



Ideas on Promoting the Beacon Program within your School or Salon

- Hold a special meeting with the students and staff to go over the program details. Use the following topics to help create a buzz of excitement!
 - promote Symposium Speakers as the lure to get the students excited about attending
 - promote past Beacon speakers and celebrities - Sam Brocato, Winn Claybaugh, Robert Cromeans, James Morrison and others.
 - it's a resume builder!
 - promote the opportunity to network with successful salon owners and industry celebrities – the contacts they make at Beacon will last a lifetime and are priceless contacts for their professional career. The Beacon Career Center is a great place to connect with PBA Salons!
 - promote being involved in something bigger than themselves
- Sponsor your winning students and pay their flight and hotel expense – or pay ½ of flight and hotel expense. (See fundraising document for ideas on how to raise \$\$ for this!)

Ideas on Fundraisers to Help Send your Students to the Beacon Program

- If your school has a dress code, offer a "Wear Jeans for \$5" day where the students pay \$5 to wear jeans.
- Have a raffle - sell tickets to students, staff and clients. Ask local merchants to contribute Items
- Have a cut-a-thon
- Have a silent auction using local merchants to donate items
- Have a fundraising dinner, charge by the plate
- Have clients, staff and family donate their frequent flier miles (the owner of the miles will need to book the ticket – use your best judgment on the fairest way to handle who receives these tickets – draw names from a hat if need be)

Please do not hesitate to contact us with any questions...thank you for your support of this wonderful program!