



Employee Engagement Ideas

We developed the following employee engagement ideas for your company to harness the power of its employees to take action in support of Look Good Feel Better. Through these simple ideas, together we can empower your employees to Help Better Begin by sharing information about Look Good Feel Better and its impact with family and friends, and directly supporting the program through fun, easy donation programs that allow them to support our mission to change the lives of people with cancer by helping the whole person, inside and out.

We encourage you to use these ideas as a guide and adapt them to your company. We hope you will make a commitment to support Look Good Feel Better using one, some, or all of these ideas, or by creating your own, original ideas that invite your employees to join in the campaign to Help Better Begin.

- **Share it Socially:** Encourage employees to share their support of Look Good Feel Better with their personal social networks by retweeting, sharing or repurposing Facebook and Twitter posts from your company about the program.
- **Dress Down Days:** Raise funds for Look Good Feel Better by giving employees the chance to dress down on a particular day, or even during Look Good Feel Better Week, in exchange for a small donation to Look Good Feel Better.
 - Also consider offering in-office pampering sessions – hair drying “blowouts,” manicures/pedicures, or shoulder/neck massages – on a weekly or monthly basis and have employees make a donation to benefit Look Good Feel Better.
- **Pay it Forward:** Make it easy for employees to support Look Good Feel Better by inviting them to opt into paycheck deductions of any amount with proceeds going to support Look Good Feel Better.
- **Game.Set.Match:** Reinforce your support of Look Good Feel Better by doubling the impact of your employees’ actions. For example, for every donation an employee makes through the donation vehicles you deploy, match that donation amount. Or, for every shared tweet or Facebook post, make a company donation to Look Good Feel Better (e.g., \$1 for every tweet or post).
- **Help Better Begin Together:** Hold a special employee event to encourage donations during key moments in time such as Look Good Feel Better Week, Women’s Health Month (May), Mother’s Day, or another key moment-in-time that is meaningful to your company and its employees.
 - Consider offering free makeup tutorials from your brand’s lead makeup artist, gift bags with company merchandise and other treats to encourage participation and donations to Look Good Feel Better.



look good **feel better**[®]

HELPING WOMEN WITH CANCER

- **In it to Win it:** Encourage donations by challenging different offices, locations and internal teams to generate the most donations to Look Good Feel Better through local office fundraising events, paycheck donations, dress down day donations or even through a “donate here” cash box placed in a central location.
 - Share the status of giving over time to drive participation and friendly competition.
 - Offer a prize to the winning group (e.g., free lunch, tickets to sporting events, extra vacation or personal day, dress down week, etc.).

For more information on how to encourage your employees to support Look Good Feel Better, or questions about how to get started with these ideas, please contact the Personal Care Products Council Foundation at 1-866-395-5665.

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