

MFX

SALONSPA

Get a Haircut, Hair Color Treatment or Facial, Make A Difference

We believe that supporting our community is part of the social responsibility that comes with running a business. And we do as much as we can to give back to all the amazing groups that are working to make our world a better place.

Our community days have become very popular and are a great and easy way for non-profits to raise money. We reserve one day a month to host a community day and we donate up to 20% of our sales that day to an organization. Our most successful events have raised between \$500 - \$1,700 – with little effort. (Plus, it's fun!)

To get the word out to the public, Maximum FX will promote the event on Facebook, on Twitter. We will also send an email to our client database and create a blog post on the company's website. To ensure success, it is important that the partner organization also promote the event to its supporters. From what we have learned – the partner organization must be able to do at least 2 of the following 3 things:

- 1) Post about this event on Facebook at least 5 times in the month prior to the event. Your organization's page should be locally based and have 900 fans or more.
- 2) Post this event on your organization's website or blog at least 2 weeks prior to the event.
- 3) Send at least one email to your organization's supporters. Your list should have a minimum of 1,500 valid emails of locally based supporters.

If you are reading this and thinking – yup! We can do that! Great! This event is a good fit for your organization – please fill out the attached form and return it to feedback@maximumfx.com or fax it to 512.472.6663.

If this is not you, but you have other ways to promote the event, please fill out this form, and explain how you would communicate the event to your supporters.

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