



How to Host
a Fundraising
Adventure
in Your Community

A step-by-step guide to a successful event

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How to Use This Handbook

You're about to embark on an exciting new adventure and we promise that it will be both stimulating and rewarding. So sit back...get comfortable...and prepare for a journey of fun and fulfillment.

In this handbook you will find comprehensive instructions for putting on a MOMs event. The event planning and implementation process is carefully mapped out. Samples of the materials used over the years are included for reference as well as using them to create your own personalized materials. You will find these samples within the handbook and also in the *files you downloaded* with your purchase of this book.

First, read through Chapters 1–8 to get an overview of the project. We suggest you read this section a couple of times, then set it aside and start to creatively formulate your event. Hold a meeting with your key volunteers for brainstorming the possibilities of the fun and excitement that your team will create together. Think big. Think adventurously. Think about getting your participants out of their box for a day. Get fired up about what your community is about to experience. Gather ideas, take

notes, then continue on. This will bring you to the timeline, outlined in Chapter 9.

For your convenience, we've included a fill-in-the-blanks calendar to help you translate the written timeline into a handy visual tool.

As you proceed through the timeline, you'll see notations that refer you to other areas of the handbook for more detailed information. For example: *See Chapter 22: "Sample Materials" 1A*. When you flip to the indicated section, you'll find helpful ideas, suggestions, and materials.

IMPORTANT: As you create your own project from this guide, document your work. Keep a computer file that contains all relevant documents. This will ensure a smooth, streamlined event year after year, and will be a great help to new volunteers.

As with any successful event, the more organized you are, the more smoothly things will run. The timeline we include is designed to do just that—keep it organized.

We take a lot of pride in the phrase we bear over and over: "This is one classy, well-organized event." We hope you will hold on to that notion every step of the way. Enjoy, and here's to your success!

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EXPANSION OF THE CONCEPT

MOMs is a comprehensive turnkey operation that outlines the project from start to finish. This adventurous fundraising event can be undertaken in any town or any city...on a mountain or in a meadow...beside the sea or beneath a skyscraper. Whether you are a seasoned fundraiser with extensive experience or a concerned citizen with a passion or a dream, Moms on the Move™ can successfully raise revenue for the charitable cause of your choice.

PARTICIPATE IN THE EVENT, IT'S EASY

- ▶ Obtain a registration form, and follow the instructions.
- ▶ Establish a minimum \$ figure in sponsorships to receive a MOMs T-shirt. The more sponsorships that are raised, the better the chances of receiving exciting awards. Helpful hints on “How to Raise \$100 or More in 10 Days” are included in the registration form. *(See Chapter 22: “Sample Materials” SM-5 Registration Form.) Also available in the files originally provided with this handbook.*
- ▶ Participants can register as a team if they choose. The team component adds a real dimension of fun, boosting the spirit and camaraderie of the event to even greater heights. Participants gather friends, family members, co-workers, etc. They name their team, and customize T-shirts, sweat-shirts, and/or baseball caps bearing the

team name and a theme if they've developed one. One of our teams shows up every year in bright-red caps...there's no missing the fact that this group belongs together! Special awards are given to teams, recognizing them for their spirit, raising the most money as a group, etc.

- ▶ Show up on event day, and be prepared for an unforgettable day of adventure!

All the money raised from the event goes toward enriching children's education (or the charitable cause of your choice).

“DOES IT REALLY WORK?”

The California Consortium of Education Foundations bestowed Moms on the Move™ with the Apple Award in 1997 for a successful and innovative event. And after twenty five years of burgeoning financial growth, the original hike is still going strong. The expansion and accomplishments of the event speak mountains to us all, which is why we want to share the idea with communities throughout the United States.

SAMPLE MATERIALS

SM-1

Introductory Flyer



Introducing the First Annual Moms on the Move™ Adventure

Benefiting The Nevada City Schools Foundation

WHO: Open to women 18 and older

WHAT: A high-spirited hike into the Sierra surrounded by nature's beauty. Designed for all abilities, this is a personal challenge, not a competition. The participants can register individually or as a team, and will gather sponsorships prior to event day. The proceeds will benefit the students in the Nevada City School District.

The children win with every step the hikers take.

WHEN: Saturday, September 22, 2022

WHERE: Castle Peak

HOW DO I FIND OUT MORE? A meeting will be held at the Deer Creek School art room on Tuesday, May 17th at 4:00 p.m. Or call Wendy Riley, hike director, at 555-1212 for additional information. If you are interested in getting involved in this exciting new event, or just want to check it out, please join us.

THE SPIRIT BEGINS HERE!

Sample Articles

Following are sample articles about the MOMs event that have run in our local newspaper.

c **OUTDOORS** **THE UNION**
ADVICE
COMICS
TV
CLASSIFIED

\$30,000 and a few blisters leave Moms on the Mountains happy, tired

*Amount raised was double over last year's
for Nevada City Schools Foundation*



Submitted photo/Kathy Palmer

Last Saturday's MOMs in the Mountains hike drew a record number of participants. Some, in the photo above, celebrate their ascent to the top of the mountain at Sugar Bowl.

The original MOMs event was called Moms on the Mountains, renamed Moms on the Move