

# BEAUTY FOR A CAUSE

*Host purpose-driven events, raise money for causes that matter, and stand out with purpose*

*When beauty meets purpose, lives change—starting with yours.*

# WELCOME LETTER FROM MANDY



Hey Beautiful,

I'm so excited you're here. The beauty industry is more than brows, lips, or lashes—it's about impact. Whether we're restoring confidence through medical tattooing or helping someone feel seen and celebrated, our hands do more than create beauty. They serve.

This kit is your step-by-step guide to host a fundraising event that blends your artistry with heart. Whether you're just starting out or scaling your studio, this is your chance to do good and grow.

Tag me in your journey using #BeautyForACause—I'd love to see how you're showing up for your community.

With purpose & passion,  
Mandy Sauler 💋



# WHY GIVING BACK BOOSTS YOUR BEAUTY BIZ

Clients love brands that care—73% of consumers prefer businesses that support causes.

It creates word-of-mouth buzz and builds emotional loyalty.

Your energy shifts when your work has meaning—and that radiates.

Purpose-driven businesses don't just profit more—they thrive deeper.



# CHOOSE YOUR CAUSE

---

NEED  
IDEAS?  
TRY ONE  
OF THESE:

Breast cancer  
recovery support

---

Domestic violence  
shelters

---

Alopecia awareness

---

Teen self-esteem  
programs

---

Trauma healing and  
recovery

---

Post-mastectomy  
confidence restoration

---

Veterans & first  
responders support

---

**WRITE IN YOUR OWN:**

*Tip: Align with a cause that means something to you or your clients. That's where the magic happens.*



# FUNDRAISING EVENT IDEAS (Pick One!)

---

## BROWS FOR A CAUSE

One full brow service  
donated = funds raised  
for charity

---

## LIP DAY

Donate 15% of all lip  
PMU bookings for the  
day

---

## BEAUTY RAFFLE

\$5 tickets to win a  
service bundle (touch-  
ups, aftercare kits, etc.)

---

## CONFIDENCE CUTS

Volunteer free  
makeup/hair sessions at  
a local shelter

---

## TATTOO FOR IMPACT

Offer one restorative  
session for free and  
highlight the story

✦ *THESE ARE PLUG-AND-PLAY  
IDEAS—PICK WHAT FITS YOUR VIBE!*





# STEP-BY-STEP PLANNER

- ✓ Pick a date
- ✓ Choose your cause
- ✓ Promote it using the included flyer template
- ✓ Accept donations via Venmo, Zelle, PayPal, or cash
- ✓ Share your event and results online using #BeautyForACause

💡 *PRINT THIS PAGE AND CHECK IT OFF AS YOU GO!*

# DONATION TRACKER SHEET


DONOR NAME	AMOUNT DONATED	PAYMENT METHOD	THANKED?

 *OPTIONAL: USE THIS LIST TO GIVE SOCIAL MEDIA SHOUTOUTS TO YOUR TOP SUPPORTERS!*

# BONUS – VIP GIVEAWAY ENTRY

Want to win a free class,  
beauty product, or private  
coaching session?

