and Jim Markham
2009 City of Hope Spirit of Life Honorees

Winn Claybaugh, Jill Kohler, and Nancy Brown
Beauty Academy Co-chairs

City of Hope: Saving Lives by Setting a New Standard

For the millions of people with a life-threatening disease, medical research provides hope.

City of Hope scientists have dramatically shaped the practice of medicine and improved the well-being of patients here and beyond our nation's borders. Synthetic human insulin and targeted cancer-fighting drugs such as Herceptin, Rituxan, and Avastin are just a few of today's advanced medicines owing their origin to City of Hope research. City of Hope pioneered the technology of bone marrow transplantation and continues to advance innovative therapies in the fight against HIV and diabetes. Each year, City of Hope faculty, on average, participate in hundreds of collaborative studies, meaning that their dedication to patients reaches around the globe. City of Hope also trains future scientists so that their lifesaving legacy extends even farther.

City of Hope's lifesaving pursuits have influenced the standard of care across the country. Aside from their status as a Comprehensive Cancer Center, City of Hope is a founding member of the National Comprehensive Cancer Network, an alliance of 21 top centers that recommends national guidelines for treatment. City of Hope is also ranked as one of "America's Best Hospitals" in cancer and urology by *U.S. News & World Report*.

Those at City of Hope know that patients facing life-threatening disease need solutions now. Not satisfied with the traditional pace of scientific discovery, City of Hope created a powerfully integrated paradigm for aggressive, cost-effective, results-oriented, and patient-focused medical research. City of Hope's committed staff does this by combining basic science, clinical studies, and compassionate care into a sophisticated and nimble collaboration.

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Big Idea #1: Fashion Shows

Host a fee-based fashion show with donated clothing, food, and venue (such as a nightclub or community center or even in your own school). A successful fashion show can raise \$5,000, \$10,000, or more!

- Choose a theme. For example, you could follow the example of any leading manufacturer's fashion shows and have your students or stylists do hair onstage.
- Charge an entry fee for students/stylists to enter a model in the hair show (ranging from \$20 to \$200 per model).
- Sell admission tickets. Pricing can vary depending on your costs, but one suggestion would be \$10 per student and possibly \$30 per stylist.
- Include entertainment, such as a standup comic or live music.
- Raise additional money by holding free drawings and silent auctions, charging for caricature drawings, etc.
- You may want to make the event a competition and award prizes to winners in each category (such as formal, avant-garde, classic, makeup, overall look, and finish). To keep costs down, ask your local businesses or vendors to donate prizes and/or gift certificates.
- Sell ad space to local businesses for an ad journal distributed at the fashion show. Keep costs down by printing it in black and white. Some businesses may want to include coupons.

Fashion Show Success Secrets

- Know and obey your state and local laws regarding raffles, drawings, and auctions.
- Partner with a clothing designer and modeling agency. They can provide fashions and models, and their advertising can help you draw a larger audience.
- Immediately after Christmas, ask people to donate gifts they were going to return. Use them for free drawing or silent auction items.

Big Idea #2: Silent Auctions and Free Drawings

- Invite your students, staff members, clients, and local businesses to donate items, such as restaurant certificates, hotel packages, cosmetics, and cutting shears.
- Display the items in your lobby or reception area for a few months.
- Talk it up! Build excitement among your team and guests.
- For silent auctions, post bidding sheets where people can write down their bids.

Silent Auction and Free Drawing Success Secrets

There's no limit to what you can auction off!

- **Free Drawings:** Obtain a high-price item (such as a car, motorcycle, or all-terrain vehicle) and hold a free drawing that includes a dinner and fashion show. Auction off additional items donated by your community, clients, students, and staff.
- **Got miles?** Redeem your frequent flyer miles and donate two coach or first-class tickets to anywhere in the continental United States.
- **Got talent?** For example, if a student, staff member, or client is a talented painter, ask for a donated painting or two that you can auction off.
- **Baskets:** Approach distributors and local merchants to donate product baskets.
- **Parking:** How about auctioning off VIP parking for a week or a month at your salon or school? Students and staff members will love bidding on this one!
- **See Big Idea #5: Sell Something** for more great ideas.

