



HELP A HERO

SCHOLARSHIP ★ PROGRAM

2019 PLAYBOOK



Gordon Logan and VFW Commander-in-Chief B.J. Lawrence with the \$1.35 million check for the 2018 Help A Hero Campaign at VFW Headquarters in Kansas City, MO.



HELP A HERO

Manager's Note:



This playbook is a step-by-step guide on how to participate in the Sport Clips' Help A Hero fundraiser. Please review the contents with your Team Members by holding a Help A Hero-themed Pep Rally prior to Monday, October 14. When you see these yellow boxes in each section, you'll know it's a special note for you.

Step #1: What is Help A Hero?



Review the key information below aloud with your Team Members.

The VFW's Sport Clips Help A Hero Scholarship program has awarded more than 1,400 scholarships totaling \$6.5 million. Nearly every penny of that has come directly from our Clients, thanks to the hard work and dedication of our Team Members nationwide. Each year, Sport Clips stores and Teams work to raise funds in-store and in their communities to fund the Help A Hero Scholarship program, which benefits active duty military and veterans looking to pursue a degree.

With the funds currently raised each year, the VFW is able to award approximately 175 scholarships each semester, but Sport Clips wants to provide financial assistance to as many veterans as we can. Last year we presented the VFW with a check for \$1.35 million – the largest-ever donation made to the VFW. For 2019, we have our sights set on a \$1.5 million check! We want to assist our nation's heroes in the next chapter of their lives and with this scholarship, Sport Clips can help veterans get the education they need to pursue their dreams and find future success.



*Giovanni Serrapere –
US Navy veteran and graduate of
Indiana University of Pennsylvania*

Help A Hero 2019 – Fast Facts

- ★ The 2019 Help A Hero fundraising campaign begins on **Monday, October 14** and runs through **Monday, November 11, Veterans Day**.
- ★ The **2019 campaign goal is \$1.5 million!** We want to break the 2018 record-setting donation and provide even more to the VFW for 2019!
- ★ If every store raises just **\$880**, we will beat our \$1.5 million goal! That's just **\$220** per week or **\$32** per day per store!
- ★ On **Veterans Day**, \$1 from every haircut service provided will be donated to Help A Hero.
- ★ All stores are encouraged to provide free or discounted haircuts to active duty military and veterans on Veterans Day. You can also include first responders if you choose.
- ★ **Checks for your donation totals are due to SCI by Saturday, November 30.** If your store qualifies for Heroes Club (minimum \$1,000 raised, you **MUST SUBMIT YOUR DONATION BY NOVEMBER 30!** No exceptions!)
- ★ The **Top 5 Stores** will be announced by **December 31**, and Heroes Club prizes will arrive in-store in **February**.

Step #2: Let's make sure we have everything.



Below is a list of all of the items that are included in your Help A Hero POP Kit and how to use/display it. As you go through the list, pull each item out of the box. The night before Help A Hero begins, designate Team Members to set up using the instructions below.

POP Kits should arrive the week of October 1, so keep an eye out for them. Make sure you have all of the pieces listed on the next two pages. If you do not, please contact Krysta Roberts by sending an e-mail to Krysta.Roberts@1touchpoint.com.

(1) Donation Canister and Insert Card

Insert the card into the canister as shown in the diagram. Place the canister on your cash wrap, so it's easily visible and accessible to Clients when they arrive and check-out. You can also take the canister to local fundraising events. **(Please note:** Managers and Team Leaders should review the "Accounting Procedures" found on BAM Online under *National Promotions > Help A Hero* for instructions on how to properly submit donations.)



(1) 24" x 72" Vertical Banner

Display the banner in a location that's easily visible to Clients when they are in the waiting area and does not impede foot traffic. Be sure the banner is tightly secured at the top and bottom of the stand.



(1) Floor Decal

Place the floor decal on the floor in the center of the cutting area. Installation for the floor decal should be done after the store has closed.

