



Ballots y Belleza

VOTING WITH CONFIDENCE

BEAUTY
SERVICE
PROVIDER

PARTICIPATION PROSPECTUS



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Theme

NUESTRAS HERENCIAS, NUESTRO PODER

OUR HERITAGE IS OUR POWER

Vision

The event Ballots y Belleza (Beauty and the Ballot) is designed to engage and mobilize high opportunity Latinx voters by combining two confidence-builders: critical voter information and beauty services. **This innovative and joyful event is a place where our community learns about the civic process and the positions on the ballot, and then are catapulted to activate their personal networks while creating their voting plan.**

We envision matching values-aligned beauty service providers that we thoughtfully recruit with newish Latinx voters at our Ballots y Belleza event so that they may receive a free beauty service in an environment that has beautiful backdrops and selfie stations. A Poder Ballot Ambassador Volunteer will explain each position, the duties of offices on the ballot, the candidates that Poder NC endorses and the volunteer will answer any questions about voting.

After the voter gets their service, they will have the chance to take Poder NC branded selfies and we will encourage that they post these on their social media as a way to initiate a conversation with their personal networks about engaging in this year's election by voting, volunteering, etc. Our goal is to ensure that community members, voters and nonvoters, are confident and informed on how to activate their power. Each voter will walk out with a voting plan and a completed sample ballot. The bonus for voters is that they will get to connect with others who hold similar values and who envision a better state and nation and are willing to put some effort in making it happen.

Ballots y Belleza has a two-pronged approach: we combine civic education and a beauty service for a newish Latinx voter so that they walk out feeling fabulous thanks to their service and the new confidence in knowing who and what is on their ballot. Ballots y Belleza is a confidence-building event where we get to reclaim and define how we show up

in any space while normalizing having conversations that would normally be considered “taboo.”

Goals

- We turn out 400 high opportunity Latinx voters to receive services. This is approximately 2 voters per precinct in Mecklenburg county/close to 1% of the Latinx electorate in Mecklenburg.
- To provide a fun and engaging way through beauty services for our base to get the information they need to vote with confidence and spread the word to their networks about who and what is on the ballot.
- Each voter will walk out with a voting plan and a completed sample ballot.
- The beauty pros will gain more knowledge about the election to share with clients.
- The beauty pros will have the option to also become Poder Ambassadors for GOTV.
- Each client engages their personal network by posting a selfie from the event to initiate conversations about the elections and community.
- Each client commits to vote (Poder Pledge) & encourages their networks to sign it, too.
- Generate at least 4 earned media opportunities.

Target Audience & Geography

The tier 1 target audience are high opportunity voters - Unaffiliated/Democrat Latinx voters 18 to 35 who have not voted more than twice since 2016 and who are located in Mecklenburg and surrounding counties. The tier 2 audience for this event are Unaffiliated/Democrat Latinx voters who have voted three times since 2016.

Mecklenburg county is the county with the most number of registered Latinx voters (47k) and not many organizations are reaching out to these voters in culturally resonant ways. This is a place where we can maximize our reach & impact in a way that can transform the election for the entire state.

What are the details for Ballots y Belleza?

Ballots y Belleza will be on September 29th from 12pm to 5pm at the Babe Cave, 3021 Bank St. Suite 100, Charlotte, NC.

Becoming a Beauty Service Provider

WHY BEAUTY SERVICE PROVIDERS?

If we want to finally cross that electoral threshold and solidify North Carolina as a forward-thinking state, we need to try new tactics and get creative. **One of the most trusted individuals/influencers in our communities are beauty service providers.** Clients entrust beauty service providers with the things that make them feel more confident and the time that they spend together could be maximized by talking about the 2024 elections.

We will work with beauty pros who believe and support Poder NC's Principles of being: pro-Black, pro-Latinx, pro-LGBTQ+, pro-Reproductive Justice. Each voter becomes a captive audience while getting a beauty service and will learn more about who and what is on their ballot in 2024.

The beauty pros working with Poder NC:

- Are small **business owners** meaning they know how to hustle!
- Are **good at connecting with people** and making them feel comfortable.
- Have had to learn how to do everything on their own from branding, marketing and more on social media to increase their client base -- this tells us **they are organized enough to multitask.**
- **Are directly impacted by the [policies](#) set by state legislators on licensing requirements for their business;** industry standards; materials you are able to use; sanitation guidelines, and so much more.