Big Idea #3: Casual for a Cause Days

One day a week, all staff and students can pay to wear casual attire for the day.

- Designate one day a week and charge \$5–25 for the opportunity to wear jeans that day. (Encourage your staff and students to dress up their jeans with appropriate casual workplace attire, not ratty old T-shirts!)
- Remind everyone with posters and announcements at your weekly staff and student meetings.
- Display an announcement at the reception desk so your guests understand why your staff and students are wearing jeans.
- Create “Casual for a Cause” stickers. All staff and students who pay can proudly wear a sticker that day.

Big Idea #4: Jail Bail

Throw a different staff member in “jail” every week. Have them call their family and friends to “bail them out” by donating money to City of Hope.

- You can set a minimum amount such as \$500. The person must raise that amount order to get out. (Some salons schools have raised as much \$2,000 for throwing one person jail.)
- Or you can set a time limit and how much each person can raise in that period. You can it into a competition, with a prize at the end for the person raises the most bail.
- Put your salon or school owner jail and give your staff or students 24 hours to raise a certain amount of bail on their behalf.



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Big Idea #5: Sell Something

- Many companies offer fundraising opportunities. Local schools and PTAs use this idea all the time—they sell gift wrap, candy, greeting cards, cookie dough, frozen pizzas, and many other useful products. Look for a fundraising section on your favorite companies' Web sites. One example is Yankee Candle (<http://www.yankeefundraising.com>).
- Hold an art sale, craft sale, bake sale . . . whatever you can think of!
- Hold weekly free drawings to clients for products or services. Clients are entered into the drawing when they make a donation.
- Make labels for large candy bars and popcorn promoting the Create Beauty Unmask HOPE campaign; sell in your salon, school, and community.
- Sell school or salon T-shirts.
- If you have staff parking, sell a reserved parking space for a day or a week.
- Sell donated products, tools, or used furniture and equipment for a profit and donate the proceeds.
- Sell unclaimed lost and found items after 6 months.
- Sell snacks, sodas, and lunches. This is especially popular in schools and salons that do not have vending machines.
- Let students and staff members pay a fee to have their choice of background music played in the salon or school for a set period of time (appropriate music only).
- Take advantage of the holidays to sell holiday-related items. For example, you could sell valentines to send to each other, Easter eggs with prizes and candy inside, or handmade and personalized mini-Christmas stockings.
- **Hand or arm massages:** Students and staff members who aren't busy can offer \$1 hand or arm massages to guests who are having their hair done.
- **Bookmarks:** Make and sell bookmarks featuring information about the Create Beauty Unmask HOPE campaign on one side and information about your salon or school on the other.

Big Idea #6: Walkathon

- Organize a walkathon in your local community.
- Invite people to sign up and commit to raising a minimum amount per person and per team.

Big Idea #7: Cut-a-Thon and Beauty Day

- Allow 4 weeks for planning.
- Select a date (perhaps a Sunday or other day you'd normally be closed, so you don't take away from salon or school revenues).
- Establish committees and ask everyone to sign up for how they want to participate (such as circulating flyers; cutting hair; providing facials; or serving as shampoo assistants, door greeters, front desk help, and cleanup crew).
- Create ways to get the word out (such as signs, banners, flyers, local radio, and press releases to local media).
- Create a client menu of services (such as mini-facials, haircuts, up-dos, minimal highlights, and packages such as cut and facial).
- Ask a local bakery or coffeehouse to donate food, coffee, or soft drinks.
- Ask your distributor for product donations to create gift baskets for a free drawing. Display the gift baskets in your reception area for several weeks in advance. When clients make a donation, they are entered into the drawing.
- On your event day, donate your services and give the money to City of Hope.