1. The area where the floor graphic will be installed must be cleaned prior to application.
2. Clean an area that is 6 to 8 inches larger than the graphic. Wipe the floor clean and then dry it with a lint-free paper towel. Be sure to remove all soil and grit.
3. Remove the floor decal from the paper backing.
4. Place the decal on the cleaned area and press down on the floor, starting from the middle outwards. Ensure the edges are pressed down. The decal is repositionable at this time.
5. Allow the decal to "cure" overnight.



To remove the floor decal, lift the decal at the edge and pull away from the floor. There should be no residue left.

(10) 7"x10" Mirror Clings

Apply these clings to your cutting station mirrors and make sure mirrors are clean before application. This will help keep Help A Hero information in front of the Client during the haircut and can be referenced in conversation.



(10) Table Tents

You will receive two table tent designs, 5 each, for a total of 10. Display these stand-alone promotional pieces in a prominent location, like the cutting stations or cash wrap.



(300) Self-stick Donor Recognition Cards

Set aside space in your store for a Help A Hero "Wall of Fame." Ask Clients and others if they would like to make a donation to Help A Hero "in honor of" a veteran they know. If so, have the donor write the name on the card and post it on the wall to honor the veteran's service and recognize the donor's contribution!



(20) Magnetic Pins & (20) Silicone Bracelets

These are for you! You can wear these Help A Hero Magnetic Pins and Bracelets during the campaign period and at any fundraising events you participate in.



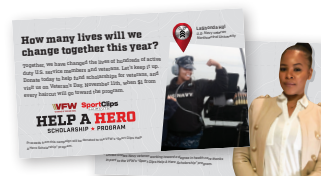
(400) Car Coasters, (125) Temporary Tattoos, and (125) Eyeblocks

The car coasters, tattoos, and eyeblocks are giveaways you can use to share Help A Hero with your Clients and community. Car coasters are great giveaways for adults, and tattoos and eyeblocks are fun for kids!



(250) 3" x 5" Information Cards

To help easily share the mission of Help A Hero with Clients and others, distribute these information cards in store, at events or with other retail partners.



Step #3: Let's get started!



1. Schedule your Pep Rally and start planning now! Use the Pep Rally to set your store's fundraising goal. Remember, every store should aim for at least \$880, but \$1,000 will qualify your store for Heroes Club! (See page 7 for details on Heroes Club.)
2. Review the talking points below with your Team and role-play with Team Members so they can practice talking about Help A Hero with Clients.
3. Brainstorm creative ways to raise funds for Help A Hero in-store and in your community. Reach out to other stores/managers in your market for ideas.

Pep Rallies/Motivational Ideas

Below are some ideas direct from Store Managers:

- ★ Download the Donation Tracker poster from BAM Online and post in store, or make it a Pep Rally project and have your Team Members design their own on poster board. We suggest displaying in-store where Clients can see so everyone can track your progress. Be sure to update daily!
- ★ Display local heroes – Post a bulletin board in-store and invite your 'local heroes' to display photos of themselves and/or their family members. Make sure the donor cards are available for Clients and post them in-store as a way to honor someone special.
- ★ Create competition – If there are other stores owned by your Team Leader, or other stores in your market, create competition between stores to see which Team can bring in the most donations. Provide incentives such as a pizza party, night out or other prize to keep Team Members motivated and focused during the campaign.

Fundraising Ideas

Whether you're fundraising in-store or in your community, Help A Hero is a great way to team-build and brand-build, all while supporting a great cause.

Contests/Giveaways/Prize Drawings

There are a variety of different ways you can set up a drawing (raffle). Before you get started, make sure you check with local/state regulations in regard to hosting drawings/raffles as some laws are more restrictive than others.

