

TIS THE SEASON!

BY BRENDA FISHBAUGH



November and December are perfect months for your salon to really lean into "Doing Good" for your community. I recently posted on Facebook and asked salon operators what they do to give back – here are a few easy ideas from your fellow salon pros.

Michelle Teel Black at Total Tan in Buffalo, NY was distraught over her two-year-old niece, Sophia, who was suffering in intensive care at a children's hospital. What could Michelle do to show support for her very sick niece? She asked all of the Total Tan Team – from 36 stores – to wear green on a Wednesday. Sophia's entire family wore green; students at Michelle's older nieces' schools joined in and also wore green on the specified day. At each salon location, a cell phone photo was taken of their staff wearing green and the pics sent to Sophia's family, who was keeping vigil by her bedside. All day, their phone beeped with another text message and photo of more Sophia Supporters all wearing green, and representing several cities and states. What a wonderful way to uplift a little girl and her family!


Angie Griffin Jordan at Australian Sun Tanning & Airbrushing in Fenton, MI is choosing a more traditional route that I think is great for EVERY tanning salon. Angie has a food drive at her salon and offers a free session or upgrade to anyone who donates two cans of food. Painting your window with "Tans for Cans" and then stacking the collected food in the window in a nice pyramid is a great way to show each passerby what you're doing and encourage them to join in. Very often, tanning lotion and eyewear manufacturers will supply samples you can offer for additional donations; contact your distributor for more info.

Some Beach Tan in Monroe, GA has some fresh community outreach ideas that have worked very well for them. April 1 is their salon's anniversary and to celebrate, they join with five other businesses and have a poker run fundraiser for the "Wounded Warrior Project". In September and October, they collect new, child-friendly hats to donate to "Hats off for Cancer". They also sell "Cookies for Boobies" to raise money for breast cancer research, in addition to Tans for Cans in November and Toys for Tots in December. Some Beach Tan has only been in business for a year and a half, so you gotta love their community spirit!

Salons, borrow Some Beach Tan's ideas!

It's the perfect time to get your November "Tans for Cans" food drive going and gear up for Toys for Tots in December. If you're not familiar with Toys for Tots, you'll be working with a tried and true

If you'd like to share how your tanning salon gives back, please email Brenda@EyePro.net, and you may be included in a future *Island Sun Times* column.

charity that everyone trusts. If you put up a Christmas tree in your salon, place it by your picture window, so everyone driving by can see what you're doing and join in. Offer a free session or upgrade for each new, unwrapped, child's gift valued over \$10. The tanner gets to put the gift under the tree, and the Marine Corps picks them up at regular intervals, sorts them for age and gender, wraps them and takes them to needy families in your area. I'm getting all warm and fuzzy just thinking about it! 



ABOUT THE AUTHOR: Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.