



Voices Who Care

Beauty Industry Icons, Educators and Salons Unite for Hurricane Relief

Dear Industry Leaders, Educators, and Salon Professionals,

The pictures are hard to look at. The stories are even harder to hear. Hundreds of salon pro survivors have made contact with us sharing their horrific tales of lost loved ones, destroyed homes and salons, and nothing left but the clothes on their backs and a few dollars in their pockets. Hundreds of stories. Thousands of tears. These are your brothers and sisters of our industry. And, they need your prayers and your help – more than ever before.

With this in mind, we've created **Voices Who Care**, and organized it along the lines of the AIDS Rides and major charity walks. The idea is that you and/or your salon team make a pledge to raise \$2,500 through donations from your clients, friends, family, and industry contacts. Our goal is to sign up a minimum of 400 passionate individuals and teams and raise \$1 million for the National Cosmetology Association's Disaster Relief Fund – Katrina.

Raising your \$2,500 is easier than you think. We have a list of incredible ideas and wonderful volunteers to assist you in raising the money. And those salons who raise \$2,500 and "Make the List" have a chance to receive a free day of education in their salon from one of our **Voices Who Care** educators!

Even before this letter was mailed to you, we already received commitments from the following individuals and teams who have all agreed to raise \$2,500:

Sam Brocato
Beth & Carmine Minardi
Mary Rector-Gable, behindthechair.com
James Morrison, Toni&Guy Salon
David Wagner
Angus Mitchell
Jesse & Flo Briggs, Yellow Strawberry Salons
Candy Shaw Codner, Jamison Shaw Hairdressers
Eric Fisher Salon
Steven Brooks, Diva Studios
Vivienne Mackinder
A Robert Cromeans Salon
Winn Claybaugh, Paul Mitchell The School
Adam Broderick Salon

...and many, many others. You'll be in very good company!

How You Can Help

1. **Make the List!**

Raise a minimum of \$2,500 and your name will be added to the **Voices Who Care** list on behindthechair.com. What a wonderful opportunity for stylists, salon owners, educators, and industry superstars to stand together in a visible show of support for the victims of this terrible tragedy. Downloadable registration form:

<http://survey.behindthechair.com/voiceswhocareform.aspx>

2. **Make a Donation – Every Dollar Helps!**

The National Cosmetology Association's Disaster Relief Fund was originally established in 1956 to provide financial assistance to salons and salon professionals who've been affected by a natural disaster. Over the years, it has helped countless professionals rebuild their salons and professional lives. Donation Information:

www.behindthechair.com/voices

Our design team has created a **sticker and poster for you to put in your salons to collect money from your clients for the relief efforts**. They've quickly designed a few headlines: "Please Don't Give Me a Tip Today" and "Hurricane Katrina Relief Fund."

Download the PDF's: www.behindthechairexchange.com/katrina/can.html

Need some fundraising ideas?

www.behindthechairexchange.com/katrina/voices/fundraisingideas.html

We recognize that you're probably considering many ways to give your time, energy, and money. Thank you in advance for considering **Voices Who Care** and the NCA Disaster Relief Fund as one of the ways you can help our wonderful salon family.

If this is something you would be interested in, please complete the enclosed Registration Form and return it right away.

Thank you for your love and support,

Voices Who Care

2900 Bristol Street, Suite G 103

Costa Mesa, CA 92626

FAX: 714.444.0780

PH: 714.444.0788, x 114 or 800.811.2590

voiceswhocare@aol.com



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REGISTRATION FORM

IMPORTANT: Complete this form to register for the **Voices Who Care** list. You must register so contributions from your friends, family, and clients will be credited to you.

I agree to raise funds for the NCA Disaster Relief Fund – Katrina. I understand that to "Make the List" I must raise a minimum of \$2,500 by January 1, 2006.

First Name: _____ Last Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

FAX: _____ E-mail: _____

Name (individual or team) as you want it to appear on the Voices Who Care list:

Return this form to:

Voices Who Care
2900 Bristol St.
Suite G 103
Costa Mesa, CA 92626
Or FAX to: 714.444.0780



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PARTICIPANT DONOR FORM

IMPORTANT: Voices Who Care participants must enclose this form with every batch of funds you submit. Without this identification, we will not be able to credit these funds to your fundraising total.

