

Share—A—Haircut

Support Our Veterans| November 11-12, 2018
Promotion Toolkit



Hello!



Thank you for signing up for our 2018 Share-A-Haircut Program! We give back to many during the holiday season, let's not forget those who gave so much in the name of our freedom.

On November 11th and 12th, every time an adult's haircut is purchased at any [participating Hair Cuttery salon](#), we will donate free haircut certificates to one of the agencies participating in our program (that's you!). We will try our best to provide you with the requested number of free haircut certificates but to do that we need your help. We can only donate the number of certificates that we raise during this time.

Included in this toolkit are different ways to promote the program. We understand that not every method can be used by every agency but doing whatever you can is always appreciated. Each haircut we provide means a free haircut for a veteran in your community!

Share-A-Haircut runs Sunday, November 11th and Monday, November 12th, start promoting now!

If you have any questions at all, don't hesitate to reach out to me. I can't wait to see how successful the program is this fall! Again, thank you for your participation.

Best,

Lauren Jarrett

Marketing Project Specialist | Ratner Companies, Hair Cuttery





CONNECT WITH US!

Website: www.HairCuttery.com

Facebook: www.Facebook.com/HairCuttery

Instagram: [@HairCuttery](https://www.instagram.com/HairCuttery)

Twitter: [@HairCuttery](https://twitter.com/HairCuttery)



Share-A-Haircut Program Hashtags

Social media has become a huge method of communication. As a result, we will be interacting online with agencies and clients throughout the program. Join us! The more we interact and post, the more we spread the word.

Tag us and use the following hashtags:

#ShareAHaircut #HCBeautyOfGiving



SOCIAL MEDIA

IMAGES

These 2 images here have been approved to be shared all over social media.



We also want to see images of people getting their hair cut at salons so if you see any, share them! Encourage any employees and their families/friends/neighbors to snap a picture with their new do.



SOCIAL MEDIA

COPY

Social media is a great place for each brand & agency to have their own voice so feel free to use yours! If it's easier, here is some copy to help you out and get started.

Give back to those in your community with Hair Cuttery's annual Share-A-Haircut program. For every adult haircut purchased at @HairCuttery on Sunday, November 11th and Monday, November 12th, a free haircut certificate will be donated to a veteran. #ShareAHaircut #HCBeautyOfGiving

Freedom isn't free, but their haircuts could be. For any adult haircut purchased at @HairCuttery on November 11th and 12th, a free haircut certificate will be donated to a veteran right in your community. #ShareAHaircut #HCBeautyOfGiving



SOCIAL MEDIA

COPY – Continued

The Season of Giving starts now with #ShareAHaircut! For every adult haircut purchased at a @HairCuttery salon on November 11th and 12th, a free haircut certificate will be donated to a veteran. #HCBeautyOfGiving

The key points are:

- Tag @HairCuttery
- #ShareAHaircut #HCBeautyOfGiving
- Program runs November 11th and 12th



SOCIAL MEDIA

NEED MORE INSPIRATION?

Search #ShareAHaircut to see what has been done in the past!



DIGITAL

BLOG

We have written a blog post that gives a quick rundown of what this program is. It's great to share for informational purposes as it covers everything in a way that is easy to understand from a participant perspective.

Blog: <https://blog.haircuttery.com/community-and-events/veterans-day-share-haircut-2/>

PRINT FLYER

As great as digital is, we know that flyers can still pack a punch. Print these out, pass them around, and hang them anywhere you are able (office, community bulletin board, Starbucks, etc.).



THANK YOU!



We are so thankful for all you do to improve the lives of veterans.
Your hard work and dedication are inspirational to us here at
Hair Cuttery.