

## WAYS TO TEAM UP

TUFW Fundraising Cycle: July 1 – June 30

**Team Up for Women** makes fundraising for the *Mary Kay Ash Foundation*® exciting and accessible year-round. Through three unique campaigns—**Fundraise Your Way**, **Host Your Own Event**, and **Unit Fundraisers**—everyone has the chance to support the Foundation’s mission to improve the lives of women impacted by cancer and domestic violence.

No matter how you choose to participate, you’ll be **“Team-ing Up For Women”** with every dollar raised.

### FUNDRAISE YOUR WAY

**Fundraise Your Way** provides individuals with the flexibility to raise funds in creative, personal ways. Participants can tailor their efforts to align with their passions and networks, using tools and resources from the Foundation to plan anything from birthday fundraisers to athletic challenges or social media campaigns.

#### ABOUT THE CAMPAIGN


**Who Should Register:** Ideal for individuals who plan to actively raise funds by reaching out to friends, family, and their network.

**How It Works:** After registering, you’ll receive a *Personal Fundraising Page* where supporters can donate directly to your fundraiser.

Fundraise solo or create a team to unite with others toward a shared goal.


**Accepted Gifts:** Online donations made to your *Personal Fundraising Page* or mailed checks added as offline gifts.


#### WAYS TO FUNDRAISE

 **Just Fundraising:** *Simply ask friends and family to contribute to a cause that matters to you.*

 **Celebrate Someone:** *Fundraise in memory or honor of a loved one.*

 **Special Occasion:** *Mark birthdays, anniversaries, or other events by requesting donations instead of gifts.*

 **Challenge Yourself:** *Host a pledge-based event like a walk-a-thon or read-a-thon.*

 **Do Your Own Thing:** *Be creative with an activity like a bake sale or car wash.*

### HOST YOUR OWN EVENT

**Host Your Own Event** invites individuals and groups to design and host their own events (e.g. fashion shows, sporting events, or any activity that encourages community involvement and supports the Foundation’s mission). Participants can raise funds through ticket sales, silent auctions, sponsorships, and more, with at least 50% of the proceeds benefiting MKAF.

#### ABOUT THE CAMPAIGN


**Who Should Register:** Event captains should register their event, along with any co-hosts who helped plan and execute the event.


**How It Works:** After registering, you’ll receive an *Event Fundraising Page* where you can enter your net proceeds and collect direct donations.


If an event has multiple co-hosts, Ambassador credit will be evenly divided between registered hosts.


**Accepted Gifts:** Event proceeds submitted in a single transaction as a money order; Direct donations to MKAF made online through your *Event Fundraising Page* or mailed checks made out to “Mary Kay Ash Foundation”.

#### WAYS TO FUNDRAISE

 **5K Run/Walk:** *Partner with local officials to organize a physical 5K race in your community.*

 **Pink in the Park®/Pink in the Rink®:** *Partner with a local sports team to organize a pink-out game.*

 **Profit Share Event:** *Partner with local business for profit-share fundraiser where a percentage of sales benefit MKAF. (e.g. Kendra Gives Back)*

 **Create Your Own Event:** *Get creative and organize a live event where people attend on-site and donate the net proceeds.*

## WAYS TO TEAM UP

TUFW Fundraising Cycle: July 1 – June 30

### UNIT FUNDRAISERS

**Unit Fundraisers** empower Mary Kay’s independent sales force units to work together, leveraging the strength of their teams. These fundraisers can range from simply collecting donations during sales force events, such as fall retreats and unit meetings, to coordinated sales drives, with unit leaders providing guidance to maximize collective impact.

#### ABOUT THE CAMPAIGN


**Who Should Register:** Unit captains should register their fundraiser, along with any co-captains who helped organize the fundraiser.

**How It Works:** After registering, you’ll receive a *Unit Fundraising Page* where unit members can donate directly to your fundraiser.


If a unit fundraiser has multiple co-captains, Ambassador credit will be evenly divided between registered captains.


**Accepted Gifts:** Online donations through your *Unit Fundraising Page* and mailed checks added as offline gifts.

#### WAYS TO FUNDRAISE

 **Fall Events:** Collect donations from unit members at Fall Events during September, October & November.

 **January Jumpstart:** Collect donations from unit members for January Jumpstart during January.

 **Career Conference:** Collect donations from unit members for Career Conference during March.

 **Fundraise as a Unit:** Organize your own unit activity to raise money any time of the year. (e.g. unit meetings, top directors’ trip, training events)

### TOP FUNDRAISERS

In July, the Foundation will recognize the Top Fundraisers for the previous fundraising cycle.



**SCAN TO REGISTER FUNDRAISER**

FUNDRAISE YOUR WAY	HOST YOUR OWN EVENT	UNIT FUNDRAISERS
1  \$3,200	1  \$9,900	1  \$12,000
2  \$3,000	2  \$7,200	2  \$10,500
3  \$2,400	3  \$7,000	3  \$9,200
4  \$1,500	4  \$5,900	4  \$8,600
5  \$1,000	5  \$4,300	5  \$6,300

For more information about TUFW, visit [www.marykayashfoundation.org/fundraise](http://www.marykayashfoundation.org/fundraise).