★ Prize Drawing

- **Set Up:** Solicit donations from other businesses in your shopping center, friends, family, local connections. Promote in-store, via local social media and email. Sell tickets for entries into the drawing and then draw for winners. The contest can be done during the duration of the campaign or for just a part of it.
- **Tools:** Customizable fliers (BAM Online), Prize donations, drawing tickets

★ Pie in the Face Contest

- **Set Up:** There are a few options for setting this up. You can get a bag/ bucket/basket for each Stylist in your store and sell tickets and have Clients drop their tickets into the bag of the Stylist they want to see get a pie in the face. The bag with the most tickets wins and that Stylist will get a pie in the face. UT102 Manager Alicia Tomlinson had great success with this in 2018 and ended up the #3 Store in the system with \$10,397. Once they hit their initial goal, they put the faces of everyone in their store on a board, including TL Duke Sorensen! When they hit \$10,000, Duke got the pie in the face and the store went live on Facebook!
- **Tools:** Customizable fliers (BAM Online), bag/box/bucket for each Stylist, or poster board as shown, drawing tickets



Heroes Week

Choose one week during the campaign period and offer free MVP upgrades in exchange for donations to Help A Hero.

- ★ **Set Up:** Communicate this special offer by posting fliers in-store, in guy-centric businesses in your shopping center, and at VFW posts 1-2 weeks leading up to the week as well as during your Heroes Week. You can find contact information for your local VFW Post by using the search tool at vfw.org/find-a-post. If you need assistance contacting your local post, please reach out to Lynn Rolf, VFW Director of Programs at lrolf@vfw.org. Speak with your Team Leaders about promoting the offer on your store's Facebook page and local email.
- ★ **Tools:** Customizable fliers (BAM Online)

Fall Festivals

Host a booth at a community festival. Provide patriotic-themed games like pin the stars & stripes on the flag, or offer a prize wheel, cornhole, or other interactive games. Pass out Help A Hero items and display your Help A Hero donation canister to collect donations. You can also distribute haircut coupons or do red, white and blue hair painting in exchange for donations to Help A Hero.

- ★ **Set Up:** Check with your community's chamber of commerce, parks and recreation department, and visitor's bureau for dates of local fall festivals. Local schools and the YMCA may host these, too. Contact the event manager or the activities director to secure a space.
- ★ **Tools:** Table and chairs; donation canister; giveaways; coupons; games; hair color

Bake Sale

Bake sales are an easy way to raise Help A Hero funds. On a specific day (or multiple days), have Team Members bring in baked goods to sell to Clients. Team Members can make homemade goods, but you can also reach out to local grocery stores or bakeries for donations. Be sure to explain that all proceeds from the bake sale will benefit Help A Hero.

- ★ **Set Up:** During your Pep Rally, find out how many Team Members can bring items for the bake sale. Then pick the day and make sure items are ready to go on the day-of.
- ★ **Tools:** Donated/prepared baked goods and donation canister.

Help A Hero Night

There are many businesses, specifically restaurants, that are veteran-friendly like Sport Clips. Use local connections and reach out to local restaurants near you to create a "Help A Hero Night" where a percentage of proceeds from sales will be donated to Help A Hero. You can present the night as an opportunity for cross-promotion and even offer to share promotional items or coupons in-store for Clients.

- ★ **Set Up:** Contact the manager of nearby restaurants to introduce yourself, Sport Clips and the Help A Hero program. Ask about opportunities to partner on a "Help A Hero Night." In exchange for participating, include the restaurant on promotional items, social media and encourage Clients to visit the participating restaurant on days that benefit Help A Hero. Provide the restaurant with Help A Hero information cards (included in your POP Kit) to give to customers who are dining on "Help A Hero Night" so they are informed about the program. Provide the managers with the business donation letter for tax purposes.
- ★ **Tools:** Information cards, business donation letter (BAM Online), customizable flier (BAM Online).

