



# TEAM CAPTAIN FUNDRAISING GUIDE



# Welcome

Thank you for supporting the 2023 MK5K® benefiting Mary Kay Ash Foundation<sup>SM</sup>.

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. Mary Kay Ash Foundation<sup>SM</sup> 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 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

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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@marykayashfoundation.org](mailto:mk5k@marykayashfoundation.org).

### Quick Facts!

\$92+ Million Donated  
2,700+ Domestic Violence Grants awarded  
270+ Cancer Research Grants awards

# Form Your Team

## in Four Easy Steps



### REGISTER

- Register your team name
- 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.



<b>Mary Kay</b> Ash	
marykayash@marykayashfoundation.org	
16251 Dallas Pkwy Addison, TX 75001-6801	
[ Edit ]	
Participation Type:	\$35.00
<b>VIRTUAL PARTICIPANT -- MK5K® My Way</b>	
Extra Gift:	\$20.00
MK5K® Dog Registration/Bandana , 1 dog - \$5.00	\$5.00
<b>Participant Total: \$60.00</b>	
The current total cost is <b>\$60.00</b>	



CANCEL REGISTER FAMILY MEMBER COMPLETE REGISTRATION



### 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

**Team Page**

**Team Page URL:** <http://support.marykayfoundation.org/goto/Lucky13> [URL Settings]

**Body** [Edit Content]

Our team is participating in the MK5K® event in support of a great organization - **Mary Kay Ash Foundation**. The Mary Kay Ash Foundation supports two very important causes, cancers that affect women and violence against women.

These are important causes and we hope you will help by sponsoring our team. You can click on the "Donate Now" button to make an online donation now. Or better yet, why don't you join our team - you can register and join our team by clicking on the "Join Team" button.

Thank you for your support!

**Photo** [Update Photo]



**Team Name:**  
**Lucky 13**

Our team is participating in the MK5K® event in support of a great organization - **Mary Kay Ash Foundation**. The Mary Kay Ash Foundation supports two very important causes, cancers that affect women and violence against women.

These are important causes and we hope you will help by sponsoring our team. You can click on the "Donate Now" button to make an online donation now. Or better yet, why don't you join our team - you can register and join our team by clicking on the "Join Team" button.

Thank you for your support!

**DONATE NOW**

**JOIN TEAM**

Team Roster	Raised
Mary Kay Ash	\$100
Team Gifts	\$0

Denorex is Team Captain

**Team Progress**  
Goal: \$2,500

4% of Goal \$100 Raised

# Form Your Team

## in Four Easy Steps

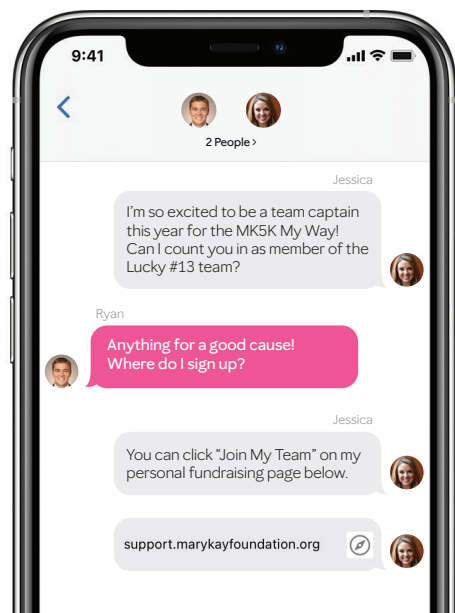
3

### INVITE FRIENDS/FAMILY TO JOIN YOUR TEAM

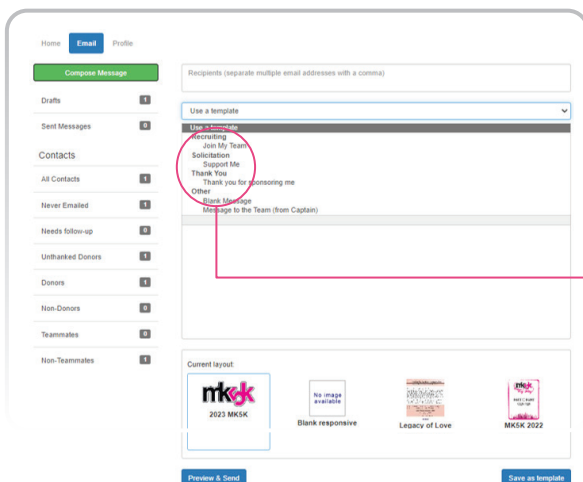
- Directly ask family, friends, and co-workers. The number one reason people will join your team is because you asked them! Just use the provided link in your participant center to invite team members to register for the event.
- Use social media! Share with your Facebook friends or Twitter/Instagram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



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



**Subject:**  
Join My Team for the MK5K®

**Message:**



Dear Friends and Family,

I hope you'll join me by participating in the MK5K! All proceeds benefit the Mary Kay Ash Foundation whose mission supports eliminating cancers affecting women and ending domestic violence.

