



PRETTY EMPOWERED PLAYBOOK

**OVERVIEW AND RESOURCES
FOR PROMOTING YOUR
PRETTY EMPOWERED EVENT**



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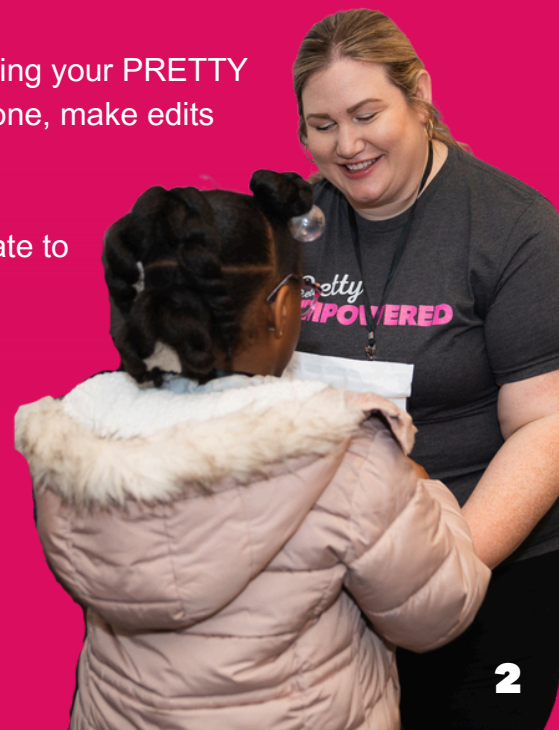
Congratulations!

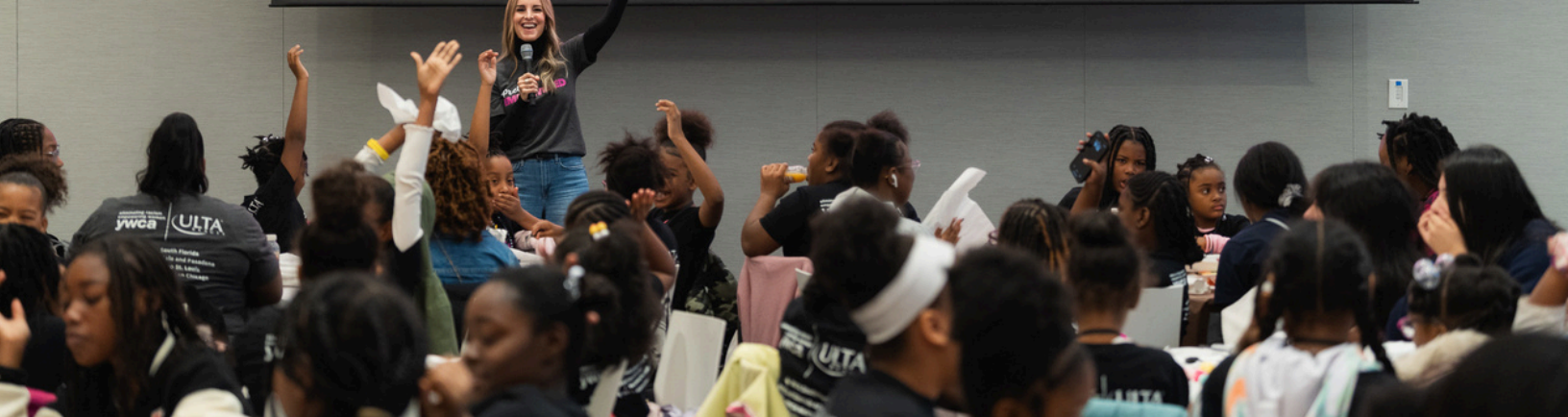
Congratulations on being selected for the **2024 Pretty Empowered** cohort! We look forward to a great event where together we will help girls build their confidence and provide exposure to women in leadership roles.

This Event Playbook will serve as a resource to guide you through planning your PRETTY EMPOWERED event. You know your youth participants better than anyone, make edits and feel free to make each template your own.

If you have any questions throughout your planning, please do not hesitate to reach out! We are more powerful together!

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WHAT IS PRETTY EMPOWERED?

Ulta Beauty, in partnership with YWCA associations, brings girls ages 9-14 together for a day of empowerment, Science, technology, engineering, and mathematics (STEAM) education and activities, and confidence building. The activities promote women in STEAM careers, women in leadership roles, and help young girls recognize that they are valued. Their confidence and exposure to women in leadership roles is important for their future, and critical for the future of our city.

