

Pretty in Purple Days

MAY 2010

*A national month of pampering
to mobilize salon and spa professionals
everywhere to help Break the Silence,
Break the Cycle, Save Lives.*



Step 1: Select a date in May
for your **Pretty in Purple Day**.

Register your Salon's/
Spa's **Pretty in Purple**
Day TODAY!

Step 2: Set a fundraising
goal.

As a partner salon/spa you
set your fundraising goal.
The recommended donation
amount is **\$5 per service or
25% of total gross receipts**
collected on your **Pretty in
Purple Day**.

Step 3: Download your
Pretty in Purple Kit.

Your salon/spa marketing kit
includes: digital pdf fliers, as well as
appointment booking cards, purple
awareness bands for staff, and internal
marketing materials to help you
market **Pretty in Purple** to your
guests and community networks.

Step 4: Market your
Pretty in Purple Day!

Invite your clients, friends,
family and others to book
an appointment and support
your fundraiser. Post **Pretty
in Purple** fliers in your
salon/spa and throughout
your community.

Step 5: Hold your **Pretty
in Purple Day** in May.

Join your salon and spa
colleagues from across the
U.S. in raising prevention
awareness while helping
to bring hope, healing
and happiness to children
who have been orphaned by
domestic violence.

Step 6: Celebrate your **Pretty
in Purple Day** success!

Complete your **Pretty in Purple**
evaluation and return with your
contribution check made payable
to the: **Purple Ribbon Council/Purple
Ribbon Fund for Children** by June 1,
2010 to: Purple Ribbon Council,
20403 North Lake Pleasant Road,
Suite 117-492, Peoria, AZ 85382.

www.PurpleRibbonCares.org
www.PrettyInPurple.org

