



# TEAM CAPTAIN FUNDRAISING GUIDE



“With six billion human beings inhabiting our planet, individuals sometimes feel insignificant and doubt that one person can really make a difference in this world. Well, believe me, one person can.”

-Mary Kay Ash

# Welcome!



Thank you for supporting the 16th Annual MK5K benefitting The Mary Kay Foundation.

Did you know, 1 in 3 women will be diagnosed with some form of cancer in her lifetime and 1 in 4 women will experience some form of domestic violence? These aren't just women; they are our sisters, wives, mothers, aunts, colleagues, friends, and loved ones. The Mary Kay Foundation believes in creating a world where women are healthy, safe, and empowered. Our two-fold mission - finding cures for cancers affecting women and ending domestic violence - can make an impact on the lives of women everywhere.

Our support for domestic violence services is more important than ever. According to UN Women, data shows that since the outbreak of COVID-19, violence against women and girls, and particularly domestic violence, has intensified. Under stay-at-home orders, women with violent partners increasingly find themselves isolated from the people and resources that can help them. By providing funding to domestic violence shelters, we can help ensure women have access to live-saving services.

By forming a team and fundraising, you are key to our success. This step-by-step guide will help lead you to success in your fundraising efforts.

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## Have questions?

We have a dedicated team ready to help you! If you need assistance, don't hesitate to email us at [mk5k@marykayfoundation.org](mailto:mk5k@marykayfoundation.org).

### Quick Facts!

**\$83** Million Donated  
**2,666** Domestic Violence Grants awarded  
**236** Cancer Research Grants awards



# Form Your Team in Three Easy Steps

1

## REGISTER

- Register your team name
- Using the provided link, invite your team members to register for the event

2

## PERSONALIZE YOUR TEAM PAGE

- Share your story and let people know why you formed your team
- Help donors visualize the cause by adding pictures and videos to your page

3

## ASK FOR DONATIONS

- Ask everyone you know to support your team
- Be BOLD in your asks – you aren't asking for yourself, you're asking to support a cause you care about

## Recruitment Ideas

- Directly ask family, friends, and co-workers. The number one reason people will join your team is because you asked them!
- Use social media! Share with your Facebook friends or Twitter followers that you've formed a team and ask them to join. They may have a connection to domestic violence or cancers affecting women or an interest in supporting you in your journey. Don't forget to include the link to your team page.

To Register, visit [marykayfoundation.org/2020mk5k](https://marykayfoundation.org/2020mk5k).



# Top Fundraising Tips

**Set a fundraising goal** and share with friends and family, so that they can help you reach it!

**Make the first contribution to yourself** and show supporters that you are personally committed.

**Personalize your message.** Your supporters want to hear *why* you care. We have templates for your fundraising pages and email, but a personalized message will make your request stand out.

**Ask 10 friends for \$10.** A \$10 donation is a no brainer for most people. You'll find your donations increase faster if you ask for a specific amount instead of an open-ended donation

**Identify your networks of support.** Your network is bigger than you realize. Take time to map out your connections and consider who to reach out to and how.

**Seek out matching gift programs.** Ask your donors if they work for a company with a matching gift program, which is a great way to double your donations! Be sure to check with your own employer to see if they match donations too.

**Thank your supporters with a shout out.** When someone makes a donation, post a thank you on your Facebook page and tag the donor to recognize them. Your post will remind others to donate and can encourage new donors!

**Inspire by sharing the impact of donations.** Learn more about what The Mary Kay Foundation is doing to end domestic violence and cancers affecting women.



# Goal setting

Your Team's fundraising goal should be ambitious, but achievable.

Decide how many team members you want on your Team.

Now decide what their individual goal should be - we recommend at least \$200 per person!

Number of Team Members: \_\_\_\_\_

x

Dollars Per Person: \$ \_\_\_\_\_

=

Team Goal: \$ \_\_\_\_\_



# Using Social Media

Social media is a great way to spread the word about your fundraising and reach people in your network.

## Tips for fundraising on social

### 1 Post Updates to Your Social Media

Share your race participation and fundraising efforts on your social media to help spread the word. Share updates often and be sure to link to your fundraising page in every post. You can find simple share copy for Facebook, Twitter and Instagram as well as images to share on the MK5K Website.

### 2 Update Your Cover Photo

Go all in and transform your social profile to Mary Kay pink. Show your support and encourage others to donate by swapping out your cover photo on social. The MK5K cover photos are available for download on the MK5K website.

### 3 Fundraise on Instagram

Is Instagram stories more your style? Share your participation in the MK5K and add a fundraising button. Follow the steps below to add a donate button for the Mary Kay Foundation to your Instagram stories.



For more ideas and shareable assets, check out our Social Media Resources at [marykayfoundation.org/2020mk5k](https://marykayfoundation.org/2020mk5k).



# Team Captain Timeline

**An organized Team Captain leads a successful team. Use this sample timeline to keep your team on track and ready to hit their goals!**

## **4 weeks before MK5K Virtual Event**

- Register your team online at [www.marykayfoundation.org/2020mk5k](http://www.marykayfoundation.org/2020mk5k)
- Personalize your team page by adding pictures that share your personal story
- Contact and recruit team members
- Set a team goal
- Begin soliciting donations!

## **3 weeks before MK5K Virtual Event**

- Keep your team motivated by updating them on the team's progress as well as individual team member's fundraising achievements
- Use social media!

## **2 weeks before MK5K Virtual Event**

- Stay in touch with your team; encourage them to continue fundraising and recruiting new members
- Follow up with potential donors and send out thank you notes to those who have already donated

## **Week of the MK5K Virtual Event**

- Send out an email to your team with all of the virtual event information. The MK5K team will be sending out race day information as well, but it is good for team captains to communicate directly with their team members.
- Remind team members to thank those who have donated to their personal pages

## **After the MK5K Virtual Event**

- Send out an email letting people know how much was raised and thank all of your team members and donors for supporting you

Consider meeting at a local park on event day to celebrate your success.  
Post photos of your team and tag us [@MaryKayCares](https://twitter.com/MaryKayCares).

Find out how to host a socially-distanced event for your team at [marykayfoundation.org/2020mk5k](http://marykayfoundation.org/2020mk5k).