HISTORY

Pretty Empowered has been a several-year partnership between ULTA and YWCA Metropolitan Chicago. The partnership started out focused on career readiness and empowerment for adults. The first youth Pretty Empowered event took place in April 2022 with roughly 90 participants. It was such a success that Ulta and YWCA Chicago partnered to expand the impact of the event across three other US cities and YWCAs.

In 2023, Pretty Empowered expanded its partnership to include YWCA Glendale and Pasadena, YWCA Metro St. Louis, and YWCA South Florida. The 2023 Pretty Empowered event had 400 participants!



EVENT SCHEDULE, RUN OF SHOW & PROJECT PLAN

7:30-9 AM SET-UP

Staff, volunteers, vendors arrive for event set-up

8:30-9 AM PRESENTER ARRIVAL TIME & BREAKFAST DELIVERED/SET UP

Youth arrive via bus transportation

9 AM EVENT BEGINS

9-9:30 AM YOUTH CHECK IN & BREAKFAST

9:30 AM WELCOME REMARKS

YWCA representative & Ulta Beauty representative

9:50 AM SESSION 1

10:30 AM SESSION 2

11:10 AM SESSION 3

11:50 AM SESSION 4

12:20 PM LUNCH, CLOSING REMARKS, SURVEYS

1 PM LOAD BUSES

1:30 PM PROGRAM ENDS

To help in planning your event, here are two sample templates:

[RUN OF SHOW TEMPLATE](#) 

[PROJECT PLANNING TEMPLATE](#) 



EVENT LOGISTICS

Venue

Identify a venue that can accommodate the following:

- Available 7:30 am-2:00 pm
- Large room for breakfast, welcome, lunch
- 4 breakout rooms
- Table and chairs
- Allows catering


Busses

Once you have identified the event venue and number of pick-up stops, arrange transportation through a bus company. It is highly recommended that each bus will have YWCA association staff members monitoring and riding the bus with the youth participant.

These staff members will also check that each youth participant boarding the bus has a registration and signed waivers (included in the registration form). Without submitted registration, youth participants will not be allowed to board the bus and will not be allowed to participate in the event.

Registration

Decide the method you will use to have youth participants register for the event. Important items to ensure are on registration form:

- Media release and minor permission language
 - **PERMISSION SLIP LANGUAGE ENGLISH/SPANISH** 
- Collect t-shirt size
- Dietary restrictions

[CLICK HERE FOR FULL REGISTRATION EXAMPLE.](#)

Catering

Hot breakfast is always a hit!

- Example: eggs, bacon, sausage, fresh fruit, assorted mini breakfast pastries, juice, and water.
- Helpful to have designated servers for the younger youth participants.
- Vegan, vegetarian, and gluten free options

In addition to breakfast, identify lunch and have extra water on hand.



EVENT LOGISTICS CONT'D

Registration flyer and set-up examples.

Pretty EMPOWERED

CAREER EXPLORATION | YOUTH STEM ACTIVITIES | CONFIDENCE BUILDING

NOVEMBER 2, 2024
9:00 AM - 1:30 PM

Malcom X College
 1900 W Jackson Blvd, Chicago, IL 60612
 Transportation, breakfast, and lunch provided

SCAN THE QR CODE OR GO TO bit.ly/30L36Ya

eliminating racism
 empowering women
ywca
 metropolitan chicago

ULTA
 BEAUTY

Bonita y EMPODERADA

CONSTRUYENDO CONFIANZA | ACTIVIDADES EN STEM | BELLEZA Y SALUD

2 DE NOVIEMBRE DEL 2024
9:00 AM - 1:30 PM

Malcom X College
 1900 W Jackson Blvd, Chicago, IL 60612
 Transportación, desayuno, y lonche será incluido

ESCANEE EL QR AL LADO O VISITE <https://ywcachicago.salsalabs.org/PrettyEmpowered/index.html>

eliminating racism
 empowering women
ywca
 metropolitan chicago

ULTA
 BEAUTY

Share

Pretty EMPOWERED | **Bonita y EMPODERADA**

Date: Saturday, October 14, 2023 | **Fecha:** Sábado, 14 de Octubre del 2023

Time: The event is from 9:00 AM-1:30 PM. Busses will leave designated locations at 8:00 AM. | **Hora:** El evento es de 9:00 AM a 1:30 PM. Los autobuses saldrán de los lugares designados a las 8:00 AM.

