

BIG PICTURE

TARGET GROUP

Who are you going to reach?

- 19 homeless shelters, ~ 10 DV safe houses
- 110,700 Active Duty personnel and 118,300 family members
- 14.5% people living in poverty
- Approx. 70,000 children who have a mom or dad in prison.
- Over 200 ministries at the Rock Church

REACH

How will you relate to your target group?
How will you reach it?

Provide services at various locations such as:

- Shelters / housing
- Community outreach events
- Military events
- Teen mom agencies
- Salons where members work
- Ministries partnerships

VISION

What value does the ministry provide when it's fully functioning?

The Mission of the Makeover Ministry is to use hair and makeup skills as a way to bless others and express God's love.

IMPACT

MILESTONES

How will you track progress?

- Develop 5 partners
- Recruit 20 stylists
- Join 3 events
- Fundraise 80% of financial needs

METRICS

How will you measure your impact?

- Volunteers
- People served
- Salvations/Prayers
- #of services
- # of events

STORY

How will you tell the story of what God is doing?

- Monthly Report
- Rock Promotions
- Social media
- Media segments
- Partner Org.

NUTS & BOLTS

ACTIVITIES

What are you going to do? List key activities.

Free haircuts, free hair color, free makeup and depending on the situation, free manicures

TEAM

Who will you do it with? List key team members and their roles.

- Leader: coordinate events, develop relationships & recruit stylists
- Stylist: provide hair cut & color
- Makeup Artist: provide makeup services

RESOURCES

What key resources are required? List all key assets & needs.

- Ministry collateral & promo materials
- Beauty products and equipment
- Volunteer shirts for events

PARTNERS

Who can you partner with to accomplish your vision?

- Target organizations & ministries
- Beauty product companies
- Beauty schools & independent stylists

MONEY

How much is it going to cost and how will you fund it?

Solicit in-kind donations from companies and salons, fundraising drive from individuals for:

- Hair color, makeup and beauty supplies
- Promo materials