

Email Outreach Templates for Charity Partnerships

This is a resource to [episode 54](#) of Marketing 100 on [The Salon Business Show](#). These templates provide a starting point for contacting charities. Customize them with your salon's information and the specific details of the charity you're reaching out to.

1. Initial Inquiry Email

Subject: Partnership Inquiry from [Your Salon Name] - Supporting [Charity Name]

Dear [Contact Person Name] (or "Volunteer Coordinator" or "Development Director"),

My name is [Your Name], and I'm the owner of [Your Salon Name], a local salon in [Your City/Town]. We're passionate about giving back to our community, and we've been deeply impressed by the work [Charity Name] does to [briefly describe the charity's mission - e.g., "support women experiencing homelessness," "provide resources for families in need," "protect local wildlife"].

At [Your Salon Name], we believe in [mention a relevant salon value - e.g., "empowering individuals through self-care," "building community connections," "promoting sustainability"]. We're exploring opportunities to partner with local organizations that share our values, and we believe a collaboration between [Your Salon Name] and [Charity Name] could be mutually beneficial.

We'd love to learn more about your current needs and how our salon might be able to support your mission. Would you be available for a brief introductory call sometime next week? Please let me know what time works best for you.

Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

[Your Name]

[Your Salon Name]

[Your Phone Number]

[Your Email Address]

[Your Website]

2. Follow-Up Email (After Initial Meeting)

Subject: Following Up - [Your Salon Name] & [Charity Name] Partnership Ideas

Dear [Contact Person Name],

It was a pleasure speaking with you on [Date] about the wonderful work [Charity Name] does. Thank you for taking the time to share more about your organization's mission and needs.

Based on our conversation, we've brainstormed a few potential partnership ideas that we're excited to explore further:

- **[Idea 1]:** [Briefly describe the idea - e.g., "Offer complimentary haircuts and styling services to clients of your women's shelter before job interviews."]
- **[Idea 2]:** [Briefly describe the idea - e.g., "Host a 'Cut-a-Thon' at our salon, donating a portion of the proceeds to [Charity Name]."]
- **[Idea 3]:** [Briefly describe the idea - e.g., "Donate gift baskets with salon products and gift certificates for your fundraising auctions."]

We're open to your feedback and suggestions on these ideas, and we're also happy to discuss other ways we can contribute. We're particularly interested in [mention a specific area discussed in the meeting - e.g., "your upcoming holiday toy drive" or "your need for volunteers at your annual gala"].

Would you be available for a follow-up call to discuss these ideas in more detail? Please let me know what time works best.

Sincerely,

[Your Name]

[Your Salon Name]

[Your Phone Number]

[Your Email Address]

[Your Website]

3. Thank You Email (After an Event/Partnership Activity)

Subject: Thank You - [Your Salon Name] & [Charity Name] Partnership

Dear [Contact Person Name],

On behalf of the entire team at [Your Salon Name], I wanted to express our sincere gratitude for the opportunity to partner with [Charity Name] on [Event Name or Partnership Activity]. We were truly honored to be a part of [briefly describe the event/activity - e.g., "your annual fundraising gala," "providing styling services at your women's shelter"].

We were so inspired by [mention something specific you admired - e.g., "the dedication of your volunteers," "the resilience of your clients," "the impact you're making in our community"]. We're proud to have contributed [mention your contribution - e.g., "over \$X in donations," "styling services for X clients," "X volunteer hours"].

We've received wonderful feedback from our team and clients about the partnership, and we're already looking forward to future collaborations. We'd love to discuss how we can continue to support [Charity Name]'s mission in the coming months.

Thank you again for this wonderful opportunity.

Sincerely,

[Your Name]

[Your Salon Name]

[Your Phone Number]

[Your Email Address]

[Your Website]

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Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.