Big Idea #8: Topless Car Wash

Customers will flock to this one, only to learn that *topless* means: "We don't wash the top of your car—but for an extra donation, we will!"



More Ideas for Successful FUNraisers

Any of these ideas can raise \$100 or more.

- **Pledges and donations:** Ask people to donate. Provide City of Hope’s tax ID number and let them know their donations are deductible.
- **Princess days:** Decorate your salon school with a princess theme and invite girls ages 3–13 to come in for dos and manicures. For \$20–50 per child, they each get their nails painted makeup done, and they receive goody bags filled with products and hair accessories. You can also sell tiaras “after” pictures in decorated frames. little girls will love it and their moms get to see your salon or school.
- **Garage sales:** Ask students, staff, guests to donate items, including clothing and furniture.
- **BBQ lunch:** Pre-sell tickets for a BBQ lunch (or any other type of lunch your staff and students are excited about).
- **Charity balls:** Plan and hold a charity ball. Invite guests to dress in formal and semiformal attire. Provide live music and other fun activities. Include additional FUNraisers throughout the event, such as pay-to-play poker, free drawings, and auctions.
- **Change days:** Invite students, staff members, and guests to bring in all the change from their purses and cars.
- **Theme parties:** Hold a henna tattoo party, pizza party, etc.
- **Movie days:** Choose a time when your school or salon would normally be closed, rent a popcorn machine, charge admission, and show a movie.
- **Apply for a grant:** Do the research, contact other nonprofit groups, and work with a charitable foundation to obtain a grant.
- **Volunteer at a sporting event:** Partner with your local sports team, racetrack, concert venue, or any other organization that holds major events in your city. They often need workers in their concession stands, parking lots, and other high-traffic areas. If appropriate, display signs about City of Hope and request donations.
- **Hold a rock-a-thon or battle of the bands type of event:** Do your students or staff members know anyone in a band? Invite local bands to donate their time and hold a rock-a-thon.
- **Pet fashion show:** Charge a fee (\$10–30) for staff, students, and guests to enter a pet. Charge an admission fee for people to see the fashion show, too. Partner with local pet stores.



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Involve Your Staff

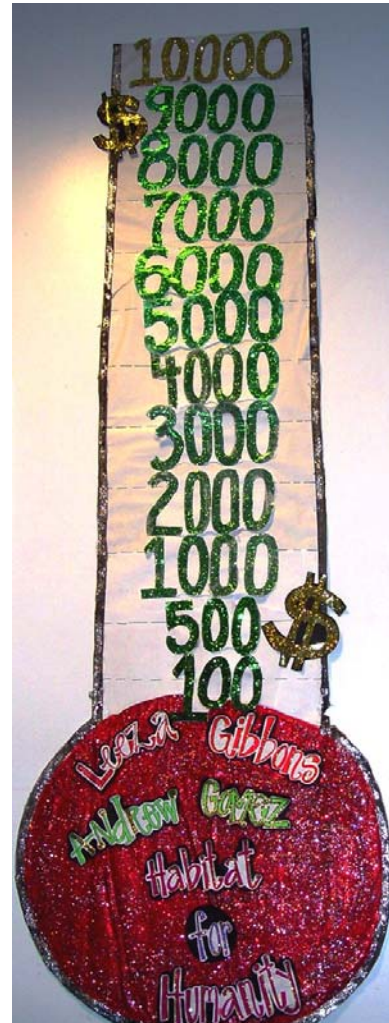
- Sell pies to throw at your salon or school owner or instructor.
- Have your school or salon owner promise to shave his or her head if you meet your goal.

