PARTICIPANT FUNDRAISING guide

Mary Kay Ash Foundation

my way
Thank you for supporting the 2021 MK5K® My Way benefiting the Mary Kay Ash 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 Ash Foundation believes in creating a world where women are healthy, safe, and empowered. Our two-fold mission - funding 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. 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 in the virtual challenge, 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:

Four Steps to Start Fundraising  Page 3
Top Fundraising Tips  Page 6
Using Social Media  Page 7

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.

Quick Facts!
$84+ Million Donated
2,700+ Domestic Violence Grants awarded
265 Cancer Research Grants awards
START FUNDRAISING
in Four 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
In Four Easy Steps

Encourage friends/family to register

- Simply invite others to register at marykayfoundation.org/2021mk5k
- Challenge your family and friends to compete with you on our new tracking app

Track your progress with the Racejoy App to be eligible for giveaways.

It’s so easy! Check out your participant center for suggested emails.

*Don’t forget, you can always create or join a team. Check out our Team Captain Fundraising Guide for more information!
Always direct people to your PERSONAL FUNDRAISING PAGE to donate. If they donate through the link on the front of the event website, it might be configured as a general event donation and not appear on your behalf.

Hi Grandma Mary Kay! In honor of your favorite number, I’m challenging myself to walk 13 miles in 13 days. Would you like to support my fundraiser with a donation?

YOU CAN DO IT! I would love to help you reach your fundraising goal. Count me in for $50.

Jessica

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.

Always direct people to your PERSONAL FUNDRAISING PAGE to donate. If they donate through the link on the front of the event website, it might be configured as a general event donation and not appear on your behalf.

Missing a donation?
If your fundraising page is a missing donation, you can email mk5k@marykayfoundation.org.

Receive an offline donation?
Offline donations can be mailed to the address below:
Mary Kay Ash Foundation - 2021 MK5K My Way
P.O. Box 799044
Dallas, Texas 75379-9044
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 Ash 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

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® My Way Website.

Tell Your Story
Let your friends and family know why you are participating in the MK5K® My Way. Use the provided Instagram story template to share who you are participating for or share a video of your testimony. Be sure to include a link to your fundraising page or tell them how to join your team.

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

For more ideas and shareable assets, check out our Social Media Resources at marykayfoundation.org/2021mk5k