

Event Manual Cut-A-Thon

Getting Started

Call the salon manager at your local hair salon (Hair Cuttery is big on community involvement and great for cross promoting). Visit this link to find a Hair Cuttery near you <http://www.haircuttery.com/locations>

What To Tell The Salon

How The Event Works:

Introduce yourself, your chapter, and the need for fundraising dollars to support educating men and women about HPV and cervical cancer.

The event should be a total of 4 hours max; one hour set-up, 2 hours for the event, and one hour for break-down.

Suggest a couple dates to the salon, preferably when the salon is closed, i.e. - Sunday evenings are great.

The salon will provide basic hair cuts for a minimum suggested donation of \$10. If the client would like a style, the minimum suggested donation can be higher.

Raffle Prizes; ask if the salon would like to create a basket of their products for your raffle.

You will provide free food and drink for the salon's staff and clients. Be sure to find a sponsor/donor for the food and drink. You can find a Solicitation Request template on Slack. Go to Slack and in the search box type in Donation Letter.

Meet several times with owner/manager/staff to plan out the lay-out of the event, where tables will be set up, options for inclement weather, and discuss all details prior to the event.

Financial Logistics:

The salon staff would be volunteering their time and this can be an in-kind donation for them and noted accordingly on their tax reporting.

The raffle prizes products supplied by the salon can be an in-kind donation for them and noted accordingly on their tax reporting.

The salon may also donate monies from products (shampoo, etc) that are sold during the event.



Event Promotion

Promoting your event is key. Here are step-by-step instructions on how to maximize event promotion and to be sure you have necessary approvals and sign-off ***BEFORE*** you distribute event promotion materials.

- (1) Request use of the salon's logo on your promotion materials
- (2) To create a flyer, visit <https://www.canva.com/create/flyers>
- (3) Once you have created a flyer, be sure to send the flyer to your Chapter Manager
- (4) The Chapter Manager will approve the content and place the NCCC logo in the flyer
- (5) The Chapter Manager will send you the approved flyer that is ready for distribution
- (6) Get a team together to help distribute flyers to local businesses
 - Be sure to ask about placing your flyer on display at each local business who is contributing to the event
 - Ask the salon owner/manager to set-up a table in the salon prior to the event to display and distribute NCCC paperwork and event flyers to help promote event
 - Send your flyers to local radio stations, newspapers, and news stations, as they usually offer free community events listings
- (7) Create event invites on your personal and NCCC Facebook and other social media pages.

Additional Ways to Make Your Event Great

Be sure to ask about placing your flyer on display at each local business who is contributing to the event.

Ask vendors to come and volunteer their services and have set donations. For example; face painting (\$1, \$3, or \$5) and massages (\$1 per minute) etc.

Contact local businesses to request donation items for your raffle.

Look for local artisans with teal-themed items that you can sell at your event. Let them know it's for a fundraiser and they may give you a discount purchase price.

Party stores may even donate the raffle tickets.



Create a Thank You board to display at your event; thick poster board with your contributors' names and logos

Event Day Logistics

One Hour Before Event:

Salon staff and volunteers should wear their teal shirts and anything else teal.

Set up outside or if weather does not permit then under a tent, this helps draw in a crowd.

Have several tables for raffle items, snacks, and NCCC materials

Set up music...people love music!

Games are a good idea: corn hole, ring toss, hula hoops, etc to keep people entertained.

Balloons always draw attention, teal & white of course.

During The Event:

If foot traffic to the salon is slow, have your team and the staff members hold up signs for people and cars driving by to promote the event.

Display simple "DONATION" jars on your tables.

Sell raffle tickets for \$1 each (or another option 1 for \$3; 2 for \$5; or 5 for \$10!)

Offer every client who has a service a FREE raffle ticket (include this on your flyer as an added incentive)

Let everyone know it is an on-site raffle, so they need to be there to claim their prize (this keeps people at the event longer too)

Hold the raffle at the end of the event

After The Event:

Count and tally all monies from raffles, services, cuts and teal-colored items.

Some salons may be required to send the money to their corporate office and then send you a check. Be sure to get written receipts showing the total income for the event.



Saying Thank You

Be sure to thank each volunteer and business who helped in making your Cut-A-Thon event a great success. To be sure no one is forgotten we encourage you to track those who made your event special on a spreadsheet so that after the event you may reference it and be better able to recall how each volunteer and business helped in making your Cut-A-Thon event a great success.

Mementos of appreciation can be ordered through NCCC at <http://www.nccc-online.org/resources/nccc-gear>

Thanking Volunteers

Team Teal T-shirts with your Chapter name

Thanking Salon Owner/Manager/Staff

A hand-written thank you note and a gift, such as Edible Arrangements, lunch, a cake, etc.

Sponsors and In-Kind Donors

All sponsors and in-kind donors listed on the Post-Event Reporting Form will receive a thank you letter from ASHA/NCCC with a formal thank you. However, it is important that you also send a hand-written thank you note of appreciation.

