

## **Final Media Kit**

By: Grace Skowron

**Client:** Project Beauty Share

### **Social Media Audit:**

Project Beauty Share currently has social media accounts on Instagram and Twitter. The non-profit is decently active on both of these accounts, posting daily on Instagram, either a photo post or a story post, and posting monthly on Twitter. Currently, Project Beauty Share has 11.5K followers on Instagram and 2,300 followers on Twitter. The social media platforms were established in 2010 and are continuously growing in followers.

The social media platform that needs the most improvement is their Twitter. They are not extremely active on this account, so becoming more consistent with their posting will attract more engagement and followers. Their Instagram account is good at posting consistently, but the graphics themselves are a little bland and could use more strategic planning. They also only receive about 50-70 likes per post and almost no comments. For the non-profit's Instagram they should focus on creating exciting and engaging visuals that will attract a wider range of followers and be more interactive with their audience. Their website is their best platform. It is easy to navigate and simple to find the information you are looking for. They incorporate the same visuals and colors throughout which adds consistency.

## **Strategic Plan:**

### *Overview*

Project Beauty Share provides personal hygiene, cosmetics and beauty products to non-profit organizations that serve women and families overcoming abuse, addiction, homelessness and poverty to help restore hope and dignity in their lives.

Overall, the organization works hard to provide women with essential tools that they are unable to get themselves. The goal of this media kit is to continue the efforts that Project Beauty Share has already implemented and plans to implement in the future. This will involve creating engaging social media content to help increase the awareness of women's health and safety and increase the number of donors to the organization. The following media kit includes five examples of completed and available content for the Project Beauty Share to use to achieve the goal of this plan.

### *Objectives*

- To increase the number of donors to Project Beauty Share by 25% in six months.
- To increase engagement on Project Beauty Share's social media platforms. Specifically measuring the number of likes and comments.
- To expand three locations to Knoxville in the next year.

*Strategies and Tactics:*

- Strategy: Newsworthy information
  - Tactic: Send out a PSA to local television stations in the Knoxville area with important information on why Project Beauty Share started and how people can help.
  - Tactic: Release a feature story promoting Project Beauty Share's efforts to restore dignity and explain how the organization helps women get back on their feet after their hardships. Include a real-life example of how the organization has helped someone change their life around.
  - Tactic: Release and promote a press release that shares information about how Project Beauty Share plans to expand to the Knoxville area.
- Strategy: Post interesting content to their social media platforms
  - Tactic: Send out an interactive fact sheet to local newspapers and publications with general information about Project Beauty Share and how people can get involved.
  - Tactic: Send out a content calendar to plan content for when the Knoxville drop-off locations open.

With these strategies and tactics, Project Beauty Share will be able to increase their number of donors and social media engagement by the desired timeline. By using a content calendar and a fact sheet, Project Beauty Share will be able to reach a larger audience and gain more supporters and donors.

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contacts:  
Grace Skowron  
630-453-4013  
gskowron0@vols.utk.edu



Project Beauty Share  
*Our Expansion Efforts*

KNOXVILLE, Tenn., – April 30, 2024 – Project Beauty Share, an organization that provides personal hygiene, cosmetics and beauty products to non-profit organizations that serve as an outlet for women that are overcoming abuse, addiction and poverty, plans to expand their efforts to the Knoxville area in the next year.

Project Beauty Share plans to find and work with women in the area that would be able to run three new warehouses in Knoxville. The non-profit currently has drop-off locations in Washington and Idaho.

Julie Farley, founder of the organization, plans to make a few trips down to Knoxville to help make some big decisions.

“I am so amazed by the contributions we have received in the past year,” Farley said when asked about the new project. “I have been down to Knoxville a few times now and I know this location will help us out immensely.”

They plan to start construction in the next four months.

“I am extremely excited to work with this organization,” a Knoxville resident said. “I think what they are doing is amazing and I am ready to get involved.”

**About Project Beauty Share:**

We serve as a pass-through agency that supports non-profit organizations who serve women and their families. We find we can serve a greater number of individuals by directly distributing to our partner organizations in the Pacific Northwest. We are excited to start construction in the Knoxville area in the coming months.

For more information please visit <https://projectbeautyshare.org/> or contact Grace Skowron at [gskowron@vols.utk.edu](mailto:gskowron@vols.utk.edu) or call (630) 453-4013

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PSA (60 seconds) – **Project Beauty Share**

WORD COUNT – 186

Project Beauty Share – This organization provides necessary items for women overcoming abuse, addiction, homelessness and poverty

FOR IMMEDIATE RELEASE

KILL DATE – March 31, 2025

One Speaker – Julie Farley, founder of Project Beauty Share.



MUSIC: SLOW SOFT PIANO MUSIC PLAYS FOR 5 SECONDS THEN SLOWLY FADES IN THE BACKGROUND

Julie: (In a sincere and honest tone) This Women’s History Month, I want you to share a special story with you all. The story that started Project Beauty Share.

