

GREAT  MOMS WALK

Making better moms one step at a time.

Sign up today!

Great Moms Walk Planning Guide



Welcome to the Great Moms Walk!

MOPS International is excited that you are joining hundreds of MOPS groups across the nation in walking on behalf of your local MOPS group. This **Planning Guide** will provide you with the tools you need to plan, market and produce a successful Great Moms Walk.

MOPS International Exists to...

Encourage, equip and develop every mother of preschoolers to realize her potential as a woman, mother and leader in the name of Jesus Christ.

The Great Moms Walk Exists to...

Establish relationships and partnerships within the community and with other MOPS groups in order to raise community awareness draw moms to local groups, build a spirit of teamwork among group members, have fun and fundraise.

A Great Moms Walk is an excellent way to...

- Raise **community awareness** of MOPS in your area
- **Raise funds** for your local group
- **Network** with other MOPS groups

Table of Contents

General Timeline	Page 4
Planning and Goal Setting	Page 4
Set the Date and Secure a Location	Page 5
Great Moms Walk T-Shirt	Page 6
Pledge Plan	Page 7
Encourage Moms to Fundraise	Page 7
Processing Pledges and Depositing Your Funds	Page 8
Sponsorships	Page 8
Marketing	Page 9
Publicity	Page 9
Walk Day	Page 9
Important Information for MOPS International	Page 9
Appendix	Page 10



General Timeline

- Meet with Steering team to develop a plan, vision and goals for the walk.
- Share the vision, goals and event with your group.
- Set a date and secure a location.
- Order your Great Moms Walk t-shirts at www.MOPShop.org while supplies last or until April 30, 2009.
- Plan your marketing strategies.
- Contact possible donors in your community.
- Contact other area MOPS groups (if you have a Field Leader in your area, she can help make connections) to join with your MOPS group and attend the Walk.
- Promote the Walk among your group. Use your group pledge goal chart (included in the Team Kit) to show your fundraising goals plus the money collected.



Planning and Goal Setting

Develop a plan and a vision for your Great Moms Walk. Determine what you want to achieve through this event and what goals you hope to accomplish.

Here are a few questions to ask:

- What is the purpose of this event?
- What do we want the event to look like?
- What type of event would the community support?
- What do we want to achieve through this event?
- What would the MOPS moms and MOPS families enjoy and participate in?

Meet with the Steering Team to determine leaders for this event and clearly define what the event responsibilities will be and what the event will entail.

Suggestions for Great Moms Walk Leadership:

- Event Coordinator
- Marketing Coordinator
- Publicity Coordinator
- Site Coordinator
- Finance Coordinator
- "Walk Encourager" (see page 7)



Set the Date and Secure the Location

A Great Moms Walk can be planned any time of the year.

Check your Chartering Ministry calendar and your community's calendar before setting a date. You want the event to be well received by your group, the Chartering Ministry and your community.

Locations to Consider:

- Community park
- Local school track
- Your church property (parking lot, vacant area, etc.)
- Indoor mall
- Local YMCA
- Community center
- Parade route
- Beach
- Zoo

Contact the sites you are interested in. Keep in mind that you may need to file an application in order to secure the site. Depending on the site, you may also need to pay a reservation fee or permit fee. For information regarding additional permits for the event (for example for tents, vendors or food) contact the site manager. ***Fees associated with the Great Moms Walk are the responsibility of the local MOPS group.***

“We had 6 moms raise funds equaling just under \$2,000; much more than I expected! On MOPS Walk/Rose Parade day we had 14 children and 9 moms present for the event.

- Debbie



Great Moms Walk T-Shirt

The Great Moms Walk t-shirts are white with a 2-color logo print on front and back. Excellent for your whole group to wear the day of the walk!

T-shirts are available at www.MOPShop.org while supplies last or until April 30, 2009.

Walk logo t-shirts generate attention for your group before, during and after the Walk!

Walk with style!

Front



Back



Purchase one for every mom in your group!



Pledge Plan

The Great Moms Walk is an excellent way to raise funds for your MOPS group.

How do I ask?

- Ask for pledges verbally, via letter, e-mail or in a public location.
- Use the Great Moms Walk brochure to ask friends, family, church members, neighbors, co-workers, employees and associates.
- Ask your friends and family to forward your on-line pledge page to their contacts.
- Check with your employer's Human Resources department to see if they offer a "Matching Gift Program." Many companies utilize this program to encourage employees to donate to charities.
- Involve children in gathering pledges from family and friends.

Remember ... it's never too early to start asking for pledges!

What amount do I ask for?

- Ask for a flat donation instead of a per-mile commitment.
- Communicate your personal goals, your group goals and why you are fundraising.
- Share a story or experience you have had relating to MOPS or the Great Moms Walk. When donors know more about your cause and how it has impacted you, they are more likely to make a pledge to support your efforts.

The 20-20-20 Pledge Plan

The 20-20-20 pledge plan is an easy and effective method of raising funds for your group! It's easy ... 20 moms ask 20 friends and family members for \$20. This simple plan brings in \$8,000!

