

## INDIVIDUAL vs. TEAM FUNDRAISING

TUFW Fundraising Cycle: July 1 – June 30

**Team Up For Women** allows you to fundraise year-round in two ways – as an **INDIVIDUAL** and with a **TEAM**.

**REGISTER AS AN INDIVIDUAL FUNDRAISER**

↑  
**Fundraising on your own?**

**START A TEAM FUNDRAISER**

**JOIN A TEAM FUNDRAISER**

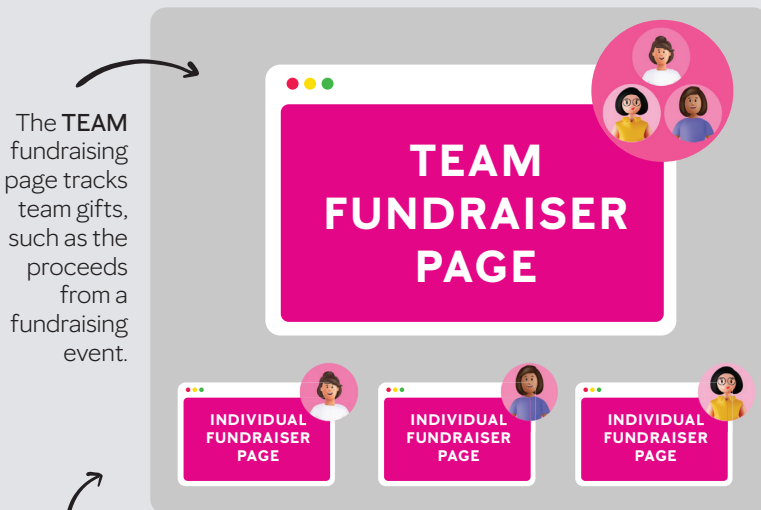
↙ ↘  
**Working with others** to meet a common fundraising goal? (5 individuals max. per team)

### FUNDRAISING PAGES



**INDIVIDUALS** who register a fundraiser get an individual fundraising page to track personal gifts and donations made on their behalf.

**TEAM FUNDRAISERS** will have a collective team fundraising page, PLUS, individual fundraising pages for each registered team member.



**INDIVIDUAL** fundraising pages within teams track gifts made or brought in by that individual, counting toward their personal fundraising goal AND team goal.

### TOP FUNDRAISERS

In July, the Foundation will recognize the Top Fundraisers in two categories:

TOP INDIVIDUAL FUNDRAISERS		
1	👤	\$9,900
2	👤	\$8,500
3	👤	\$3,300
4	👤	\$2,100
5	👤	\$1,000

How much money an **INDIVIDUAL\*** personally raises.

TOP TEAM FUNDRAISERS		
1	👤	\$9,900
2	👤	\$7,200
3	👤	\$7,000
4	👤	\$5,900
5	👤	\$4,300

How much money a **TEAM** raises collectively.

*\*All registered individuals, including those on teams, are eligible for INDIVIDUAL Leaderboard.*

For more information or to register your individual or team TUFW fundraiser, visit [www.marykayashfoundation.org/fundraise](http://www.marykayashfoundation.org/fundraise).

## INDIVIDUAL vs. TEAM FUNDRAISING

TUFW Fundraising Cycle: July 1 – June 30

### FUNDRAISING EXAMPLES

#### INDIVIDUAL FUNDRAISING

Franny registered as an INDIVIDUAL FUNDRAISER with a \$2,000 fundraising goal.

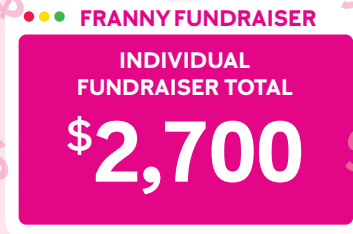
To accomplish her goal, Franny organizes her individual fundraiser for the year around several key moments when she will raise funds by tapping into her existing network.



Franny sells Valentine's Day cupcakes at her church, donating the proceeds.



In lieu of birthday gifts, Franny's friends and family donate through her personal fundraising page link.



Franny posts on social media about the Foundation for Breast Cancer Awareness Month, sharing a link to her personal fundraising page.



Franny donates a percentage of sales from her small business.

#### TEAM FUNDRAISING

Franny teams up with Amy & Sally to fundraise in memory of a mutual friend who passed away from breast cancer.

Franny (team captain) starts a TEAM FUNDRAISER and invites Amy & Sally to join her "Pink Ladies" team.

Throughout the year, all 3 team members raise money for their own individual fundraisers supported by friends and family.

Then, in November, they work together to host BINGO NIGHT, a fundraising event in their community benefiting the Foundation. As a team, they plan & promote the event, raising money with ticket sales and a silent auction. They submit a single check reflecting all of the proceeds from the event.