 Tag Mandy Sauler or  
DM your event photo

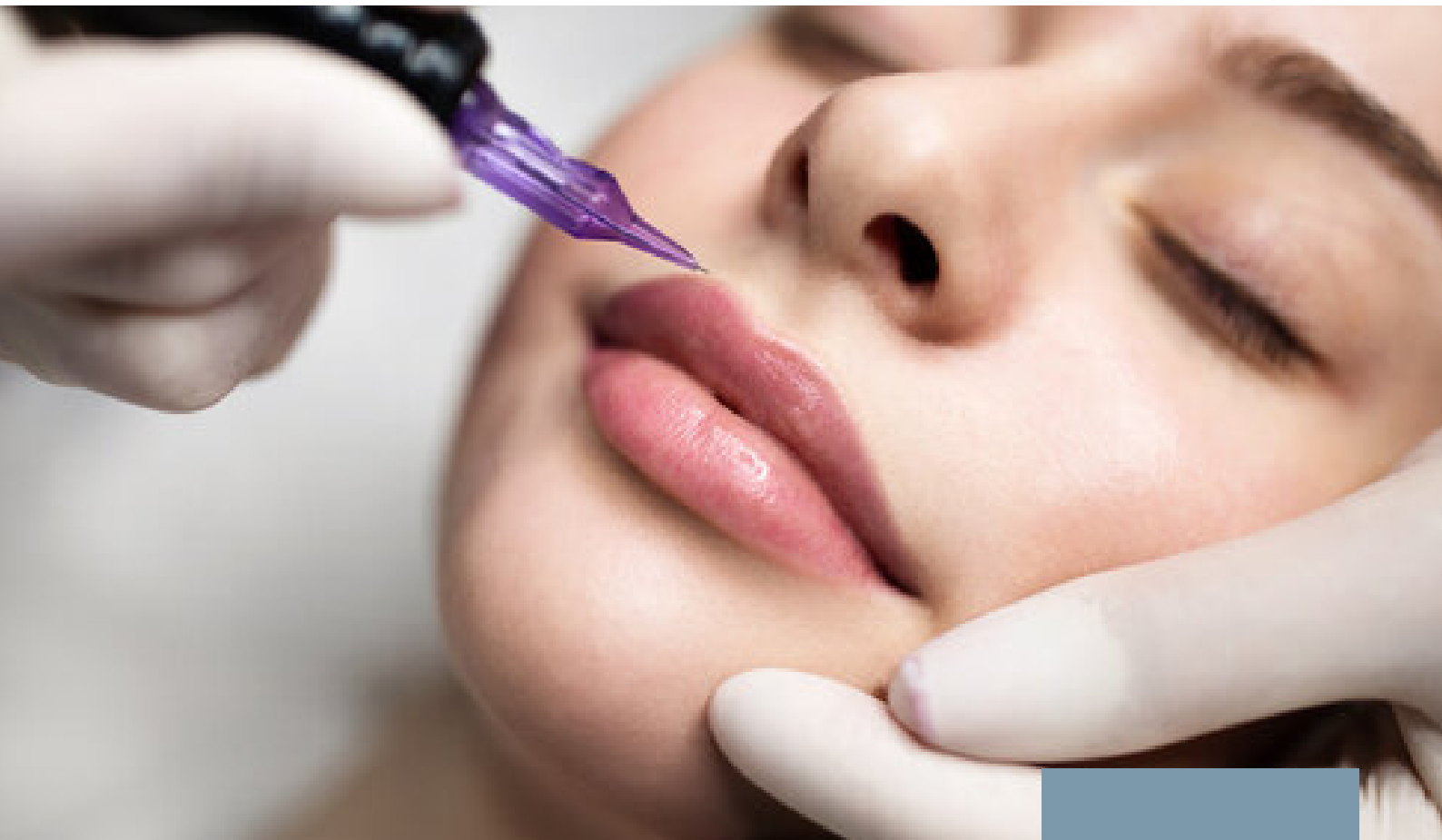
 You'll be entered  
into our monthly  
VIP raffle!





# KEEP THE PURPOSE GOING

- Do this quarterly, seasonally, or on special awareness months
- Let your clients vote for the next cause—build that community
- Join my email list or Facebook group to stay inspired and supported




# THANK YOU

FOR STEPPING INTO  
PURPOSE WITH THIS KIT.

YOU'RE NOT JUST CHANGING  
BROWS—YOU'RE CHANGING  
LIVES.

SHARE YOUR WINS, BIG OR  
SMALL, AND TAG ME  
**MANDY SAULER**

 SEND US PROOF OF YOUR DONATION  
CAMPAIGN AND GET A DISCOUNT CODE  
FOR YOUR NEXT PRODUCT OR COURSE  
PURCHASE!