- **Could benefit from policies that provide access to health care;** labor rights and protections; paid family leave; access to reproductive health care and justice, y más!

WHAT ARE THE DETAILS ABOUT THE SERVICES AT BALLOTS Y BELLEZA?

Beauty service providers will support voters/clients through their service. They will bring all the materials needed to provide the service they are hired for, unless otherwise noted. They will be paired with a volunteer who will be the one chatting up the client/voter about their ballot and making sure they walk away with all their voting questions answered. As beauty service providers, we hope that by witnessing our engagement with voters, they'll gain confidence to talk to their regular clients about their ballot and the elections the rest of the year!

- **Nail Techs** will provide a full manicure with gel polish. We will ask clients to arrive with clean nails so that you don't have to remove any old gel manicures. We are estimating that it will take 30 minutes to do a manicure and 15 minutes to clean up in between clients. You will be booked with 5 clients, max.
- **Makeup Artists** will provide feature focus makeup á la Sephora (eyes only; complexion; lash application; lips, etc). We estimate that it will take 45 minutes per client, including brush cleanup. You will be booked with 5 clients.
- **Aestheticians** will provide up to two facial waxing services per client. We estimate that these services will take 20 minutes per client. You will be booked with 10 clients.
- **Tarot reader** will provide one reading per client and will be booked with 10 clients in 30 minute increments.

We need to hire a total of 28 beauty service professionals, including (or any similar configuration of 28):

- **12 Nail Techs** who provide a full manicure with gel polish.
- **6 Makeup Artists** who provide a feature focus makeup (ex: only eyes; complexion, eyelash application; only lips.)
- **7 Estheticians** who provide up to two facial waxing services per client.
- **3 Tarot readers** who provide one reading per client

TIME COMMITMENT FOR BEAUTY SERVICE PROVIDERS

- This event will be on September 29, 2024 from 12pm - 5pm
- You must be able to be on site at 11am and stay for the entire event.
- You must be able to attend a mandatory vendor training on September 23rd at 6pm or watch the video recording by September 24th.

WILL I BE COMPENSATED?

Here at Poder we believe that there is no such thing as free, uncompensated labor. Our intentional call for BIPoC vendors means that we want to do our part in helping your business organically flourish as a result of Ballots y Belleza. Below is what each vendor will be paid for their participation in the event. Those who submit all their forms by the deadline of 9/20/24 will be paid on the day of the event.

- Makeup Artist — full face - \$1000
- Nail Techs — gel manicures - \$1000
- Esthetician — facial waxing, no more than 2 services/voter - \$1000
- Tarot Reader — \$700

HOW WERE PAYMENT AMOUNTS DETERMINED?

We consulted with a licensed salon owner and cosmetologist to determine prices for all licensed professional services and took into consideration your time, potential loss of income from missing a busy workday, cost of materials that can only be used once, and added a little extra as a recruitment incentive. The Tarot Reader amount was determined by the average cost of an experienced reading of 20+ years with a little extra as a recruitment incentive.

HOW PODER NC WILL SUPPORT YOU DURING THE EVENT

Staff and volunteers are present and floating around the event space not only engaging with the attendees, but also ensuring that vendors (yourself!) are running a smooth operation.

Upon completing the vendor interest form, you may have already listed your day-of needs. If there is anything else that is needed, please let [Janet Blomquist](#) know.

We will provide: A beautiful locale, a bathroom and kitchen area unique for service providers, outlets, tables, folding chairs for the servicing area. We will also provide snacks, water, and lunch for our service providers.

WHAT SHOULD I BRING AS THE VENDOR?

Bring any tools, equipment, materials, and/or supplies needed to provide your service to our clients to meet the standards of your licensing board.

I'M DOWN! WHAT DO I NEED TO DO?

- Fill out [Poder Vendor Interest Form](#) by September 18th
- Fill out and Submit [W9](#) by September 20th to janet@podernc.org
- Sign a contract with Poder NC to ensure we are all on the same page.

Beauty Pros Recruiting Message: *Poder NC Action seeks beauty service providers who are: pro-Black, pro-Latinx, pro-LGBTQ+, pro-Reproductive Justice for a paid opportunity, Ballots y Belleza: A New Voter Experience on September 29th. As a provider, each of your clients is a captive audience voter that will learn more about who and what is on their ballot in 2024 while receiving a beauty service. Poder NC Action is prioritizing hiring BIPOC vendors. If you are interested, [complete this form by September 18th](#).*