Location: Malcom X College (1900 W Jackson Blvd, Chicago, IL 60612) | **Ubicación:** Malcom X College (1900 W Jackson Blvd, Chicago, IL 60612)

Attendees: Youth girls ages 9-14 years old | **Asistentes:** Niñas jóvenes de 9 a 14 años

Bus Information: Bus pick up times, locations, and drop off times will be emailed to you closer to the event date. | **Información de Autobuses:** Se le enviará un correo electrónico con los horarios de recogida, las ubicaciones y los horarios de entrega del autobús más cerca de la fecha del evento.

Friendly Reminder: Please note that YWCA will be serving both breakfast and lunch to all registered participants. | **Recordatorio:** Tenga en cuenta que la YWCA servirá desayuno y almuerzo a todos los participantes registrados

Please fill out the form below to attend the Pretty Empowered event on Saturday, October 14, 2023 from 9:00 AM - 1:30 PM.

Complete el siguiente formulario para asistir al evento Bonita y Empoderada el sábado 14 de octubre del 2023 a las 9:00 AM a 1:30 PM.

EVENT LOGISTICS CONT'D

Expense Categories Sample

EXPENSE	TOTAL
Nametags and Inserts	
Safety glasses	
Tablecloths	
Cooler and decor	
Catering (breakfast and lunch)	
Bus transportation	
Venue rental	
Photographer	
Balloons	
Photo booth	
Nail polish making activity materials	
T-shirts	
GRAND TOTAL	

EVENT LOGISTICS CONT'D

T-Shirts

Capture t-shirt size on sign up form.
More information to follow on t-shirts.

Name Tags

EXAMPLE:



Time	Location	Activity
9:30 AM	Cafeteria	Opening Remarks
9:50 AM	TBD	Session 1: Cosmetic Science
10:30 AM	TBD	Session 2: Leadership
11:10 AM	TBD	Session 3: Supply Chain
11:45 AM	TBD	Session 4: Pampering
12:20 PM	Cafeteria	Lunch & Closing Remarks
1:00 PM	Buses	Load Buses

NAME TAG TEMPLATE

Below is a sample breakdown of how age groups were broken up along with group session rotation.

Groups

Moguls: Ages: 8(3), 9(23), and 10 (4)-year-olds Total: 30

Bosses: Ages: 10 (14) and 11 (16) year olds, Total: 30

Divas; :ges: 11(8), 12 (14), and 13 (8) year olds, Total: 30

Champions: Ages: 13 (7), 14 (11), 15 (8), 16 (2), and 17 (8) year olds, Total: 36

Group Session Rotations

Champions: Session 1, Session 2, Session 3, Session 4

Bosses: Session 2, Session 3, Session 4, Session 1

Moguls: Session 3, Session 4, Session 1, Session 2

Divas: Session 4, Session 1, Session 2, Session 3

Youth Participant Event Survey

On the day of the event ensure to have printed surveys for participants to complete. Encourage participants to fill out and turn in to collect their gift bag and board the bus.



EVENT LOGISTICS CONT'D

VOLUNTEER ROLES TEMPLATE

Sample Assignments

#	Volunteer Assignment	Responsibilities
6	Bus Monitor	Ensure that all youth board the bus from SITE monitor youth during bus ride, account for all youth when arriving to the location, direct youth when arriving at the location, ensure all youth are accounted for when departing the location
4	Registration	Help youth check in and give nametag and schedule, direct to main welcome area
1	Registration - Name Badge Correction	Correct any misspellings and/or errors, schedule, etc.
2	Cosmetic Science and Career Exploration and Testimonial Activity Facilitator	Lead Activity, Set-Up Cosmetic Science and Career Exploration and Testimonial Activity, arrange materials/supplies, clean up before next rotation, collect all materials, pack all left over supplies
2	I am Remarkable Leadership and Confidence Building Activity Facilitator	Activity facilitator
2	Supply Chain industry and Career Testimonial Activity Facilitator	Activity facilitator
6	Beauty Pampering and Photo Booth Activity Facilitator	Lead Activity, Set-Up Beauty Pampering and Photo Booth Activity, arrange materials/supplies, clean up before next rotation, collect all materials, pack all left over supplies & return to YWCA Staff
4	Set-Up/Greeter/Usher - Floater	Distribute morning snack to youth, help with overall event set-up and clean-up, direct youth when rotating activities, help direct youth during lunch and help clean up lunch, help monitor youth during welcome/closing remarks

PRE-EVENT COMMUNICATIONS

OUTREACH TO PARTICIPANTS

Promote event to youth participants. We recommend starting outreach six weeks from the event date.

