

## **Holding a Successful Fashion Show Fundraiser**

- Complete the Fundraiser Form a minimum of 12 weeks prior to the event.
- If you plan to use the Foundation's name and logo in connection with your fundraiser, please complete the section discussing the use of the Foundation's name or logo.
- Provide the Foundation with a sample of the promotional item(s) that feature the Foundation's name, trademark and logo.
- The Event will be listed on [www.marykayfoundation.org](http://www.marykayfoundation.org) under "Upcoming Events."

### **How to begin:**

- Allow six to eight months to plan your first event. (Of course, you can do it with less time, but it may be more stressful!)
- Remember that this event is about The Mary Kay Foundation<sup>SM</sup> – not selling product. However, in most cases, your business will profit in the process.
- Be familiar with your Mary Kay numbers. Know how many independent sales force members and customers are in the event area. This will help you plan the size of your event.
- Find a place to hold your event that will accommodate your group size. Approach any venue you have a good relationship with first.
- Decide what food to offer. You may want to offer brunch, lunch or a simply tea and coffee with dessert.
- Form a committee and give each person a job.
- Be sure to track everything – donations, sponsorships, silent auction bids, expenses, thank you letters, etc. This information will be invaluable if you hold another fashion show or fundraiser.
- When planning decorations, consider using items you have from past events or items that can be borrowed from other Independent Sales Directors. This will help minimize your expenses.

### **Pre-Event Promotion**

- Promote the event at unit meetings, in newsletters, to customers and in the community. As Mary Kay said, "People support that which they help to create." Rally with your sister Independent Sales Directors and Beauty Consultants to involve them.
- Hold a hostess contest where one Independent Beauty Consultant and one customer can model in the fashion show.
- You may wish to contact area businesses about buying tickets to benefit cancer survivors and domestic violence survivors. Some businesses that might be interested include: cancer centers, community hospitals, police or sheriff's department, women's shelters and the Salvation Army. This event is raising awareness in your community and supporting the Foundation's mission to eliminate cancers that affect women as well as end violence against women.

- Send your event information to local newspapers, newspaper Web sites, local radio and television. Most have community event calendars. Use this opportunity to educate the community about the Foundation. Use information from [www.marykayfoundation.org](http://www.marykayfoundation.org). In some cases, you can show how your state benefits from TMKF. If you are using well-known locals for models or speakers, be sure to include that in your press release.
- Many businesses budget their events in the fall for the following year. Consider contacting businesses the year before you need sponsorship.
- You can supply a list of zip codes to the Foundation, and we can send an e-mail blast to Independent Beauty Consultants in those zip codes to promote your event.
- If you hold a silent auction, ask each Independent Sales Director to solicit one quality donation (set a dollar amount to be fair).

### **Event Day Ideas**

- Have a pre-meeting for all Independent Sales Directors and/or Independent Beauty Consultants involved before the big event. Make sure each knows her job.
- Designate a few independent sales force members to be greeters.
- Honor/mention cancer victims who have died in the last year. (Be sure to invite relatives and friends of the deceased.)
- Recognize any cancer survivors attending the fashion show. One unit has all cancer survivors stand and then begins counting up to the longest survivor. The last one standing is crowned the Queen Survivor. She gets a tiara and roses.
- You could play a short video about the Foundation's missions. (Foundation can provide a one minute and 16-second video.)
- Consider selling the Pin of Hope.
- Before and after the fashion show, allow vendor booths from any sponsoring businesses. (This is where you'd want to include Mary Kay® product booths.)
- Consider having a speaker. Ideas include cancer survivor story, domestic abuse survivor story, cancer research, ways to prevent cancer, a representative from a shelter in your area who has received a Foundation grant, etc.
- Have a small pink rose for every guest, honoree or model at the fundraiser.

- Include giveaway prizes or baskets (like Mary Kay product, gift certificates ... anything donated from area businesses.)
- Hold a silent auction the day of the fashion show for bigger ticket items.
- Give Mary Kay product gift baskets to models and/or speakers.
- You may want to have escorts for your models. One unit uses military men in dress uniform.
- Take pictures at your event and send them afterward. Please send no more than five pictures to the Foundation e-mail address, [MKCares@marykayfoundation.org](mailto:MKCares@marykayfoundation.org).

Please include the following information with the pictures:

- Your name and/or the hosting group's name.
- The event's location and date.
- A brief description of the event.