Statistics don't lie: 1 in 3 women will be affected by domestic violence and 1 in 4 women will be diagnosed with cancer in her lifetime. We ALL know someone who has been or will be impacted; this is one way we can show up for them. Funds raised through the MK5K directly benefit critical cancer research and domestic violence shelter grants, as well as support programs and services. Think what a difference you can make!

Show your support today and join my team, register as an individual or make a donation to MKAF on my behalf.

Thank you so much for your support!

A link to your Page will automatically be added to the bottom of your message.

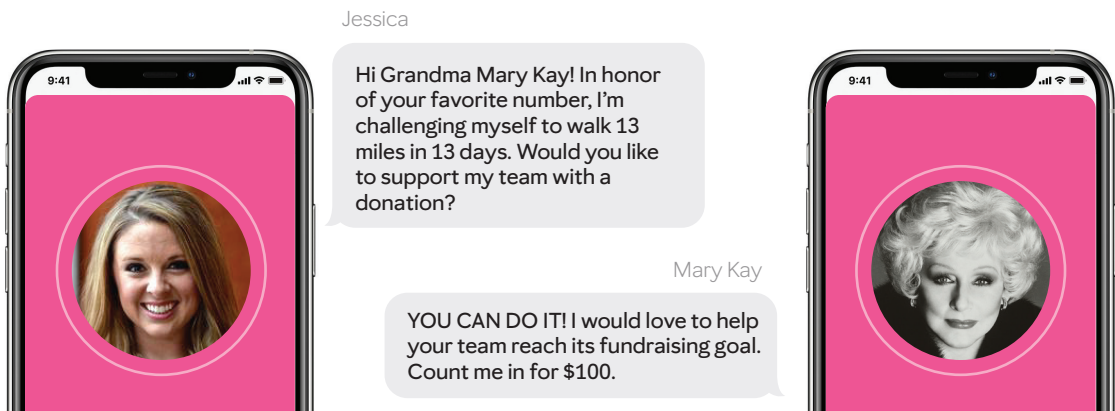
# Form Your Team

## in Four Easy Steps

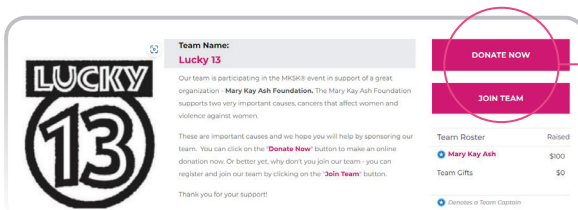


### ASK FOR DONATIONS

- 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.

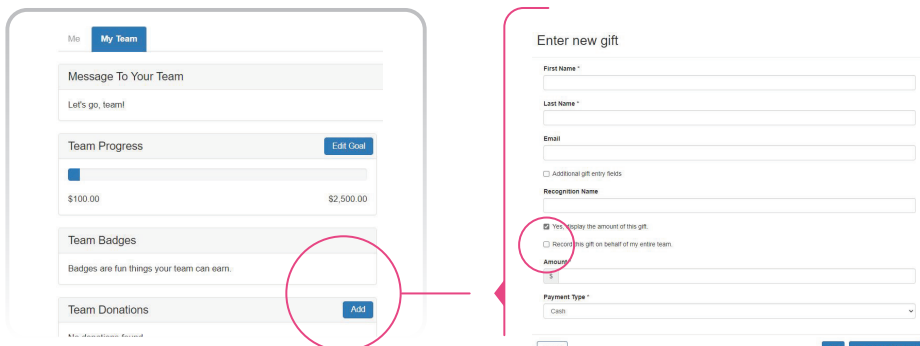


Always direct people to your TEAM FUNDRAISING PAGE to donate. If they donate through the link on the front of the event website, it might be configured as a general event donation and not appear on your your team's behalf.

### Missing a donation?

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

### Receive an offline donation?



Offline donations can be mailed to the address below:

**Mary Kay Ash Foundation**  
**ATTN: 2023 MK5K®**  
**P.O. Box 799044**  
**Dallas, Texas 75379-9044**





# 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 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 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](https://marykayashfoundation.org/mk5k).