Set your pledge goals high and see what God can do!



Encourage Moms to Fundraise

- Communicate with your moms often regarding the goals and plans for the Great Moms Walk.
- Choose a "Walk Encourager" to inspire and ignite moms during the weeks preceding the Walk.
- Display your Pledge Goal Chart and track the changes. The chart is a great visual tool for motivating the group!
- Have a contest to see which mom or which table of moms can gather the most pledges
- Get MOPPETS involved!
- Motivate the group with inexpensive tokens of appreciation.



Processing Pledges and Depositing Your Funds

- Designate a Walk Finance Coordinator to process pledges and determine tracking methods.
- Contact the Chartering Ministry to determine if they have an account set up or if a new one is needed specifically for the Walk.
- The account determines how checks are made out and provides tracking of deposits.
- Groups retain 100% of all pledges. **Pledge-related paperwork should not be sent to MOPS International for handling.**

Personally acknowledge all pledges.
Refer to the Appendix for sample letters.



Sponsorships

Businesses are looking for innovative ways to market and advertise in the community. A Sponsorship is when businesses pay to provide a service or product that is used, displayed or marketed as part of your Great Moms Walk. Sponsorship fees are 100% tax deductible.

Who should you ask?

- Businesses you frequent or are familiar with
- People in your circle of influence
- Moms at your MOPS meeting
- Consider approaching:
 - Chiropractors
 - Doctors
 - Dentists
 - Clothing stores
 - Restaurants
 - Photography studios
 - Bookstores
 - Real estate companies
 - Mortgage companies
 - Hair salons
 - Entertainment for after the walk such as a bounce castle or band
- Send a letter with the details of your event

Thank each donor individually with a letter of appreciation for their donation.



Marketing

There are many methods of marketing your event:

- Internal Communications
- Walk committee meetings, MOPS meetings, MOPS events and Chartering Ministry events
- Printed Materials
- Flyers, posters, newsletter or bulletin – get permission to distribute at malls, parks, schools
- Press Releases
- Use the templates in this guide to connect with local newspaper, radio and TV stations. Many local papers and periodicals will advertise the walk for free
- Radio/TV
- Public Service Announcements (PSAs – Sample included in this Guide)
- Advertising can be costly; request donations of air time or have sponsors underwrite the cost
- Banners and kiosks
- Use the banner from your Team Kit and display it at the Chartering Ministry until your walk
- Church's information booth, tent at children's sporting events, etc.



Publicity

Some quick tips to get media attention for your Great Moms Walk:

- Call local media or use the library research desk for names of editors or reporters to contact.
- Make a calendar of media deadlines.
- Keep track of what you send to whom and when. Place it in your file for next year.
- Make a list of "community calendars" on TV, radio and newspapers and send in your information well ahead of your event to be sure it appears in these calendars.
- Send a press release to the media contact one month ahead of the event. Follow up with a phone call and send another release one week before the event. Accompany press releases with a letter listing the times and dates of your Walk. Include information about MOPS.
- Appoint one person to handle media inquiries. Her name and phone number should appear on your press release.
- Ask if the reporter will cover the event. If a reporter is not available to cover the event, ask if they will print a story and photo if provided. Write a letter to the editor about the event. Once the event is over, write another to say thank you.
- Information to include post-press release:
 - Pictures from the event, especially babies and group shots.
 - Total number of walkers and money raised.
- Call local radio and/or TV community talk shows to ask if they would like to do a segment on mothers of preschoolers.
- Contact other MOPS groups to appear on the show. The more helpful you can be in providing "experts," the more interested the talk show will be.
- Save news clippings and send copies to MOPS International.



Walk Day

Have fun! All of the planning and preparation for this day will pay off with an event everyone will enjoy and remember. Wear your Great Moms Walk T-shirts, blow up the balloons and start walking!

- Display the Great Moms Walk banner at a booth and/or during the walk.
- Bring information about your MOPS group to share with the community.

APPENDIX

Public Service Announcements

General MOPS Information (30 Seconds)

MOPS International exists to meet the needs of every mother of preschoolers to realize her potential as a woman, mother and leader. MOPS groups support mothers within the context of local groups that provide an atmosphere of friendship, acceptance, and support. The MOPS group at <name of group/church>will be hosting a Great Moms Walk on <date and time>. Meet at the <location>to begin the walk. For more information on MOPS or to find a group near you visit www.MOPS.org.

General MOPS Information (20 Seconds)

MOPS International exists to meet the needs of every mother of preschooler to realize her potential as a woman, mother and leader. The MOPS group at <name of group/church>will be hosting a Great Moms Walk on <date and time>. Meet at the <location>to begin the walk. For more information contact <name of church/phone number>.

Press Release Template

This template can be customized to highlight your walk

For Immediate Release

Contact: Name
Phone Number
E-mail Address

MOPS International (Mothers of Preschoolers) to host
“The Great Moms Walk” on <Date goes here>.