EVENT REMINDER TEMPLATE

The event reminder serves as a reminder the week prior to the event.

- Can be sent week prior to the event
- Send to site specific parents-BCC.
- Included information: Date, start time, end time, event location, pick up and drop off locations/time, bus information, venue bag policy, dress code, and breakfast/lunch.

FINAL EVENT REMINDER TEMPLATE

The final event reminder serves as a reminder to parents as well as providing all information regarding the event in one place.

- Can be sent 1 day prior to the event
- Send to all parents-BCC.
- Included information: Date, start time, end time, event location, pick up and drop off locations/time, bus information, venue bag policy, dress code, and breakfast/lunch.

BUS MONITOR INFORMATION

- Can be sent 1-2 day prior to the event
- Send to bus monitors
- Information to include—master list of youth participants, bus assignments, reminder about waiver, arrival time, bus departure time, point of contact information.



POST-EVENT COMMUNICATIONS

Thank you to participants:

Post-event email:

To: **BCC All Parents**

Subject Line: Thank you for attending Pretty Empowered!

Good morning/afternoon!

Thank you for participating in our Pretty Empowered event in partnership with Ulta Beauty! We hope that you left feeling empowered, pampered, and inspired.

Reflect back on your Pretty Empowered experience by taking a look at our photo gallery! (Link to photo gallery)

Thank you to our fantastic partner, Ulta Beauty, who helped make this event possible. We are incredibly grateful for your continued support and partnership.

Please contact YWCA Association Staff at (email) for information on TechGyrls, etc.

Please stay in touch with us and follow us on social media to learn more about YWCA Metropolitan Chicago and upcoming program events.

Many thanks,

YWCA Metropolitan Chicago



#IVOLUNTEERED SOCIAL POST

Example

[SOCIAL POST TEMPLATE \(SQUARE\)](#) 

[SOCIAL POST TEMPLATE \(PORTRAIT\)](#) 

So incredibly proud to have been a part of the 2024 Pretty Empowered event in partnership with @ultabeauty and @ywcachicago. We spent the day exploring careers in STEM and women in leadership roles, building confidence, and empowering each other. Pretty Empowered concurrently occurred across the country today in partnership with YWCA Metropolitan Chicago, YWCA of Glendale/Pasadena, YWCA South Florida, YWCA Metro St. Louis, YWCA Northern New Jersey, YWCA of Greater Atlanta, YWCA El Paso, and YWCA Kitsap County.

#ultabeauty #ywca #prettyempowered

@ywcachicago

@ywcagp

@ywcasouthfl

@ywcastl

@ywcannj

@ywcaatlanta

@ywcaelpaso

@ywcaofkitsap



Image for post



SOCIAL POSTS & ENGAGEMENT SAMPLES

General Event

Facebook and Instagram

This past weekend, more than 400 youth participated in our #PrettyEmpowered event across the nation! We partnered with YWCA Glendale and Pasadena, YWCA South Florida, YWCA Metro St. Louis, YWCA USA, and Ulta Beauty to #empower young girls to explore careers in #STEM, build confidence, and learn from women in leadership roles.

Photography by @ Dear Floyd

#PrettyEmpoweredUltaBeauty #UltaBeauty #girlsInSTEM #YWCAChicago

X (formerly known as Twitter)

More than 400 youth participated in our #PrettyEmpowered event across the nation! We partnered with @ywcagp, @ywcasouthfl, @ywcastl, @ywcausa, and @ultabeauty to #empower young girls to explore careers in #STEM and build confidence & leadership.

Photography by @ Dear Floyd



SOCIAL POSTS & ENGAGEMENT SAMPLES

Workshops

Facebook and Instagram

Our #PrettyEmpowered event workshops focused on confidence and leadership-building, hands-on activities in cosmetic science where they created their own nail polish, and supply chain logistics as they prepared their own @UltaBeauty orders.

Photography by @ Dear Floyd

#PrettyEmpoweredUltaBeauty #UltaBeauty #girlsInSTEM #YWCAChicago

X (formerly known as Twitter)

Our #PrettyEmpowered event workshops focused on cosmetic science, supply chain logistics, leadership, and career exploration #empowering them to create their own future!

