

DIY Denim Days: Sara Schock, Great Clips at Elmbrook Plaza in Brookfield, WI

On March 8 and 9, 2014, during MS Awareness Week, Great Clips at Elmbrook Plaza in Brookfield put together a DIY Denim Days Fundraiser. For a \$5 donation, the stylists were able to wear jeans and orange shirts. Customers were asked if they would like to donate \$1 to the National MS Society-Wisconsin Chapter and put their name on a window pin up.

“All together we were able to donate \$60 for the organization to go towards research,” said Great Clips’ stylist Sara Schock, who coordinated the event.

“Thanks to the staff at the National MS Society-Wisconsin Chapter, my first DIY fundraiser was easy to put together. We all felt excited to be able to do something good for a great cause and our customers appreciated our fundraising efforts because so many have been affected by multiple sclerosis.”

Schock is studying communication with a health concentration and biology minor at Mount Mary University in Milwaukee and is an intern for the Wisconsin Chapter’s Marketing Communications department. She hopes to go on to receive her master’s degree in public health and write her thesis about exercise and MS.

