

Mary Kay Ash
FOUNDATION

Participant Fundraising Guide

mkc

Welcome

Thank you for supporting the 2022 MK5K® 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.

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
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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.

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



Registration Summary

You have configured 1 registration.

Mrs.
Mary Kay
Ash

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

[Edit]

Participation Type:	\$35.00
Virtual Participant - with exclusive collectible t-shirt! (EARLY REGISTRATION)	
Extra Gift:	\$0.00
2022 MK5K® Runners Swag Collection	\$30.00
2022 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](#)



Don't
forget about
me!

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

Welcome to Mary Kay's Fundraising Page for the 2022 MK5K® My Way



Mary Kay Ash

This October, I'm participating in the 2022 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 Foundation's programs and services. The Foundation has a two-fold mission: to fund research for cancers affecting women and help prevent domestic violence while raising awareness of these issues.

These are important causes to me and I hope you will help by sponsoring me. You can click on the "Donate Now" button to make an online donation now. Or better yet, why don't you join me at the event -

[Donate Now](#)

[Join Mary Kay's Team!](#)

[Lucky #13](#)

Achievements

You are only \$250 away from your first achievement badge!

Personal Progress:

7%
of Goal

\$35
Raised

Start fundraising

in Four Easy Steps

3

ENCOURAGE FRIENDS/FAMILY TO REGISTER

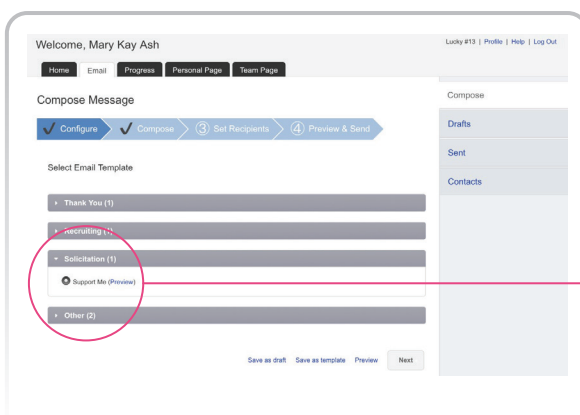
- Simply invite others to register at marykayashfoundation.org/mk5k
- Challenge your family and friends to compete with you on our new tracking app



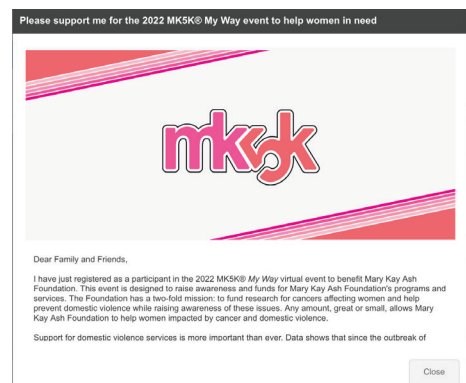
Track your progress
with the Racejoy App



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!



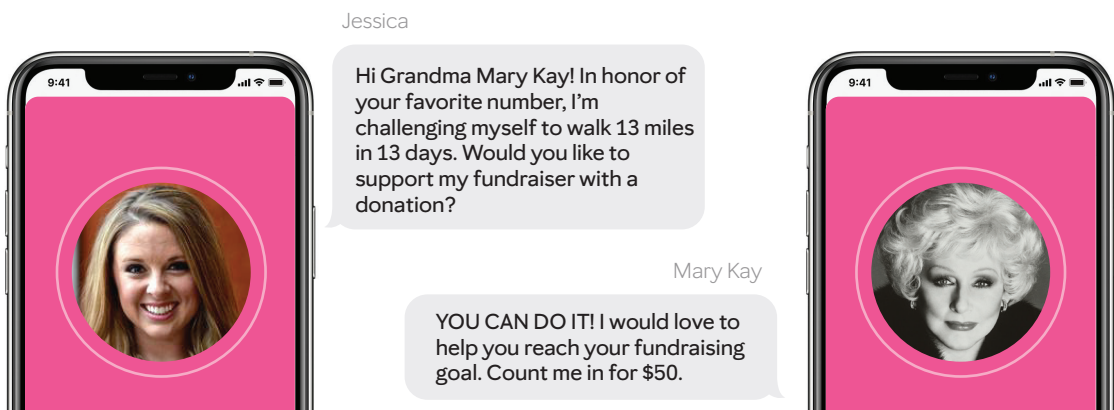
Start fundraising

in Four Easy Steps

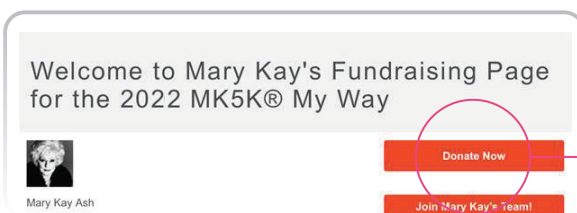
4

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.

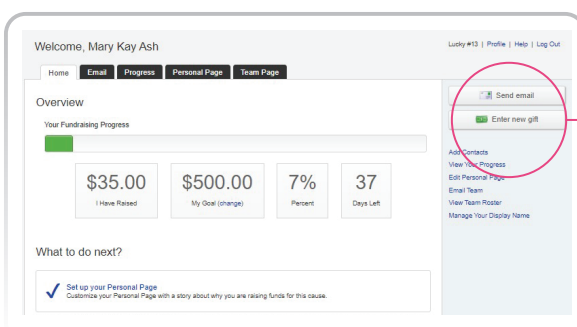


Always direct people to your PERSONAL FUNDRAISING PAGE to donate. If they donate through the link on the front of the event website, it might be configured as a general event donation and not appear on your behalf.

Missing a donation?

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

Receive an offline donation?



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 - 2022 MK5K®
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® Website.

Tell Your Story

Let your friends and family know why you are participating in the MK5K®. 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® 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](https://marykayashfoundation.org/mk5k) at marykayashfoundation.org/mk5k.