Photography by @ Dear Floyd

#PrettyEmpoweredUltaBeauty #UltaBeauty #girlsInSTEM #YWCAChicago



SOCIAL POSTS & ENGAGEMENT SAMPLES

Sponsors

LinkedIn

Our national #PrettyEmpowered event reached over 400 young girls across the nation to participate in a day of exploring careers in #STEM and learning from women in leadership roles, building confidence, and #empowering each other. This could not have been possible without the support of our current board member @Amiee Bayer-Thomas. Also, thank you to the team at @UltaBeauty for providing goodie bags full of skincare products and makeup which were a massive success!

Photography by @ Floyd McCraney

#PrettyEmpoweredUltaBeauty #UltaBeauty #girlsInSTEM #YWCAChicago



POST-SURVEY SAMPLE

Pretty Empowered Post-Event Survey

Saturday, November, 2024

The purpose of this survey is to help (association name) understand your experience with today's event. Your responses are completely anonymous, and they will be used by (association name) to evaluate the effectiveness of our youth events. This survey consists of six multiple choice questions and should take no more than five minutes to complete.

Please provide your age: _____

Please select the extent to which you agree or disagree with the statements below:

1) I understand the value of self-care and self-confidence for myself.

- a) Strongly disagree
- b) Disagree
- c) Neither agree nor disagree
- d) Agree
- e) Strongly agree

2) I understand the value of leadership.

- a) Strongly disagree
- b) Disagree
- c) Neither agree nor disagree
- d) Agree
- e) Strongly agree

3) I understand what it can be like to work in the supply chain industry.

- a. Strongly disagree
- b. Disagree
- c. Neither agree nor disagree
- d. Agree
- e. Strongly agree

4)) I understand what it can be like to work in the cosmetic science field.

- a. Strongly disagree
- b. Disagree
- c. Neither agree nor disagree
- d. Agree
- e. Strongly agree

5) I feel empowered after today's event.

- a. Strongly disagree
- b. Disagree
- c. Neither agree nor disagree
- d. Agree
- e. Strongly agree

6) After today's session, I have new role models to look up to and admire.

- a. Strongly disagree
- b. Disagree
- c. Neither agree nor disagree
- d. Agree
- e. Strongly agree

7) What did you like most about today's event?

8) What did you like least about today's event?

PRESS RELEASE SAMPLE

2023 Press Release

SAMPLE ONLY

2024 Press Release to be provided by YWCA/ULTA

YWCA COLLABORATES WITH ULTA BEAUTY ON YOUTH EMPOWERMENT EVENT IN FOUR CITIES ACROSS THE COUNTRY

More than 400 youth will participate in confidence and leadership-building sessions, hands-on activities in cosmetic science and supply chain logistics.

Chicago, Pasadena/Glendale, South Florida, and St. Louis, - On Saturday, October 14th, four YWCA associations from across the country and Ulta Beauty will host hundreds of participants ages 9-14 for a youth empowerment event. The event, called "Pretty Empowered" will engage students, with a focus on young women and girl-identifying individuals, through sessions focused on cosmetic science, supply chain logistics, leadership, and career exploration. The programming is designed to emphasize the importance of leadership development, exploration of STEM fields, and wellness. Interactions and activities with over 100 Ulta Beauty associates and volunteers provide exposure to professionals who serve as inspiration for future careers in STEM.

Last year, the Ulta Beauty Charitable Foundation and YWCA Metropolitan Chicago collaboratively planned and hosted "Pretty Empowered" for 100 youth from the south and west sides of Chicago. The event was such a success that Ulta Beauty and YWCA expanded the event and impact across the country in 2023.

Nicole Robinson, YWCA Metropolitan Chicago's CEO, shared that Ulta Beauty's generous support comes at a particularly critical time. "Recent studies show that our young people are hanging on a string when it comes to their mental health. What they need right now, among other things, are supportive communities of hope and possibility. That's what I think we can provide with Pretty Empowered and with Ulta Beauty's support. Even better? We will expand the reach of Pretty Empowered across the country and truly unleash youth potential nationwide."

In addition to planned activities, the Chicago participants will hear from CBS 2 Chicago Anchor and YWCA board member Audrina Sinclair. Audrina will speak about the importance of being your authentic self and how she has built and maintained her confidence throughout her career and personal life.

