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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. Your employees are your company's strongest advocates and most important resource. We want to highlight your company's efforts to support Look Good Feel Better and include your employees in these efforts to add to the sense of pride and engagement among your teams.

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 More Than Makeup campaign.

- **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, or from our social networks, about the program. Use the hashtag #MoreThanMakeup in your posts.
- **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 Giving Tuesday (November 28), 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/Instagram post, make a company donation to Look Good Feel Better (e.g., \$1 for every tweet or post).
- **Champion Together:** Hold a special employee event to encourage donations during key moments in time such as Giving Tuesday (November 28) 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.



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- **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 Look Good Feel Better Foundation at info@lookgoodfeelbetter.org.

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