

## What programs do we have in place to support our Community??

### Very special thanks to NSD Pam Tull for sharing this information on the Stroud Area Inner Circle Conference Call

- The Community is a very large group of potential customers.
- **Cause related shopping is exploding right now.** Women care that a portion of their \$ spent support a cause. Making donations from sales to the MK Charitable Foundation is a great cause that can certainly be supported through our classes. However, if we want to become more visible in our community, you can find women in your area who are passionate about their cause and offer to help raise money for **their cause** through skin care classes.
- Causes that you can help may include: Relay for Life or similar cause related organizations, church groups looking to raise money for mission opportunities, building funds, etc., medical expenses for a sick child in the neighborhood, ball teams, cheerleading or gymnastics groups seeking to raise money for equipment, uniforms or team travel, Girl Scout Groups, Daycare Centers, Clubs, or any organization seeking to raise money for a cause.
- The key concept that will produce a WIN-WIN for both you and the organization is for separate individuals within the organization to host Skin Care Classes inviting their own circle of influence to attend the class to support their cause and the consultant will donate 20% of the sales from the class back to the organization. (Examples: (1) A ballteam of 10 seeking to raise money for new uniforms, each ball player's mom would host a Skin Care Class with 4 of her friends and 20% of each class sales would go back to the ball team as a donation for their cause. (2) A Relay for Life Chapter of 8 women would each host a Skin Care Class with at least 4 of their friends, 20% of the sales from each class will come back as a donation to Relay for Life.) You want each organization to generate multiple (5 or more) classes so that their organization can get higher donations in return.
- The Consultant would give the hostess of each class a Hostess Gift but no additional Hostess Credit.
- The Consultant may want to encourage some friendly competition between the classes awarding the top Hostess of each group with an added incentive which should be determined based on the # of Hostesses participating.
- To encourage more donations for the organization, the consultant may want to offer the same 20% donation one more time to those women who schedule and hold a follow-up appointment to be shared with at least 3-4 of their friends.
- To get this fundraising opportunity started, you will want to zero in on women who you already have a relationship with asking her if she is active in any community organizations. If so, does that organization need to raise funds for something? If not, who does she know that is involved in such an organization?
- Don't hold the nickel so tight that you can't see the dollar. Be willing to give back. You will experience more potential customers, more new customers, more Skin Care Care Classes being held, fewer cancellations & postponements, higher sales, meet more quality team prospects and a great sense of gratitude that you were able to use your business as a vehicle to help a worthwhile cause.

The World says GO GET Mary Kay says Go GIVE  
& when you do, you will be blessed beyond belief!

## **Kickoff Instructions & Dialogue:**

Contact your customers to ask who they know that may be involved with an organization or Church that may be looking to raise money right now. Suggest people with children in sports, or private school, or nursery schools, or ball teams, building funds etc.

She may be one of those people or she may know someone. Then ask “who in that organization is the one to most likely rally support for the cause?”. Get their number and call them.

Say something like: “May I speak to \_\_\_\_\_? \_\_\_\_\_, I understand that you are a friend of/business associate of/etc. \_\_\_\_\_. (She’ll say, “YES???”) She shared with me that you are involved in \_\_\_\_\_ (cause, fund raiser, etc.) is that correct? I am \_\_\_\_\_ a Mary Kay Consultant in the community and I am looking for ways to have my Mary Kay Business give back to the community. My business is a blessing to me and I would like it to be a blessing to the community as well. I had a conversation with \_\_\_\_\_ and she shared that you may be the person to talk with about how I may be able to help with your schools \_\_\_\_\_ or Church Building fund etc.

What we need is 8 to 10 women if possible that would be willing to work with me on this. All women use some type of product I have in my product line. It may only be Body Lotion or Hand cream, but they use something.

What I want to do is have each of these 8-10 women get small groups of 4-6 women together so that I can share the products I have in the MK line and while they are under no obligation to make a purchase, I will donate 20% of the sales to your \_\_\_\_\_(cause)

I would like the contribution to be significant and that is why I am suggesting 8-10 women to start with who would be willing to work with me on making this happen.

If the people they introduce me to also want to help by getting their own group together I will continue working on this until I hit a dead end.

What do you think? Do you think the women would be willing to work with me to make a difference for the \_\_\_\_\_?”

Holding the Class:

1. BE PASSIONATE about their cause!
2. Open the class explaining that we have 3 Goals at this appointment and that is (a) Make a significant contribution to the \_\_\_\_\_ fund through my MK business with their help. (b) Schedule future appointments to continue the amount I can donate and (c) I am looking for people who would like to contribute to their family and to their community through their own Mary Kay Business.
3. Say something like “Before I explain and have you experience the MK facial Skin Care Products I want to suggest that you begin thinking about products that you may already use at home that I may have in MK products that you may choose to purchase for yourself and family knowing that your purchase will help to contribute to \_\_\_\_\_(the cause)...think about skin care, body care. body moist, hand cream, exfoliating hand scrub, satin hands, satin lips, scented body lotion, fragrance, shave cream, lipstick, lip gloss, lip pencils, eye pencils, eye shadows, mascara, sunless tanning lotion, sunscreen products. I think you get the idea!
4. Do a Skin Care Class and talk about all the other products in the Look Book.
5. Close by adding up all the orders before tax and tell them how much will be donated and suggest that they continue to take up orders until all the appointments held for their organization have been held.
6. Offer a special gift for the person who has the highest sales and orders collected.
7. Give the Hostess a Hostess Gift.
8. Suggest that if the attendees are not a member of this particular group but have another cause that you would be happy to discuss how you may be able to help her as well.
9. BE PASSIONATE, HAVE FUN AND EXPECT TO BE A BLESSING!