

## How to Host a Fundraiser > General Guidelines for Holding a Fundraiser

In 2011, the Mary Kay Ash Charitable Foundation was able to give almost \$164,000 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 Senior Sales Director Darlene Olsen shared with the Foundation, "I am proud to be associated with a company that gives back to Look Good Feel Better® and also to women's shelters across Canada – Mary Kay is truly a Company with a heart! As well, one of my greatest joys is working with the incredible volunteers for our events. These women care about others and together we can accomplish anything we set out to do. Women supporting women.....it is all about giving back to our communities!"

Holding a fundraising event can be quick and easy, for there are many uncomplicated ideas which can be used to raise money for the Mary Kay Ash Charitable 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 or add a specific amount they'd like to donate.
- Consider a popular retail device for supporting a favourite 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 to the Mary Kay Ash Charitable Foundation" Let others know how they can help literally change lives for the better by supporting the Foundation.
- Jelly Bean Jar. Why not display a jar filled with jelly beans, asking people to donate \$1 or \$2 to enter their guess for the number of jelly beans in the jar. Even better, add a Mary Kay twist on it and use a cosmetic bag filled with samples – the person with the closest guess is the winner and takes home the jelly bean jar or cosmetic bag filled with treats.
- Some Independent Beauty Consultants and Sales Directors dedicate a product to a specific month and then contact customers to let them know the product is on special. The cost is the same, with the Beauty Consultant donating a specific amount to the MKACF. (i.e. you can still sell a lipstick for \$16.50, but \$2 from that sales is donated to the MKACF). A great way to move inventory, especially for those products that have undergone packaging updates (i.e. TimeWise®).
- You can also try the above idea with a product for only one day.
- Partner with companies in which you already have a business relationship. For example, if you hold your unit meetings at a hotel, approach them to see if they'd be willing to assist in an initiative for the Foundation. For example, they could offer coffee for sale for a specific time, with part of the proceeds being donated to the Foundation.

If you are holding an event that requires community promotion and the use of the Mary Kay Ash Charitable Foundation name or logo, you must submit a fundraiser form. (Link to form here.) 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 event information will be posted on the MKOC and 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 Sport 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. 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 Foundation Web site under “Recent Events,”.

Most importantly, make your event fun! Share the good works of The Mary Kay Ash Charitable 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 how small, every fundraiser is important in furthering our causes. Every dollar makes a difference.