# General Guidelines for Holding a Fundraiser

In 2016 The Mary Kay Foundation℠ was able to give almost $5 million to our two causes, thanks to the dedication of those who held fundraisers for our organization. These events not only reach out into the community with the message of our two causes, but they provide many heartwarming and fulfilling moments. As Independent National Sales Director Jill Moore shared with the Foundation, "I think every woman wants to be part of the solution. People enjoy contributing their time, their energies and their resources to a cause that really means something. This is about reaching out into the community and saying, 'We really do care about women.'"

Holding a fundraiser can be quick and easy, for there are many uncomplicated ideas which can be used to raise money for The Mary Kay Foundation℠. Mary Kay Ash often said, "Keep it simple, sweetie." Below are some easy to implement ideas that others have shared with us:

- Use the "round up" method. When purchases total an odd number, ask if customers would like to round their cost to the nearest dollar and donate the difference.

- Consider a popular retail device for supporting a favorite charity: Give customers the option of donating a dollar above the purchase price.

- Ask for spare change at classes and other venues; place a piggybank in a prominent spot, perhaps with a simple sign showing that "all donations will go The Mary Kay Foundation℠." Let others know how they can help literally change lives for the better by supporting the Foundation.

If you are holding an event that requires community promotion and the use of The Mary Kay Foundation℠ name or logo; you must submit a fundraiser form. Keep these guidelines in mind as you plan your event:

- Complete the fundraiser form. Information on recordkeeping and further guidelines are found on the form. Please read this document carefully. If your form is received at least 12 weeks before your event, your information will be posted on the Foundation Web site. If you are holding a sporting event with a professional team, click here to get the Guidelines for Partnering with Sports Teams for ideas and more detailed information.

- The day of the event, be sure to take pictures. Select your best five pictures to send to the Foundation for inclusion on our web site. Our e-mail address is MKCares@marykayfoundation.org. Please include the following information:

    1. Your name and/or the hosting group's name.
    2. The event's location and date.
    3. A brief description of the event.
    4. Plus your picture or pictures (no more than five, please.)

- Funds must be submitted within 30 days of your event. For your event to be included on the TMKF Web site under "Recent Events," we must receive your donation funds.

Most importantly, make your event fun! Share the good work of The Mary Kay Foundation℠ as well as the importance of supporting these two noble causes, and you'll find that your fundraiser is a success. No matter how large or now small, every fundraiser is important in furthering our causes. Every dollar makes a difference.