

Salon Charity Partnership Evaluation Checklist

This is a resource to [episode 54](#) of Marketing 100 on [The Salon Business Show](#). Use this checklist to evaluate potential charity partners and find the best fit for your salon. Rate each criterion to help you make an informed decision.

Charity: _____

Date of Evaluation: _____

Evaluator: _____

Mission & Values Alignment

Criterion	Yes	No	Unsure	Notes
Is the charity's mission clearly defined?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the mission resonate with your salon's values?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the mission resonate with your team?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do you feel a genuine connection to the cause?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Section Score: (Mostly Yes / Some Concerns / Mostly No)				<i>Overall, how well does this charity align with your salon's mission and values?</i>

Local Impact & Feasibility

Criterion	Yes	No	Unsure	Notes
Does the charity operate locally (in your community)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are their services focused on your local area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can your salon realistically meet their needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(Consider time, resources, and skills)
Section Score: (Mostly Yes / Some Concerns / Mostly No)				<i>How feasible is it for your salon to make a tangible impact with this charity?</i>

Partnership Opportunities

Criterion	Yes	No	Unsure	Notes
Are there opportunities for your team to volunteer their skills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(e.g., providing services, event support)
Are there opportunities for long-term engagement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(Beyond a single event)
Is the charity willing to collaborate on marketing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(e.g., co-branded materials, social media promotion)
Does the charity have specific needs that your salon can fill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Criterion	Yes	No	Unsure	Notes
Section Score: (Mostly Yes / Some Concerns / Mostly No)				<i>What are the potential benefits and opportunities for a partnership with this charity?</i>

Reputation & Transparency

Criterion	Yes	No	Unsure	Notes
Does the charity have a positive reputation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(Check online reviews, news articles, Charity Navigator)
Is the charity transparent about its finances?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(Are financial reports readily available?)
Does the charity clearly report on how donations are used?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Section Score: (Mostly Yes / Some Concerns / Mostly No)				<i>How confident are you in the charity's reputation, transparency, and responsible use of funds?</i>

Overall Assessment

Overall Recommendation: (Highly Recommended / Recommended with Reservations / Not Recommended)

Key Strengths: [List the charity's key strengths]

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Potential Concerns: [List any potential concerns or areas for further investigation]

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Next Steps:[Outline the next steps, such as scheduling a meeting, gathering more information, or making a decision]

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Notes:

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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.