This youth event is one activation as part of a broader partnership between YWCA Metropolitan Chicago and the Ulta Beauty Charitable Foundation. For ten years, Ulta Beauty has been a significant supporter of the YWCA, including being a Founding Member of the YWCA's Racial Justice League, an initiative focused on advancing racial equity through corporate engagement, public policy advocacy and direct services for communities of color.

Amiee Bayer-Thomas, Ulta Beauty's Chief Supply Chain Officer, is a current board member of YWCA Metropolitan Chicago and excited to be partnering to bring this experience to youth across the country.

"I'm a firm believer that our youth hold the key to our future and empowering the next generation with the knowledge and tools that they need to succeed has always been a passion of mine. At an age where self-esteem and self-worth are the most delicate, the possibilities can often seem limited for young girls and teens. Being a woman in supply chain, a field where women are often underrepresented, I fully acknowledge and understand how important it is to advocate and invest in education and career building opportunities in STEM disciplines. I'm thrilled to bring this dream initiative of mine to life in partnership with Ulta Beauty and YWCA, two organizations that share my same values and passion for girls' empowerment, as we take strides to unleash more beautiful possibilities for young women who are deserving of a seat at the table."

Any media interested in attending, please contact Sharonda Glover at sharonda.glover@ywcachicago.org or 302.545.9450.

Attendance for this event is limited to participants of the YWCA's youth programs. Registration details have been provided directly to these families.

About YWCA Metropolitan Chicago

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan Chicago impacts tens of thousands of women and families annually through comprehensive human services provided across the region. YWCA Metropolitan Chicago is a leader in the areas of sexual violence support, early childhood and childcare provider services, family support, youth STEM programming and economic empowerment. A commitment to racial justice, equity and inclusion is foundational to all YWCA programs and services. Located in the third-largest American city, YWCA Metropolitan Chicago serves as a national incubator for innovative programming, outreach and engagement strategies. YWCA Metropolitan Chicago works at both the individual and systems levels to create the truly inclusive marketplace necessary for a diverse and balanced economy. The organization is an active member of many national, state, county and city-level coalitions, advocating for policies that combat racism and positively affect women and families.

Learn more at www.ywcachicago.org and follow @ywcachicago on Twitter, Instagram, Facebook, LinkedIn and YouTube.

About Ulta Beauty

At Ulta Beauty, the possibilities are beautiful. Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products and salon services. In 1990, the Company reinvented the beauty retail experience by offering a new way to shop for beauty – bringing together All Things Beauty, All in One Place®. Today, Ulta Beauty operates more than 1,350 retail stores across 50 states and also distributes its products through its website, which includes a collection of tips, tutorials, and social content. For more information, visit

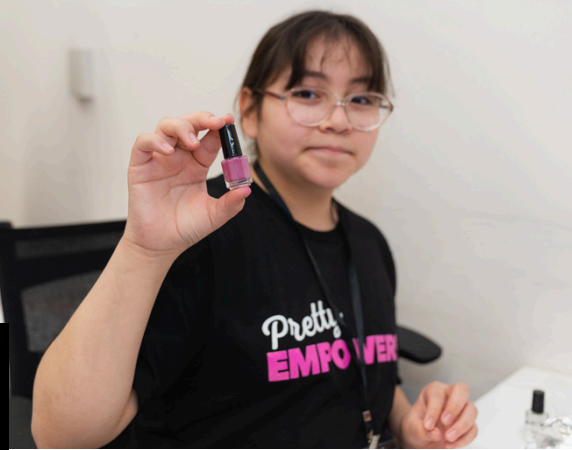
<https://www.ulta.com>.

About the Ulta Beauty Charitable Foundation

Helping others is a beautiful thing. Since 2016, the Ulta Beauty Charitable Foundation (UBCF) has been on a mission to make a positive impact by contributing to the physical, mental, emotional and economic well-being of women, teens and members of under-resourced communities in the U.S. and beyond. For more information about UBCF and how beauty can be a force for good for all visit <https://www.ulta.com/company/corporate-responsibility/community>.



RESOURCES



- [Run of Show Template](#)
- [Project Planning Template](#)
- [Permission Slip Language English/Spanish](#)
- [Name Tag Template](#)
- [Volunteer Roles Template](#)
- [Pre-Event Reminder Sample](#)
- [Final Event Reminder Sample](#)
- [Press Release Template](#)
- [Post-Event Survey Sample](#)