First Name: _____ Last Name: _____

Name as it appears on the **Voices Who Care** list:

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

FAX: _____ E-mail: _____

Amount Enclosed: \$ _____

MY CHECK IS ENCLOSED

Make checks payable to: **NCA Disaster Relief Fund – Katrina**

Send to: **Voices Who Care**
2900 Bristol St.
Suite G 103
Costa Mesa, CA 92626
Or FAX to: 714.444.0780

CHARGE MY CREDIT CARD

Card #: _____ Expiration date: _____ Amount \$ _____

Name as it appears on card: _____

Signature: _____



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First Name: _____ Last Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

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Or FAX to: 714.444.0780

CHARGE MY CREDIT CARD

Card #: _____ Expiration date: _____ Amount \$ _____

Name as it appears on card: _____

Signature: _____

NOTE: If you make your donation online, you won't have to fill out this form!

Go to www.ncacares.org/secure/katrina

Be sure to type my name where it says "**Voices Who Care Participant**"

Return completed form and donations to
(participant name and address):



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FUNDRAISING IDEAS

CALL IN YOUR FAVORS!

- Create a fun letter and send a mass mailing to all your contacts and network circle to request donations. (See helpful guidelines and sample letter enclosed.) Send the mailing soon to give people enough time. Don't forget to mail to everyone you know, including clients, industry friends, and companies you and your salon do business with.
- Contact your local distributor and/or salon consultant to solicit their help in collecting donations. They have mailing lists and could even include your letter in their next mailing to salons. Also, ask your distributor to stick your letter in every salon order they send out over the next month.
- As a leader in the industry, you have a wonderful network of local educators and friends. Contact people who live near and far away. Give them donation forms and ask them to help you solicit donations. Don't stop there. Each friend, co-worker, and family member has their own network of friends and co-workers! Ask them if they would be willing to do a mailing on your behalf.
- If you're an educator, organize a class in your salon or in another local location, and invite local salons to attend for a donation amount. You can also print up donation letters and place them on every chair in *every* class you do between now and January 1, 2006. Don't forget to share with your audiences your passion for this project and for the people their donation will benefit. Try to collect donations from people that day, and then tell others they can mail them to you later.

DO A LITTLE BRIBING!

- While working on a client or doing a show, seminar, or class, offer some type of a gift for people who give you a minimum donation that day!

INVOLVE YOUR SALON STAFF AND CLIENTS!

- **"Please Don't Give Me a Tip Today"** – Print and display signs asking your clients for their donations. Behindthechair has created support material, including signs to post at your stations and reception desk. If you have 25 people working in your salon, it would be so easy for each of you to donate \$100 from your tips and thereby raise the \$2,500 by January 1, 2006. You can call it your **"Gimme a tippy for Mississippi"** campaign.

- **"Glamorama for Alabama"** – Sell tickets to a special event, such as days of beauty at your salon/spa, or perhaps a full year of free haircuts. Inform clients that 100% of all proceeds will help our salon family members who've been hit by Hurricane Katrina.
- Stick your donation letter in your salon's client newsletters.
- Ask your co-workers to help you raise the money. Involving them and their ideas creates more passion, synergy, and teamwork! Perhaps they have some wonderful ideas such as cut-a-thons, bake sales, fashion shows at a nightclub, etc.
- Write out a check for \$2,500 and feel good about your personal contribution!
- **"Casual for a Cause" or "Blue Jeans for New Orleans"** – Allow staff members to wear casual clothes to work one day or on multiple days, in exchange for a \$20 donation.

IMPORTANT INFORMATION: Don't make excuses for anyone as to why they may not be able to contribute. You never know how someone has been affected by Hurricane Katrina, and your request could be the opportunity they've been waiting for. Let people know what kind of commitment you are making. Let them know that you're committed to raising \$2,500.

YOUR DONATION LETTER: HELPFUL GUIDELINES

- The more personal your letter, the more effective it will be. Write from your heart. Talk about your motivation for participating in **Voices Who Care** and what a big commitment it is for you.
- Every part of your letter should be compelling, but keep it short.
- Tell people why you were inspired to be involved in raising money for the hurricane relief efforts for our beauty industry family.
- Let everyone know that you have made the commitment to raise a minimum of \$2,500.
- Include a copy of the Donation Form (enclosed) with every letter you send out.

SAMPLE DONATION LETTER

Dear Friend,

In the coming months, I'll be participating in a very special and powerful project called **Voices Who Care**. I have committed to joining my fellow beauty industry professionals and raising \$2,500 for the NCA Disaster Relief Fund – Katrina. Together, we hope to raise \$1 million to help provide disaster relief to members of our national salon family who've been affected by this tragedy.

To raise the \$2,500 in pledges between now and January 1, I need your help. Would you please make a donation to help me meet my goal?

Please know that 100% of all funds raised will go directly to disaster relief. There are *no* administration costs!

If you accept, please mail the completed donation form back to me as soon as possible. Thank you in advance for your generosity. It means a lot to me.

All my best,

[your name]

[your mailing address]