

BEAUTY INDUSTRY *advocates* LADDERS OF *engagement*

OPPORTUNITIES FOR *advocacy*

- 1. SIGN-UP FOR I AM CAMPAIGN** Become one of thousands of professionals who are proud to share your professionalism, technical training, and passion for the beauty industry. By signing up for the movement, you can show clients and colleagues that you stand behind high standards of service and provide clients the best treatments possible to make them feel and look their very best. You worked hard for your education and career – this movement is for you!
- 2. SIGN UP FOR ADVOCACY EMAIL AND TEXT ALERTS-** this gives us the ability to communicate with you about legislation.
- 3. REGISTER TO VOTE-** your vote makes a difference and serves as your voice.
- 4. FIND YOUR STATE LEGISLATORS AND MEMBERS OF CONGRESS-** Find out who represents you!
- 5. ATTEND A STATE BOARD MEETING-** Your state board exists to license and regulate the beauty industry, based on the laws in your state. The topics discussed at state board meetings can shape the way you are regulated. Some changes can be made at the state board level, without the need for legislation. It is important to know what topics are being discussed by your state board.
- 6. DOWNLOAD PBA ADVOCACY INFORMATION-** We want to guide you as you get more involved! This toolkit gives you the framework to initiate and build relationships with your elected officials to effectively shape and elevate our industry.
- 7. SHARE THESE TOOLS AND PBA CAMPAIGNS WITH YOUR PEERS AND COLLEAGUES!** Sharing information through social media, emails, and text messages is a powerful way to get more industry members involved in advocacy.