

Looking for a special way to celebrate Mary Kay Ash's birthday on May 12? Here's a Win-Win-Win!

Independent Senior Sales Director Jan Adams loves hosting fashion shows to benefit The Mary Kay FoundationSM. She shares **8 tips to set up a simple, fun, in-store fashion celebration:**

1. **Host an informal in-store modeling event** with a store that agrees to donate 10% of the day's proceeds to benefit the Foundation.
2. **Partner with a store** that sells clothing and accessories your customers would enjoy wearing. Set a date for your event.
3. **Choose 6-8 models** of different ages and clothing sizes, according to the store's fashions. Your customers may love to model! And it's a great opportunity to host a pre-show modeling makeup tips class.
4. **Use flyers, email and social media** to encourage family, friends and customers to attend--and bring guests too! A little PR goes a long way!
5. **Create a welcoming environment.** Hand a pink carnation to attendees as they walk in. Serve light refreshments: think grape clusters, mini cream puffs and sparkling water.
6. **Encourage each person to fill out a registration form** for onsite prize drawings and future events.
7. **Give goodie bags** to your models--and perhaps everyone who comes in. Include a postcard highlighting upcoming happenings.
8. **Make it easy for the store** to send their donation from the day's sales. Give them a stamped, Foundation addressed envelope, which includes a Foundation Contribution form.

Who doesn't love a fashion show any time of year? What a joyful way to help make a difference in the lives of women. If not May 12, how about an anniversary fete on September 13?

Have questions? Contact: MKCares@marykayfoundation.org