


“The exposure from giving back brings in clients. We’re well-known for giving to the community, and it does come back. You give, and you’re blessed.”

—Stacey Dabney Ramirez

# What the World Needs Now



## 4 Bella Bethesda Salon

Bethesda, Maryland

**Source:** Stacey Dabney Ramirez, co-owner

**Event:** “Cut It for a Cause,” a week-long offer of free makeovers to anyone who will donate at least 10 inches of their hair to Locks of Love, a non-profit that makes wigs for financially disadvantaged children who have lost their hair due to medical reasons.

**Outcome:** More than 640 inches of hair was donated by 63 individuals. In addition, people with shorter hair who signed a pledge to participate next year received a voucher for a free makeover. Funds of nearly \$500 came from a portion of profits from product sales and stylists’ gratuities that they donated.

**Promotion:** Marketing within the salon’s client base followed by a press release that triggered free notices in the *Washington Post*, in the local *Gazette* newspaper; in a Daily Candy e-mail blast and on Fox Morning News.

**Team motivation:** “We’re a new business, and it just made sense for us to establish a culture of giving back from the beginning. We held this around Valentine’s Day, and focusing on children made everyone feel great.”

**Client recruitment:** “About a month after the event, we sent a postcard to everyone whose hair we cut, offering a discount if they wanted to keep up the look we gave them. This helped the stylists keep most of the participants as clients.”

Looking for a way to share the love? From cut-a-thons to fashion shows to donating beauty services, 14 salons profile their charitable activities.

By Rosanne Ullman