

WAYS TO TEAM UP

TUFW Fundraising Cycle: July 1 – June 30

Team Up For Women puts the “fun” in fundraising all year long. Any time, any way you raise money for the Mary Kay Ash Foundation, you are **Team-ing Up For Women!**

1 REGISTER

Whether you're planning an in-person event or online fundraiser, two fundraisers or 20 for the year, it all starts by registering yourself as a fundraiser.

Register and create your individual or team fundraiser to track **ALL** your individual fundraisers for the year in one place - your Fundraising Center.

2 CUSTOMIZE

As you add more fundraisers to your hostess calendar, you will simply update/add to the information on your individual fundraiser page – no need to register multiple fundraisers – everything lives in one place on your unique fundraising page.

3 FUNDRAISE



Start a Fundraiser

Invite your friends and family to donate to the Foundation on your behalf throughout the year.



There's a lot of ways you can raise money with a fundraiser:

- ✦ Solicit online donations to your personalized fundraising page
- ✦ Collect check donations from friends & family to submit via mail
- ✦ Add donations to your Consultant Order Form
- ✦ Setup a Facebook or Instagram fundraiser

Host a Fundraising Event

Rally your community around a physical fundraising event benefiting the Foundation.



- ✦ Plan, promote and execute a fundraising event and donate at least 50% of the proceeds. You can raise money with ticket sales, silent auctions, sponsorships and more!
- ✦ Partner with local business for profit-share event where a percentage of sales benefit MKAF. (e.g. Kendra Gives Back at Kendra Scott store)

Hosting a physical fundraising event? Make sure to review our updated [Fundraising Event Guidelines](#).

4 TRACK

Use the Fundraising Center to track all your fundraising efforts, whether physical event or online fundraiser, for the year in one place.

- ✦ Share your personal fundraising link to let friends, family, and your community donate directly to your fundraiser.
- ✦ Enter offline gifts like cash, checks, Venmo, etc. to get credit for donations made on your behalf.
- ✦ Watch your total donations grow as you reach your fundraising goal and check for your name on the Individual or Team Fundraiser Leaderboards.



SCAN TO REGISTER YOUR TUFW FUNDRAISER TODAY

For more information about TUFW, visit www.marykayashfoundation.org/fundraise.