



THE MARY KAY
FOUNDATIONSM

The Mary Kay FoundationSM Ambassador Program

In 2013 The Mary Kay FoundationSM launched a new program called The Mary Kay Foundation Ambassadors. The focus of this program is to spread the word of The Mary Kay FoundationSM in communities across the United States. Those who participate will periodically receive updates on the various programs and events The Foundation is pursuing.

This idea is a result of research that The Mary Kay FoundationSM (TMKF) undertook using focus groups and surveys. When asked for a one or two word description of The Mary Kay FoundationSM, respondents were very positive, using words such as caring, positive, generous, trustworthy and respected.

However, there was also a perception that the work of The Mary Kay FoundationSM was not well publicized. Other words used were unknown, not promoted, barely visible and lacking exposure.

So we have set a goal to increase awareness of TMKF and its good works and programs. Presently we use the tools that Mary Kay Inc. offers us, such as eMessenger, Applause, Intouch and the *Directors Memo*. We also have our own website, www.marykayfoundation.org, Facebook, Blog and Twitter pages. But we know that this is not enough. These avenues contain so much material, and we are just a small part of the sea of information that is offered through the Mary Kay channels.

So we are looking for others ways to communicate. When Mary Kay Ash started this Company, she relied on our independent sales force to introduce our products and our opportunity to the women they knew. So we are following the example of our Founder. We know that personal testimonies are an effective way to build a base of customers, or in our case, supporters. If you have visited our website, then you know that we are about more than just donations. We are here to provide information and inspiration to women who are touched by these two causes.

If you are interested in becoming a Mary Kay Foundation Ambassador, fill out the attached form and return it to us. We would be thrilled to have you join us!

In her book, *You Can Have It All*, Mary Kay Ash says, "What's interesting about subscribing to a life of giving is that you become addicted. It's a good addiction. Once you get into the habit of reaching out to others, you somehow always want to do more." Giving was at the core of Mary Kay's philosophies. Because The Mary Kay FoundationSM is the living legacy of Mary Kay Ash, our goal is to be a vehicle through which our independent sales force can give in her name and enrich the lives of women. Through the causes that we support, we are making a difference in the lives of women across the United States.



Yes, I want to become a Mary Kay Foundation Ambassador. I have completed six of the eight action items below:

Please check those items you have completed

- 1. I donated at a Special Event (Leadership, Career Conference, Seminar).
- 2. I told a friend about the Foundation. By sharing with them about TMKF, you will multiply your involvement and impact for our causes.
- 3. I am a Facebook fan of The Mary Kay FoundationSM.
- 4. I have shared posts from TMKF Facebook or TMKF Blog.
- 5. I have raised money on behalf of TMKF. This is as easy as putting a piggy bank out at your skin care parties for donations or asking customers to donate a \$1 or use the "round up" method on their orders. Or you could consider holding a fundraiser. Information is found at www.marykayfoundation.org under events.
- 6. I have volunteered or given product to a local domestic violence shelter or cancer organization.
- 7. I have given a short presentation on TMKF to my unit or to a local organization.
- 8. I have commented on a blog post at blog.marykayfoundation.org.

Your support as an ambassador helps TMKF to maximize awareness of the important issues of cancers that affect women and violence against women. By being an ambassador, you may open new doors for TMKF to attract more supports, raise funds and increase awareness of the important issues of cancers that affect women and violence against women.

Join us in spreading the living legacy of Mary Kay Ash. ONE WOMAN CAN ... make a difference in the lives of others.

Name (Please Print) _____ Consultant Number _____

Signature _____ E-mail _____

To return form fax to (972) 687-1698, email to mkcares@marykayfoundation.org or mail to P.O. Box 799044, Dallas, TX 75379-9044