

Moves for Mary's Meals



I. Introduction

HISTORY AND BACKGROUND

Moves for Mary's Meals is a nationwide event organized by Mary's Meals USA. This initiative aims to raise awareness and funds to support Mary's Meals school feeding programs that provide a daily meal to over 2.4 million children in 17 of the poorest countries around the world.

Let's feed kids together!

Choose how you would like to 'move' and help feed the next hungry child. Challenge yourself individually or invite friends and family to join you as you Move for Mary's Meals!

It's simple:

1. Sign up by creating a fundraising page and a Mary's Meals account.
2. Invite others to feed kids by supporting you.
3. Now Get moving!

II. Getting Started

How does Move for Mary's Meals work?

1. Choose a type of movement (walk, jog, cycle, swim) and commit to moving. Some ideas for consideration:
 1. Walk/run – varying distances.
 2. Dodge ball tournament – “Knock Out Hunger”.
 3. Tennis Serve-a-Thon.
 4. Golfing for Good
 5. Kick Hunger Soccer Tournament
 6. Pickle Ball tournament
2. Set a realistic goal: time, distance, or donation amount.
3. Register, create your fundraising page, including #M4MM in your project name.

4. Invite friends and family to sponsor you or sponsor yourself. Recommend a goal of \$252, feeding 10 kids for a school year!
5. "MOVE With Us" on the chosen date.
6. Take photos, update sponsors on your progress, and thank them for their support!
7. Share your success online through Facebook, Instagram, and other social media platforms.

Option – moving as a team. How do we 'Move for Mary's Meals' as a team?

- Move as an individual, family, or team. Create a fundraising page for each family and team. Share the link with your networks. Consider it a friendly competition!
- Choose a local race and participate as a Mary's Meals team (with t-shirts)

III. Event Information and Organization

Registration:

- Participating in Move for Mary's Meals is free! Fundraise for Mary's Meals to feed the next hungry child.

When:

- Choose your date during the end of November or the month of May (the month of Mary).

EVENT ORGANIZATION PROCESS

Moves for Mary's Meals Walk requires Walk Coordinators to pre-register their event locations online.

Event:

1. Consider establishing a planning committee.
2. Adhere to graphic standards for brochures, posters, banners, signs, website, and social media.
3. Use the official Moves for Mary's Meals materials.
4. Recommended elements include registration, welcome comments, sharing the mission, start/finish line, sponsor identification, and recognition.
5. A reminder to always ensure participant safety.
6. Have Mary's Meals shirts. Consider this [link](#) for ideas.

SUGGESTED STRATEGIES FOR SUCCESS

Food:

- Host a potluck, raise funds with a morning Walk and pancake breakfast, provide donuts and coffee, explore local business donations, or sponsor a cookout.

Media:

- Use online calendars, social media, and collaborate with local news stations and/or newspapers.

Involving Schools/Youth:

- Engage students for community service, involve high school groups, and incorporate schools in various ways.

Involving Your Priest/Minister, and Church:

- Utilize email blasts, encourage clergy involvement, and include the event on the Church website.

Fundraising Strategies:

- Host a "Sponsor a Walker Weekend," launch a "100 for 100 Campaign," provide prizes, involve Catholic Financial Life, use social media for fundraising, ask for donations instead of gifts, and collect funds through various initiatives.

Increasing Walkers:

- Set goals, invite neighbors and community leaders, use online reports to contact past walkers, set up booths at local events, involve school groups, and promote through business cards.

IV. Event Checklist:

- Identify a Moves for Mary's Meals Coordinator
- Register your Moves for Mary's Meals event.
- Set up a payment process.
- Ask those willing to assist in leadership to join a planning committee.
- Select a location for your Moves for Mary's Meals event – local park, church grounds, etc.
- Check for the need of any type of liability insurance needed for your event.
- Recruit day volunteers
- Identify needs for event – tablecloths, food, water, prizes, signs, walk routes, etc.
- Find local businesses who can support and sponsor your event (food, monetary donations, shirts, etc.)
- Recruit an event sponsor.
- Promote event with marketing materials and registration forms – after church, through religious education classes, youth ministry programs, bulletins, bulletin boards, social media, etc.
- Order t-shirts (typically four weeks before the event)
- Send a press release for local media coverage.
- Promote registrations. Consider a prize for the top three fundraisers.

- Encourage participants to bring family, friends, create teams, etc.
- Set-up day of the event.
- Clean up post event.
- Post evaluation for next year's Moves for Mary's Meals

For further questions or information

- Email _____ or call 800-385-4983