Talking Points

A full list of talking points about the Help A Hero Scholarship program are available on BAM Online. Be sure to review these with your Team Members, especially those who will be participating in events or who might have media opportunities. If you secure a media opportunity and need assistance in preparing, please contact Amanda Palm, Communications Manager, at Amanda.Palm@SportClips.com. At a minimum, please review the two important points below:

★ To request donations in-store:

"The Help A Hero Scholarship program helps veterans and active duty service members transition from the military to civilian careers through scholarships. We're raising funds for the program and this year our store goal is \$_____. Would you like to donate in honor of a veteran you know?" (show donor recognition card)

★ To answer questions about the need for scholarships:

"Not all service members qualify for 100% of their G.I. Bill benefits and other programs have limitations, and some folks have their educational benefits run out before they can finish school. Our scholarship program fills those gaps. Sport Clips and the VFW award scholarships every semester and to date we've awarded more than 1,400 scholarships totaling \$6.5 million. Our goal during this campaign is to raise \$1.5 million."



SportClips® HAIRCUTS **HEROES** ★ **CLUB** ★

Heroes Club 2019

Sport Clips stores that meet the fundraising goals below will become honored members of our Heroes Club. It's our way of saying "thank you" for the hard work you do to raise funds for the Help A Hero Scholarship program.

Heroes Club Reward Structure - Prizes for Team Members

- ★ **\$1,000 to \$1,999** - Heroes Club certificate to display in-store and branded water bottles.
- ★ **\$2,000 to \$2,999** - \$1,000 level prizes plus Heroes Club branded fanny packs.
- ★ **\$3,000 or more** - \$2,000 level prizes plus Heroes Club shirts.



Top 5 Stores

Cash prizes as listed below, award recognition at the 2020 National Huddle, and all prizes listed for the \$3,000 level.

Top 5 Bonus Breakdown for Stores

- ★ 1st Place - \$5,000
- ★ 2nd Place - \$3,000
- ★ 3rd Place - \$2,000
- ★ 4th Place - \$2,000
- ★ 5th Place - \$2,000

Heroes Club Order Process

Team Leaders of qualifying Heroes Club stores will be contacted directly to place orders for prizes.

IMPORTANT DEADLINE!

To qualify for Heroes Club – **DONATIONS MUST BE RECEIVED BY SCI BY NOVEMBER 30, 2019!**

Step #4: Let's Talk "Conversation Starters".



Set aside time to review the interactions below with your Stylists. Have them role play as Stylists and Clients as this will give Team Members an opportunity to get comfortable talking with Clients about the Help A Hero program and get them comfortable asking for donations.

Scenario 1

- » Stylist: Has anyone told you about our Help A Hero campaign?
- » Client: Not really. I don't think I know anything about it.
- » Stylist: All of our stores around the country are raising funds for veteran scholarships. We've awarded more than 1,400 scholarships totaling \$6.5 million and most of those contributions have come from Clients like you. Our national goal this year is to raise \$1.5 million. Would you like to help us reach that goal?

Scenario 2

- » Stylist: I'm sure you've noticed our Help A Hero signage in our store. We're currently raising funds for veteran scholarships.
- » Client: Yeah, I saw the signage when I walked in.
- » Stylist: All the pictures on the signage are actual scholarship recipients. We'd love your support. You can donate via the kiosk today when you check out.

Scenario 3

- » Client: What's this Help A Hero thing you're doing?
- » Stylist: It's our annual fundraiser where we ask Clients to donate to help us provide college scholarships for veterans. We've awarded more than 1,400 scholarships since 2013.
- » Client: Wow, that's a lot.
- » Stylist: Our store goal is \$____. I would love your support. You can contribute at the donation canister or add on a donation at the checkout kiosk. I'd be happy to show you how.

Scenario 4 (at checkout)

- » Stylist: Just a reminder, we're currently raising funds for our Help A Hero Scholarship program, which provides scholarships for veterans. You can make a cash donation or donate on the checkout kiosk. Here, let me show you how to donate.

Scenario 5

- » Client: Do you have information about this scholarship program? I think I might want to apply.
- » Stylist: Yes! If you go to SportClips.com/Hero you can find the info you need. Applications can be completed online and are being accepted for the spring 2020 semester. Are you interested in donating?
- » Client: Yeah. How can I donate?
- » Stylist: You can make a cash donation or add on a donation when you check out at the kiosk. I can show you when we finish.

Step #5: Let's review!