MUSIC: SOFT PIANO MUSIC SLOWLY STARTS TO GET LOUDER FOR 5 SECONDS THEN FADES IN THE BACKGROUND.

Julie: The story begins in 2010 back in Spokane, Washington in my makeup chair. My client’s makeup bag was full with products that she was never going to use. She planned on donating them to a local organization that served women experiencing homelessness and poverty. I was so inspired by that conversation it set into motion Project Beauty Share.

MUSIC: SOFT PIANO MUSIC TURNS TO POWERFUL UPBEAT MUSIC THEN SLOWLY FADES IN THE BACKGROUND.

Julie: At Project Beauty Share we directly distribute new and gently used personal hygiene, cosmetics and beauty products to our partnered agencies. In addition to local donations, we work with large cosmetic, skin care and beauty brand companies.

MUSIC: POWERFUL UPBEAT MUSIC GETS LOUDER FOR 5 SECONDS THEN SLOWLY FADES IN THE BACKGROUND.

Julie: Our mission started with serving only a handful of local non-profit organizations. Today, we are serving more than 100 agencies in the Northwest. Donating can change a woman's life, so please consider becoming part of our team.

MUSIC: SOFT PIANO MUSIC PLAYS AGAIN FOR 5 SECONDS THEN SLOWLY FADES IN THE BACKGROUND.

Julie: If you or anyone you know is struggling, please visit [project-beauty-share-dot-org](http://project-beauty-share-dot-org). This message has been brought to you by Project Beauty Share.

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Project Beauty Share Public Relations

Grace Skowron

[gskowron@vols.utk.edu](mailto:gskowron@vols.utk.edu)

630-453-4013



## **Project Beauty Share and Restoring Dignity**

By: Grace Skowron

KNOXVILLE, Tenn., – April 30, 2024 – The thought of losing your dignity is a terrifying thought. Actually having it happen is completely life-changing. Project Beauty Share wants to be an outlet for women struggling with this change. Restoring beauty isn't just about buying new makeup products or new clothes to feel beautiful again. It is about regaining your dignity and confidence when you thought you would never get it back.

### **How It Began**

Project Beauty Share began in 2010 when founder Julie Farley became inspired by a conversation she had with one of her clients while doing their makeup. This conversation became the spark of Project Beauty Share and since then the organization has made a huge impact on women's lives.

When the organization began, it was run out of someone's garage. They had about 10 volunteers and one drop-off location. Now, the organization has completely shifted gears. They have a large warehouse space in Washington and multiple drop-off locations in Washington and Idaho. They are partnered with over 100 agencies in the Northwest and continue to build new relationships.



**Caption:** Project Beauty Share's warehouse in 2010.



**Caption:** Project Beauty Share’s warehouse in 2024.

Project Beauty Share continues to expand their efforts and plans to open three drop-off locations in the Knoxville area in the coming year. With these expansion plans, Project Beauty Share hopes to increase the number of donors and awareness of their cause to more Southern parts of the country.

### **Why They Do What They Do**

For many people, purchasing needed self hygiene products is easy and accessible and may be taken for granted sometimes. On the other hand, many people do not have the luxury to buy adequate self care products. Not only does this have an impact on hygiene, it impacts one's self-esteem.

Project Beauty Share isn't just about restoring self-care, it is about restoring dignity in women's lives when they thought the worst has taken over them. Farley saw a gap in support services for women experiencing homelessness and poverty, and she wanted to make a change. As a woman, Farley knew how important it was to receive proper support and personal hygiene. "I wanted to be an outlet for women who thought they would never get back on their feet again," Farley said. "Women empowerment was my biggest concern whilst starting this project."

Women supporting women is the most inspiring thing to be a part of and this organization allows just that. Project Beauty Share continues to grow in numbers yearly and continues to provide women with the necessary tools to become successful again and regain their dignity.



**Caption:** Volunteers working at the warehouse in Spokane, Washington.

## **How To Donate**

Project Beauty Share's website offers amazing information on how to donate and what exactly they are looking for. They provide multiple lists and resources for donors to use to guide them during their donation process. The organization also has a feature on their website where you can donate online.

Project Beauty Share looks for new or slightly used hygiene products, such as face and body products, oral hygiene and makeup.

They also make dropping off the donations extremely easy. If you don't live near a drop-off location, no worries. Project Beauty Share accepts shipped products.

The organization loves when local companies want to get involved, like setting up a donation drive at their own business. Project Beauty Share provides them with posters and bins and sometimes even marketing materials. So be on the lookout for donation drives if you are in Spokane, Washington.

## **A Real Life Story**

In 2017, Sara Johnson escaped a horrible, abusive relationship. Her ex was a drug dealer and left her in very dangerous situations. After long consideration, Johnson made the decision for herself that it was time to leave and regain her dignity.

Her first few months were difficult. Johnson was trying to reconnect with old friends and family she had lost touch with during her relationship. She was able to stay with a friend until she got back on her feet.



During this time Johnson looked for work and a place to call home. While on the job search she discovered Project Beauty Share. She read their mission statement and knew this was just the kind of place she wanted to be involved with.

