

Mary Kay Ash  
FOUNDATION

TEAM CAPTAIN  
FUNDRAISING  
*guide*



# WELCOME!

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 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.

## WHAT YOU WILL FIND IN THIS GUIDE:

Four Steps to Forming Your Team	Page 3
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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!

\$84+ Million Donated  
2,700+ Domestic Violence Grants awarded  
265 Cancer Research Grants awards

# FORM YOUR TEAM

## in Four Easy Steps

### 1

#### REGISTER

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



Don't forget about me!

#### Registration Summary

You have configured 1 registration.

Mrs.  
**Mary Kay**  
Ash

marykay@marykayfoundation.org  
16251 Dallas Pkwy  
Addison, TX 75001-6801

[ Edit ]

Participation Type:	Virtual Participant - with exclusive collectible t-shirt! (EARLY REGISTRATION)	\$35.00
Extra Gift:		\$0.00
	2021 MK5K® Runners Swag Collection	\$30.00
	2021 MK5K® Dog Bandana , 1 dog - \$5.00	\$5.00

Participant Total: \$70.00

The current total cost is

**\$70.00**

[Cancel](#)

[Register Family Member](#)

[Complete Registration](#)

### 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



Lucky #13

This October, our team is participating in the 2021 Virtual MK5K® My Way virtual challenge to run 13 miles in 13 days. This event is designed to raise awareness and funds for Mary Kay Ash

[Donate Now](#)

[Join Team](#)

**Team Roster**

	Raised
★ Mary Kay Ash	\$35
Team Gifts	\$0

★ Denotes a Team Captain

**Team Progress**

1% of Goal **\$35** Raised

# FORM YOUR TEAM

## in Four Easy Steps

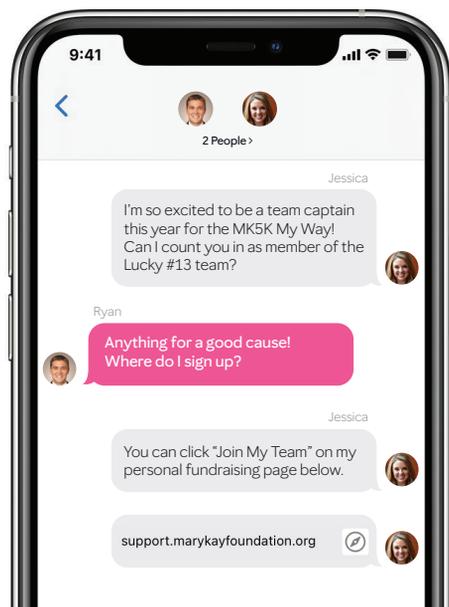
### 3

#### INVITE FRIENDS/FAMILY TO JOIN YOUR TEAM

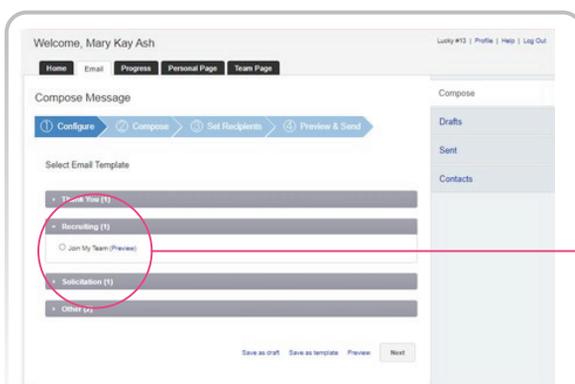
- Directly ask family, friends, and co-workers. The number one reason people will join your team is because you asked them! Just use the provided link in your participant center to invite team members to register for the event.
- Use social media! Share with your Facebook friends or Twitter/Instagram 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.



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



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



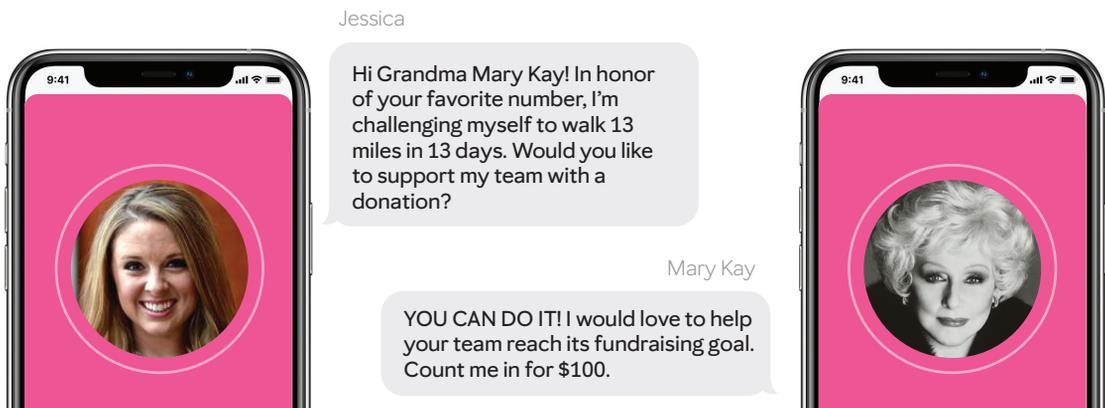
# FORM YOUR TEAM

## in Four Easy Steps

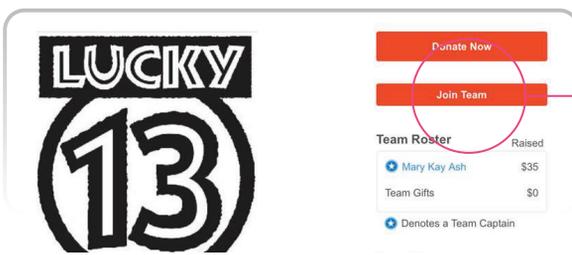


### ASK FOR DONATIONS

- 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



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.

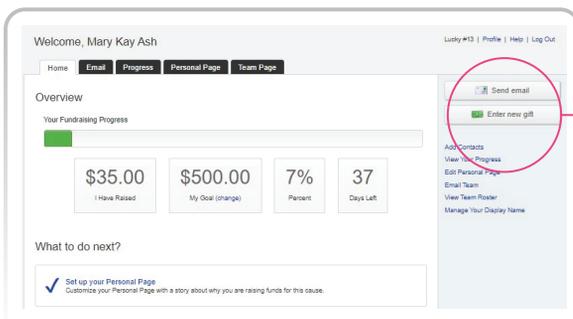


Always direct people to your TEAM FUNDRAISING PAGE to donate. If they donate through the link on the front of the event website, it might be configured as a general event donation and not appear on your your team's behalf.

Missing a donation?

If your fundraising page is a missing donation, you can email [mk5k@marykayfoundation.org](mailto:mk5k@marykayfoundation.org).

Receive an offline donation?



**Enter New Gift**

Enter the details for a gift that someone gave you or promised to give you:

\*First Name

\*Last Name

Email

Additional gift entry fields

\*Amount

\*Payment Type  Cash  Check

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



# GOAL SETTING

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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: \$ \_\_\_\_\_

Are you a goal digger?  
**Raise \$\$\$ and Win BIG!**

The Top 3 Fundraising Teams will be recognized.



# TOP FUNDRAISING TIPS

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**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](https://marykayfoundation.org/2021mk5k).