You don't have to read the "Frequently Asked Questions" or campaign rules aloud to your team, but managers should review this information thoroughly. The FAQ can be referenced later if Team Members or Clients have questions during the campaign.

Frequently Asked Questions

General Information

Q: How does the scholarship program work?

A: The scholarship program is fully-funded through Sport Clips' Help A Hero fundraising campaign; however, the VFW accepts and reviews applications, determines recipients, and administers the scholarships directly to the recipients' schools. Each scholarship provides recipients with up to \$5,000 to put toward their education at an accredited post-secondary institution, including colleges, universities and trade schools.

Q: How are we supported by SCI?

A: In addition to the in-store support, including Point-of-Purchase (POP) kit materials, you can find various resources on BAM Online

- Customizable Event Flier
- POW signs
- News media outreach tools, including local press release templates for both the launch of the Help A Hero promotion and for Free Haircuts on Veterans Day
- 2019 Help A Hero commercial on Sport Clips YouTube Channel
- 2019 Help A Hero radio files and scripts
- Donation Tracker
- Business donation letter for requesting cash, product or in-kind donations from local businesses
- VFW Foundation IRS form for tax purposes



Fundraiser Support

Q: Our store is running low on Help A Hero giveaways from the POP kit. Can we order more?

A: Yes, while supplies last. Team Leaders should contact promotions@SportClips.com to inquire.

Q: I have a question that is not answered in the Help A Hero Playbook (in the POP kit) and FAQ. Who do I contact?

A: For all Help A Hero-related questions, please email promotions@SportClips.com.

Veterans Day Discounts

Q: My store is planning to offer a Veterans Day discount to active duty and retired military on November 11. How do I verify that a Client is or has served?

A: While SCI doesn't recommend turning away any Client for Veterans Day offers who claims he or she has served, we recognize there are always opportunities for misuse. To verify military status, you may be shown the following identification:

- All active-duty and retired military have an ID with "United States Uniformed Services" displayed on the card.
- All veterans receiving treatment/disability payments from the government also have an ID with the "Department of Veterans Affairs" on the card.
- All VFW members have an ID with "Veterans of Foreign Wars of the United States" on the card.
- Other service organizations, such as the American Legion, Disabled American Veterans, and Vietnam Veterans of America, typically provide cards.
- The military issues every service member a certificate of Honorable Service and also, in later years, a DD Form 214, which shows the discharge.

Q: My store will be offering free haircuts to active duty and retired military on November 11, Veterans Day. What codes should I use?

A: The recommended offer is for a "free haircut."

- 5610 - Help A Hero Vets Day – Free Haircut
- 5612 - Help A Hero Vets Day – Free MVP
- 5613 - Help A Hero Vets Day – Free Triple Play

Q: If we choose to participate in Help A Hero, but do not plan to offer free haircuts to military on Veterans Day, how do we address Clients and/or media about our decision?

A: The best way to address Clients and/or media is in simple, direct statements that serve as a clear representation of the purpose of the Help A Hero campaign. Below are sample recommended statements for all Team Members:

- *We support Help A Hero, Sport Clips' fundraiser that provides scholarships to U.S. veterans, and on Veterans Day, we are giving \$1 from every haircut service to the program.*
- *While we are raising funds for Help A Hero through Veterans Day, we are not offering free haircuts; however, we do offer an ongoing Heroes Discount (if applicable) of _____ to say "thank you" for your service.*

If pressed about not offering free haircuts and/or the Client becomes irate, please offer the following comments:

- *Please know, we appreciate your service to our country (if military), while we are collecting funds for the Help A Hero program, this location is not providing free haircuts on Veterans Day.*
- *Stores are individually owned and offers vary. Those participating in this year's Help A Hero, that are also offering free haircuts on Veterans Day, are listed on SportClips.com.*

Action Items After Help A Hero Promotion Ends

Q: Who is responsible for tallying and submitting donations?

A: The manager or the Team Leader must tally all funds collected via the POS, cash donations and \$1 haircut donation for Veterans Day and submit a check for the overall total.

