



Mary Kay Fundraiser

Why do mom's love Mary Kay Fundraisers?

Most fundraisers are "mom-driven" - so hosting a fundraiser that provides mothers an opportunity to purchase a product they already love, trust & can easily "sell" to those around them seems to get moms excited about fundraising. Plus, Mary Kay is the #1 selling brand of skin care & color cosmetics in the U.S. *and* most women wash their face and use cosmetics—so it is a product they need.

How does it work?

3 different approaches:

1. Students take catalogs & sell from the catalog
2. Students sell 3 low cost items (exp: men's shaving cream, mascara, sunscreen—this works well for younger children)
3. Individual families can host Mary Kay fundraising facial parties (they group together their family & friends on their own time and Julia will host a "show & tell" where gals try the product—these sales can get pretty high.) the % earned is credited either directly to the family OR the team

What % can my team expect to make?

Your team will make 25% of the sales no matter what.

When your team sells over \$1,000—30%

When your team sells over \$2,000—40%

The highest seller is awarded 4% of TOTAL TEAM Sales in CASH, 2nd highest seller 2% cash, 3rd highest 1% cash.

% is adjusted for retail tax (retail tax must be paid on full amount, \$ paid out after subtracting tax)

Who is Julia Burnett?

Julia has been in business 6 years & is the highest ranking Mary Kay Sales Director in Lexington and 2nd highest in the State of Kentucky. She mentors 170 women in 21 states in the Mary Kay business & has earned the use of 3 pink cadillacs. She is happily married for 7 years and has a 2 year old baby girl. Her mission in Mary Kay is to help women increase their self-esteem/self-confidence because confident women raise confident children.

Julia Burnett . Executive Senior Sales Director . Mary Kay, Inc.
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