

BLOW OUT FOR A CAUSE EVENT PLANNER

Each April, Eufora encourages salons to host a fundraising event (blow outs for a cause) to help raise awareness about Child Abuse and money for Childhelp!

This 30+ Day event planner is designed to walk you through your best fund raiser ever. Follow these easy steps to keep things on track and your team motivated.

Start by identifying a convenient day or evening you can host the event. Consider convenience for both your salon guests and your stylist team. Things look a little different this year and social safety is a key concern, think about the flow of the event and how you can provide a safe environment while raising funds for an incredibly worthy cause.

Consider this Event Planner as a suggested guide to success. Not all items are mandatory, and you may have some fund-raising ideas you can incorporate. The important thing is to have fun supporting a great cause.

30+ Days before event

CREATE EVENT PLAN

Who, What, When, Where
 & Why Goals

- Determine date, time, location (if different from your salon). recommend either an evening or Sunday or Monday date to host the event)
- Set your fund-raising goal.

CREATE A BUDGET

Décor, Service Menu

- Begin listing out all the additional support and vendors you will need for the event. Call for quotes and begin to organize your budget.
- Determine if you will be offering alternative ways to raise funds. Consider a portion of any retail sale proceeds or an opportunity for salon guests to purchase gift certificates for friends that contribute directly to your fund-raising dollars.

CREATE YOUR PRELIMINARY EVENT AGENDA

- Develop a timeline for your event including how long each service will take (blow-out, cut-a-thon). Consider social-distanced capacity and timing between guests for tidying up.

Target Date

Completion
 Date

30 Days before event

		Target Date	Completion Date
SET AN EVENT TEAM MEETING	<ul style="list-style-type: none">• Meet with your salon team and volunteers participating to begin planning the execution of your event. Determine who will handle which tasks and responsibilities.• Discuss social media opportunities. Determine before and after photo strategies, relevant #’s and any other details you can think of.• Finalize all promotional offers such as gift with purchase or special discounts, proceeds to be donated...etc.		
CREATE AND DISTRIBUTE PROMOTIONAL MATERIALS	<ul style="list-style-type: none">• Post an announcement of your event on social media with an invitation for guests to participate.• Send an email invitation to your guests.• Download and print signs to display in your salon promoting your event.• Remind your team to share their excitement for the event every time they service or talk to salon guests. Encourage teammates to call their regular guests to personally invite them to participate.• Download materials below: https://eufora.net/blogs/eufora-news/believe-you-can-make-a-difference-new		
REACH OUT TO LOCAL BUSINESSES	<ul style="list-style-type: none">• Send an invitation to local businesses, and your Chamber of Commerce.• Determine if you want a number of small items or a few “big ticket” items to raffle off (or silent auction) during your event – and then ask for them.		
CREATE A BOOKING CALENDAR	<ul style="list-style-type: none">• Begin scheduling appointments		

7 Days before event

ASSEMBLE EVENT OFFERS

Promotional Selling Offers

Raffle Item Presentation

Attendee Gifts

- Begin assembling raffle/silent auction items for display.
- Secure attendee gifts and be sure you have plenty on hand.
- Create any special signs for all raffle items, retail associated with the event (proceeds you will donate), and any other signage you may need at the event.

BEGIN ATTENDEE CONFIRMATIONS

- Call and/or email each guest to confirm appointment

Target Date

Completion Date

Day before event

PREPARE YOUR SPACE FOR THE EVENT

- Make sure the space looks like a professional cleaning crew came in, and that it is well branded with Eufora and Childhelp.

TEAM MEMBER AND VOLUNTEER REVIEW

Event Agenda and Goals

Promo/Selling Offers

Raffle Items

- Go through the event, step-by-step with the team making sure everyone involved knows all the information about what is being sold, raffle items, what the goals of the event are.

Target Date

Completion Date

Day of event

READY, SET, GO!

- Double check all displays, and public spaces are perfect for the event.
- Have one last check-in with your team to make sure everyone is excited, and the space is looking top-notch!
- Have fun and be sure to post socially, letting the world know about your event.

Target Date

Completion Date