



# PARTICIPANT 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 participating as a virtual runner, you are helping us make an impact. This step-by-step guide makes it easy to fundraise online.

## What You Will Find in This Guide:

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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).

<b>Quick Facts!</b>	<p><b>\$83</b> Million Donated</p> <p><b>2,666</b> Domestic Violence Grants awarded</p> <p><b>236</b> Cancer Research Grants awards</p>
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# Start Fundraising in Three Easy Steps

1

## REGISTER

- Register for the event
- With the provided username and password, access your Participant Center – the place for all of your fundraising efforts

2

## PERSONALIZE YOUR PAGE

- Share your story and let people know why you are raising money for the MK5K
- Help donors visualize the cause by adding pictures and videos

3

## ASK FOR DONATIONS

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

Aim high with your fundraising goal and be the first person to donate – participants who make their own personal donation and then ask friends and family to donate can raise up to 3x more money than other participants.

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.

# 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).