Q: When are my stores' donations due to SCI?

A: **DONATIONS MUST ARRIVE TO SCI NO LATER THAN NOVEMBER 30!** Stores that qualify for Heroes Club (minimum \$1,000) MUST MEET THIS DEADLINE TO ENSURE THEY RECEIVE PRIZES.

Q: How do I write the check for my stores' donations?

A: You must include the following in your total – donations received via the kiosk, cash donations received via the canister or other events, \$1 per haircut service on Veterans Day (optional). This total should be submitted via a single check and made out to the "VFW Foundation" with the store number in the memo line of the check. NOTE: If you own multiple stores, we recommend submitting a check for each individual store to simplify the accounting & tracking process. Full instructions can be found in the Accounting Procedures Document on BAM Online.

Q: Where do I send my store's donation?

A: All donations should be sent to:
Sport Clips, Inc.
ATTN: Cathy Foust
110 Sport Clips Way
Georgetown, TX 78628

Q: When will the Top 5 Stores be announced?

A: A system-wide announcement will be made no later than December 31.

Q: When will the Heroes Club stores get prize ordering information?

A: Heroes Club stores will be notified and be given access to the prize ordering web portal no later than December 31.

Q: When can Heroes Club stores expect to receive prizes in-store?

A: Heroes Club prizes will be distributed to qualifying stores in February 2020. The Top 5 Stores will also receive prize money. Distribution of the prize money is at the discretion of the Team Leader.

Q: How will Sport Clips announce the total dollars raised for Help A Hero 2019?

A: A check presentation event will be held in conjunction with the VFW in December. A national press release, along with photos from the check presentation, will be distributed to news media. Our donation total will also be shared via the weekly Sport Clips Game Time Communication, our websites, social media, and by the VFW.

2019 Heroes Club Official Rules & Regulations

1. All stores are eligible to participate, regardless of stores' opening date.
2. All donations **MUST BE RECEIVED** by Sport Clips, Inc., 110 Sport Clips Way, Georgetown, Texas 78628, no later than **November 30, 2019**. **Send donations ATTN: Cathy Foust.**
3. Checks must be made out to "VFW Foundation" NOT SCI.
4. Stores will NOT be eligible for Heroes Club bonus if donations are not received by SCI by **November 30, 2019**. NO EXCEPTIONS.
5. Team Leaders/Area Developers of the Top 5 Stores will be notified no later than **December 31, 2019**.
6. Bonus checks will be distributed to Team Leaders of the Top 5 Stores no later than **January 15, 2020**.
7. Bonus monies will be distributed to the Managers/Assistant Managers/Team Members at the discretion of the Team Leader.
8. Heroes Club prizes will be shipped to stores in **February 2020**.
9. Winning store Team Members may be required to sign and return an affidavit of eligibility and liability/public release.
10. Sport Clips Team Leaders must be in good standing as of **December 1, 2019**.
11. Top 5 Store bonus payments will be subjected to customary IRS reporting requirements.
12. No substitutions for Heroes Club prizes or bonus monies. Monies are non-transferable.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
October 6	7	8	9	10	11	12
Hold your store's Pep Rally by October 13 th						
13	14	15	16	17	18	19
October 14 - November 11: Help A Hero Promotion						
Place in-store POP kit elements after store closes.						
20	21	22	23	24	25	26
27	28	29	30	31	November 1	2
3	4	5	6	7	8	9
10	11					
Remove in-store POP kit elements after store closes.						
		9/20:	POP Kits begin shipping.			
		9/30:	POP Kits begin arriving in stores.			
		10/12:	Hold your store's Pep Rally by this date.			

9/20:	POP Kits begin shipping.
9/30:	POP Kits begin arriving in stores.
10/13:	Hold your store's Pep Rally by this date.
10/14:	Help A Hero Promotion begins!
10/14 - 11/11:	Be A Hero, Help A Hero!
11/11:	Help A Hero Promotion ends.

