

HOST AN EXCLUSIVE SALON

For Yavapai Big Brothers Big Sisters

WHAT IS A SALON?

This is your opportunity to introduce individuals to Yavapai Big Brothers Big Sisters. These intimate events are not necessarily meant to raise money, but to help your guests learn about the agency and its mission. Understanding the issues, the need and the context, and learning what a particular nonprofit does, is critical to getting someone involved.

WHAT IS MY GOAL AS A SALON HOST?

The goal of a salon is to engage individuals through a dynamic presentation so that they are compelled to get involved. This involvement can include donating, volunteering or other ideas for exploration. Ideally, 5 to 15 guests should be in attendance and at least 1 to 3 of those in attendance take the next steps to become a donor, volunteer or salon host.

WHERE SHOULD I HOST MY SALON?

Often, salons are hosted at people's homes in either living rooms or backyards. This should be a place where you as a host are comfortable and enthusiastic. Given the current reality, you can also host your salon virtually. Your YBBBS staff member will provide a Power Point, Zoom link, and will co-host a virtual salon with you.

Just let the agency know your preference once you secure the date and time.

WHAT DO I NEED TO HOST A SALON?

A space, a passion for the mission and a YBBBS staff member.

It's as simple as that.

You can decide timing and menu. Often individuals prefer to host a happy hour and serve wine/cheese, but that is totally up to the host. Your designated YBBBS staff member will help you every step of the way from promoting and extending invitations to day of presentation to the post salon follow up.



HOSTING A SALON IS AS EASY AS 1-2-3!

- 1** Pick your date/time, venue and put together your invite list (see the invite list template in the attached packet) and email Marlo at YBBBS to help coordinate: mdykeman@azbiggs.org
 - Send your invite and ask for RSVPs one week prior to salon date (see the customizable invite template in the attached packet)
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 - Prepare for the Big Day:
 - Send a reminder email the night before (see the template in the attached packet)
 - Prepare your remarks (see sample remarks in the attached packet)
 - Ensure the space is set up and ready for guests
 - On Salon Day:
 - Welcome guests and introduce to each other and YBBBS staff member
 - Have a spot for collateral materials and presentation spot for you and your YBBBS staff member to address the group
 - The Presentation:
 - Will be provided by the YBBBS staff member, all you are doing is making opening and closing remarks, explaining why the agency is important to you.
 - No more than 7 minutes and will include history, impact, vision and opportunities to get involved as well as a pitch: become a donor (donations are appreciated, but aren't required), volunteer, host your own salon or talk with us about other ideas you have for engaging with YBBBS.
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 - Post Salon Follow Up:
 - Complete the remaining rows on the invite list template and provide to your YBBBS staff member
 - Have a phone call with the YBBBS staff member and debrief: what went well, what didn't and next steps to take with guests
 - Speaking of guests...
 - Make "thank you" calls and follow up with an email to all who attended (see the template in the attached packet)
 - Send a follow-up email to those who didn't attend to schedule a phone call or another 1:1 meeting time with you (see the template in the attached packet)
 - Include your YBBBS staff member on any salon follow-up so they can take next steps as appropriate

