INDIVIDUAL vs. TEAM FUNDRAISING

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

TOP FUNDRAISERS

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

- **INDIVIDUAL** fundraising pages within teams track gifts made or brought in by that individual, counting toward their personal fundraising goal AND team goal.
- **TEAM** fundraising page tracks team gifts, such as the proceeds from a fundraising event.

For more information or to register your individual or team TUFW fundraiser, visit www.marykayashfoundation.org/fundraise.

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

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.

- **FEB**
  - Franny sells Valentine’s Day cupcakes at her church, donating the proceeds.

- **APR**
  - In lieu of birthday gifts, Franny’s friends and family donate through her personal fundraising page link.

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

- **DEC**
  - 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.

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www.marykayashfoundation.org  fundraisers@marykayashfoundation.org  @MaryKayAshFoundation  @MaryKayCares