Johnson was able to get help from the organization immediately after contacting them. She slowly but surely started to become herself again. The work that Project Beauty Share did for her completely changed her life around and not only did she become more confident in herself, she regained her dignity that she never thought she would get back.

Soon after receiving help from Project Beauty Share, Johnson got a stable job and a small apartment for herself. Although she faced life-changing setbacks, Johnson persevered through them all and came out on the other end a new person.

Since getting back on her feet, Johnson volunteers and donates to Project Beauty Share as often as she can. She knows the impact that the organization can have on one's life and she wants to be a part of that impact.

If you or someone you know is struggling with homelessness, abuse, addiction or poverty, please consider looking at [projectbeautyshare.org](http://projectbeautyshare.org) and ways you can help. It only takes one small act of kindness to change someone's life.

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# Content Calendar:

Weekdays:	Platforms:	Content Type:	Caption:	Hashtags:	Description of visual content:
May 13, 2024	Instagram	Story Post	"Knoxville drop-off locations are opening today. Click the link in our bio to check them out!"	#projectbeautyshare #knoxville	Photo of donors dropping off donations at current drop-off locations.
Noon	TIKTok	Slideshow Post	"Take a look at the construction progress for our new Knoxville locations. They opened today!"	#projectbeautyshare #knoxville	Pictures of the construction sites starting from the empty lot to the completed buildings in a slideshow. Song: "Stronger" by Kelly Clarkson.
May 14, 2024					
11 a.m.	Twitter	Tweet	"Our Knoxville locations have been extremely successful so far! Stop by to learn more about Project Beauty Share. We'll be here till 8 p.m."	#projectbeautyshare #knoxville	Project Beauty Share logo.
May 15, 2024					
10:30 a.m.	Instagram	Photo Post	"Some volunteers from the University of Tennessee, Knoxville coming in to help out!"	#projectbeautyshare #knoxville	Photo of student volunteers helping collect items and sort through them at the warehouse.
Noon	Twitter	Tweet	"Come join us at Texas Roadhouse on Krizal Way to support our fundraiser tonight! Starts at 6 p.m."	#projectbeautyshare #knoxville	Texas Roadhouse logo.
2 p.m.	TIKTok	Video Post	"We loved meeting some local volunteers earlier today! Reminder about our fundraiser tonight. Check our Twitter for more details."	#projectbeautyshare #knoxville	A sped-up video of volunteers walking into the warehouses with donation items in their hands. Song: "Piece by Piece" by Kelly Clarkson.
May 16, 2024					
9:30 a.m.	Instagram	Photo Post	"Our fundraiser last night was a success. We are back at it in the warehouse this morning."	#projectbeautyshare #knoxville	Photo from the fundraiser, people sitting together and enjoying themselves.
May 17, 2024					
10:30 a.m.	TIKTok	Story Post	"Such an amazing first week here at Project Beauty Share Knoxville. We can't wait to see what the future holds!"	#projectbeautyshare #knoxville	Photo of volunteers inside the warehouse sorting donated items. Song: "Viva La Vida" by Coldplay.
11 a.m.	Twitter	Tweet	"Thank you to everyone who has donated products these last few days to help fill our new shelves. We appreciate it!"	#projectbeautyshare #knoxville	Photo of fully stocked shelves at the warehouse.
2 p.m.	Instagram	Story Post	"Our first week at our new Knoxville locations was a success! Thank you to everyone who donated!"	#projectbeautyshare #knoxville	Photo of volunteers outside of the warehouse location in Knoxville smiling with big bins of donated items.

**Fact Sheet:**

# Project Beauty Share Organization Fact Sheet



PR Rep:  
Grace Skowron  
gskoworn@vols.utk.edu

## Who We Are

Project Beauty Share provides personal hygiene, cosmetics and beauty products to non-profit organizations who serve women and families overcoming abuse, addiction, homelessness and poverty to help restore hope and dignity in their lives. We believe that everyone should be cared for, feel beautiful, and have a path to thrive. Join our movement.



## Ways To Give

### Give Products



Products we accept:  
Face, body and hair products, oral and feminine hygiene, hair styling tools, makeup and miscellaneous

## Project Beauty Shares Wishlist

### Support Us



Consider a one-time donation or join the Circle of Hope and become a monthly sustainer today. Being a Circle of Hope donor means you're telling her that she's not alone- she has a circle of people lifting her up, restoring her dignity.



### Drop-Off Locations



Spokane, WA, Spokane Valley, WA,  
Liberty Lake, WA, Coeur D'Alene, ID,  
Hayden, ID

## Ebay Giving Works



## Have a Question?

## Call us (509) 455-3537

Visit Our Website:  
<https://projectbeautyshare.org/>

Warehouse Hours:  
Monday - Thursday: 9 a.m. - 3 p.m.  
Fridays by appointment only

Our Mailing Address:  
Project Beauty Share  
2718 E. Sprague Ave.  
Spokane, WA 99202