Sporting Event Communication Kit

Want to take your fundraising for The Mary Kay Foundation to the next level by pairing with a professional sports team? You've come to the right spot. We've compiled tips, guidelines and samples from some of the most successful sporting event fundraisers around the nation.

You may want to print these and form your own event notebook as a guide. You could use it as a starting point when you meet with the professional team for the first time. These are only samples to guide you. Feel free to work with your sports team and create the communication pieces to fit your event.

We are thankful for the Go-Give Spirit of Independent Senior Sales Director Karen Getty-Hopkins from Clovis, Ca., and the Go-Give Area as well as John Tull, former CEO of the Fresno Falcons. They created some of these communication pieces and were the inspiration for this communication kit. We'd love to have your comments too. Let us know what you think!

No doubt, you'll want to use the Foundation's name, trademark and logo. So please complete that section of the Fundraiser Form and provide samples of your promotional items and communication to the Foundation.

Let us know what you think of this new kit!

The Sporting Event Kit contains:

1. First approach letter/e-mail
2. Sample Business Solicitation letter/e-mail
3. Sales Force flier/e-mail
4. General Public Flier With Ticket Form
5. Pink Cadillac Driver e-mail
6. Sample PSA
7. Sample postcard
8. Sample Program Cover
9. Media Sponsor E-mail
10. Timeline tip sheet