

# **Paul Mitchell Schools Support Relief Efforts in Haiti**

**\$1,000 per school X 100 Paul Mitchell Schools =  
\$100,000 for Haiti Relief!**

Dear Paul Mitchell School Owners and Directors,

We are organizing a network-wide day of fundraising to support the relief efforts in Haiti. Our thoughts are to donate the money to the **American Red Cross's Haiti Relief and Development Fund**. Our goal is \$1,000 per school X 100 Paul Mitchell Schools = \$100,000!

**In addition, John Paul Mitchell Systems will match our fundraising, up to \$10,000!**

Sometime before Friday, January 29 we are asking every Paul Mitchell School to do the following things:

1. **Hold a Casual for a Cause day** for both day and night school. My recommendation would be Thursday night, January 21 and Saturday, January 23. Ask your staff and Future Professionals to donate an amount (\$5?) to dress casual. They can write their name and dollar amount on the **"We're Behind the Bottle"** cards to display in your school.
2. **Ask for "We're Behind the Bottle" donations.** Download the attached Haiti Relief Bottle and duplicate copies on card stock (see printing guidelines below). Download the attached Haiti Relief Poster, print copies, and display them at your front desk and around your school. Perhaps you can get a local printer to donate the printing. Ask your guests to "buy" a paper bottle. When they make a donation, they can sign their name on the bottle and enter their donation amount to show their support. Prominently display the bottles all over your school to increase awareness and generate excitement.
3. Ask your staff and Future Professionals to take **"We're Behind the Bottle"** cards and ask their family and friends for donations, which you will also display in your school.
4. Winn Claybaugh filmed and posted a special video message about our Haiti Relief fundraising campaign. Please show the video to your entire school, post it onto your school's Web site, Facebook and Twitter pages, and ask your staff and Future Professionals to spread it around to their Internet social networking friends and fans. Here is the link:  
<http://www.youtube.com/watch?v=TA981D4ooc>
5. You can also print up a huge, life-size **"We're Behind the Bottle"** to use as a thermometer to track your school's progress.

Download and print the attached poster and display it in your school to let your guests know about our network-wide disaster relief day.

## Where to Send Your Donations

**1. American Red Cross:** Mail your donations to your local American Red Cross chapter or:

American Red Cross  
Haiti Relief and Development Fund  
P.O. Box 37243  
Washington, D.C. 20013

**2. Bank of America** is accepting donations to support the American Red Cross's Haitian Relief and Development Fund at its more than 6,000 banking centers across the United States. For more information, go to [ahead.bankofamerica.com](http://ahead.bankofamerica.com)

**3. Text for Haiti:** The Red Cross started a program that lets people send a text message from ANY phone (or carrier) to donate \$10 to the Red Cross.

To participate: Text "HAITI" to 90999. The \$10 gets billed to your cell phone and 100% of the funds go to the Red Cross relief funds.

To tie this text campaign into your Casual for a Cause day, hold a school Pow Wow that day and ask anyone who dressed in casual clothing to text their donation in front of a Learning Leader. Promote it in the clinic that day and invite your guests to do the same. At the end of the day, tally all the people who texted and multiply it by \$10. That will be the amount you raised that day — and you won't have to collect money or process paperwork.

For more information, visit:

[http://money.cnn.com/2010/01/14/technology/haiti\\_text\\_donation/index.htm](http://money.cnn.com/2010/01/14/technology/haiti_text_donation/index.htm)

Please confirm with me your school's participating, and be sure to send us your ideas, photos, and victories!

XOXO, Winn

## Printing Guidelines for the "We're Behind the Bottle" Cards

We quickly received one bid from a printer, which seemed quite expensive (1,000 quantity, \$585.00), mainly because of what is called the "die cut", which means the printer cuts the shape of the bottle. Obviously, the goal is to have something you can display, and you could certainly find a way to print and cut these on your own; less

expensive or even donated. A printer may take several days to get it completed—time is of the essence, so please move on this immediately.

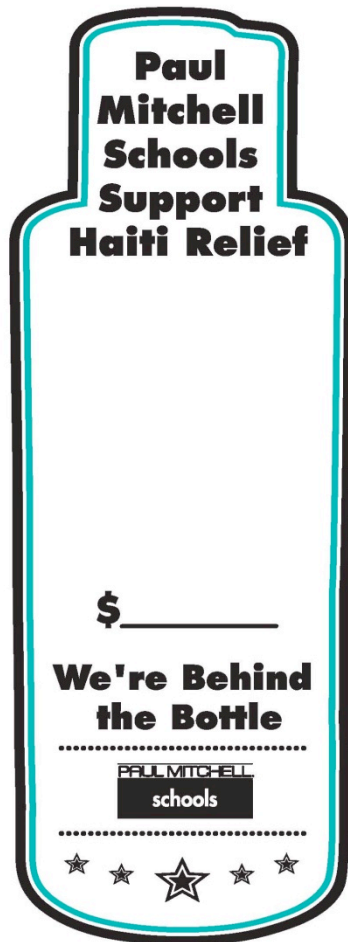
**Recommended Specs for printing:** 1000 Quantity, 4"x11", 2 Color (2/0 using 4 Color CMYK Press Process), on 14pt Cardstock with matte finish on one or both sides, Custom Die Cut & Cutting:

## **Other Ideas to Make Your Fundraising Successful!**

1. Print up enough **“We’re Behind the Bottle”** cards for your staff and Future Professionals to take home to their families, friends, and neighbors for donations. See if you can get your local printer to donate or discount the printing costs.
2. Make sure your front desk team members ask each clinic guest, “Would you care to make a donation today so we can put your name up on our wall?”
3. The day and night of your Casual for a Cause, perhaps you could have a radio station broadcast from your school to bring more people in.
4. Do you have someone in your school’s network who is a DJ? Have them donate their time to come to “spin” and create some fun, energy, and magic.
5. Ask high schools, universities, sororities, fraternities, local salons, and other businesses in your area to stop by your school during your campaign, and to duplicate your efforts with their own networks and businesses.

# Paul Mitchell Schools Support Haitian Relief

Today, Future Professionals and staff members at *every* Paul Mitchell School are wearing jeans because we have all donated money to support the Haitian relief effort.



We are gratefully accepting donations to benefit the American Red Cross's Haiti Relief and Development Fund.

**Ask Us About It!**

**Paul  
Mitchell  
Schools  
Support  
Haiti Relief**

**\$ \_\_\_\_\_**

**We're Behind  
the Bottle**



**PAUL MITCHELL**

**schools**