- Ask an artistic staff member to draw portraits of stylists with their clients and sell them to the clients.
- Select certain days and times when everybody donates their tips.
- Sell strips of duct tape for \$2–5 per foot for taping the salon or school owner or instructor to a wall or pole.
- Sell pies to throw at a school or salon owner or staff member.
- Throw a student or staff member in “jail” and have them raise a designated amount of money to bail themselves out. (See Big Idea #4 for details.)



Simple Secrets for Success

- Tap into the creativity of your entire staff and student body to brainstorm FUNraising ideas.
- Form a planning committee. People will support they help to create.
- Break into teams. Each team should have a team leader.
- Keep track of your progress in meeting your FUNraising goal and give daily updates to your team. To monitor your progress, create a large visual graphic such as a thermometer that fills up as raise more money. Make the graphic fun, colorful, visual for all to see throughout your campaign. Remember to involve your artistic, creative students staff members in creating your fun graphic. Be sure have it posted and ready to go before you kick off FUNraising activities.
- Plan your big events in advance.
- Post FUNraising schedules in high-traffic areas for students and staff members to see every day.
- Think “one dollar at a time” and hold lots of small events, such as selling pies to throw at your salon school owner or staff members, selling strips of duct for taping the salon or school owner to a wall or car washes, bake sales.
- Do something every day! You could hold daily bake sales and Casual for a Cause days, weekly garage sales, and frequent hot dog and nacho sales.
- Place donation jars at the front desk.
- Salon or school owners should be the ones to contact area business owners for support.
- At student and staff meetings, talk about City of Hope and how the funds will be used.
- Keep it simple, don't complicate it.
- Don't have too many people managing the FUNraiser.
- Keep morale high and let your students and staff enjoy preparing for your events.



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Take an Idea and Make It Better

Try this with your team . . . Take any FUNraising idea you can think of and brainstorm ways to make it better. For example, if the idea is a garage sale, here are some quick ways to make more money:

- Be sure to advertise and put up plenty of posters.
- Ask everyone you know to donate items for your sale—family, friends, neighbors, students, staff, and service guests.
- Remember your local merchants! They may be willing to contribute items you can sell.
- Garage sales are usually in the morning. What do people like in the morning? Coffee! Ask local grocery stores or coffee shops to donate coffee, cups, cream, and sugar and sell them at your sale.
- What else do people like in the morning? Donuts! Approach local donut shops and ask them to donate, or at least to sell you the donuts at a reduced price.
- Sell tickets to your other FUNraisers at the garage sale.
- Put up signs and posters to let people know that your garage sale is a FUNraiser. Put out a donation jar and invite people to donate as well as buy.

Sample Script

Consider using the following script when asking family, friends, or colleagues to donate.

Hello! My name is _____.

I'm a (staff member or student) at _____ (salon or school) and I'm participating in our annual FUNraising event. I'd like to tell you a little bit about it, and why I'm involved in raising money this year.

Our FUNraising efforts will help to support City of Hope, an innovative biomedical research, treatment, and education center dedicated to preventing and curing cancer and other life-threatening diseases. It is one of only 41 National Cancer Institute–designated Comprehensive Cancer Centers nationwide and a founding member of the National Comprehensive Cancer Network.

Your donation really can make a difference. Won't you please help? Thank you!

Questions and Information

Please send all inquiries to the attention of:

Emily Sheridan
esheridan@coh.org
Phone: (800) 272-2310
Fax: (213) 241-7203

Submitting Donations

All funds should be made payable to "City of Hope" and sent to:

Cynthia Savage
Sr. Director of Development
City of Hope
1055 Wilshire Blvd.
Los Angeles, CA 90017

Please include the following information with your donations:

- Name of donor (especially if coming from a school, salon, etc.)
- Contact name (if coming from an entity, not an individual)
- Address
- Phone
- Fax
- E-mail address
- Title of fundraiser (e.g., Walk, Cut-a-Thon, etc.)

Deadline: July 20, 2009

For additional information, please contact:

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cheryl@jimmarkham.com

Jim Markham
jim@jimmarkham.com