<Date goes here>—MOPS International (Mothers of Preschoolers) is hosting The Great Moms Walk on Saturday, <date goes here> at (*insert location*) all proceeds will support local MOPS groups.

MOPS International exists to meet the needs of every mother of preschooler to realize her potential as a woman, mother and leader in the name of Jesus Christ. MOPS supports mothers within the context of local groups that provide an atmosphere of friendship, acceptance, support, develops leadership skills, creative activities, and emphasizes that better moms make a better world. Over 115,000 moms are currently in groups and over 4,000 groups meet weekly, bi-weekly or monthly worldwide. For more information, or to make a donation directly to MOPS International, please go to www.MOPS.org.

A Day of Family Fun Supports a Worthy Cause

Organizers of the walk are encouraging families to come out and enjoy this fun-filled event, which will feature ***(insert activities and details of your Great Moms Walk)***! The event is sponsored by ***(insert MOPS group and/or Chartering Ministry name and/or any businesses underwriting your event)***.

“This event has generated an enormous amount of support and positive feedback,” says event organizer <insert name>. “Our goal is not only to support the needs of local MOPS groups and MOPS International, but also to create an event that brings families in the community together. We hope that even those who choose not to participate in the walk will come out and show support for the event. We want this to be an event that allows everyone to participate at whatever level they feel comfortable.”

All walk participants are encouraged to collect pledges. Two routes are being offered—one is a 2.5 mile route and the other is a shorter loop appropriate for young children. Strollers, tricycles and wagons are welcome!

The Great Moms Walk is being held at the Laguna Hills Community Center and Sports Park, in the Towne Green Area, located one mile off the 5 Freeway in Laguna Hills. The walk will begin at 9:00a.m. Activities will go through 12:00 noon. All donations and pledges are 100% tax deductible.

For more information and registration information, please contact Jane Doe at (949)555-0000. For more information on finding a local MOPS group near you visit www.MOPS.org.

Sample Letter

Send to Local Media

March 1, 2009

Mrs. C Smart
Publisher
The Good News Paper
P.O. Box 123
Syracuse, NY 12345

Dear Mrs. Smart,

On <insert date> MOPS moms all across the nation are walking in the **Great Moms Walk** to raise MOPS awareness as well as spread the message that better moms make a better world!

MOPS International (Mothers of Preschoolers) exists to meet the needs of every mother of preschoolers to realize her potential as a woman, mother and leader. MOPS support mothers within the context of local groups that provide an atmosphere of friendship, acceptance, and even an opportunity for leadership development. More than 115,000 moms meet weekly, bi-weekly, or monthly – and over 4,000 groups meet worldwide.

Our local MOPS chapter is holding our walk and family event at Onondaga Lake Park's Willow Bay. Following the walk there will be a picnic, entertainment, and activities for the entire family. Since this is our first year, it is difficult to make estimates on the number of people expected. However, in our community there are more than 500 moms attending MOPS groups on a regular basis.

We would love for The Good News Paper to support our efforts by sponsoring us through advertisements and/or publicizing the event in your paper. I will call you in a few days to discuss the event further. In the meantime, I can be reached at (123) 555-0000. Thank you for your consideration.

Making better moms one step at a time,

Susan Williams
Great Moms Walk
Area Event Organizer

Sample Proclamation

From A Local Official

Enlist a well-known local official to issue a proclamation supporting events and

Activities on **<date goes here>**; the month of MOPS presents...The Great Moms Walk. See the sample proclamation below which may be used as a guide line in creating your very own proclamation.

Your City, County, or State
Office

“State’s Official Seal”

Your Governmental

<Insert name of County Executives, Mayor, and/or Governor here>

- WHEREAS, better moms make a better world!
- WHEREAS, Mothers of Preschoolers exists to meet the needs of every mother of preschoolers to realize her potential as a woman, mother and leader.
- WHEREAS, celebrating motherhood is an integral part of investing in the future generation
- WHEREAS, MOPS recognizes that the years from infancy to kindergarten are foundational in a mother-child relationship and are filled with unique needs
- WHEREAS, MOPS helps moms through relationships established in the context of local groups that provide a caring atmosphere for today's mother of young children
- WHEREAS, there are **14.3 million** mothers of preschoolers in the United States alone who need there sources and relationships offered by MOPS
- WHEREAS, moms, dads, children, and communities are walking to raise MOPS awareness in their communities.

Now, therefore, I, (Name, Title of Official), proclaim that <date goes here> is "MOPS Walk Awareness and Family Fun Day" in (Name of City, State) – and may everyone consider that better moms make a better world.

Ad Slick



GREAT **MOMS** WALK

April 26, 2008
Laguna Hills Community Center
9:00 a.m. – 12:00 noon

Making better moms one step at a time!

Join us!
123-555-0000



MOPS
Mothers of Preschoolers

Sample Letter

Local Merchant Letter

Dear Local Merchant,

On <insert date> MOPS International (Mothers of Preschoolers) will hold its' annual fun-filled community event called "The Great Moms Walk."

The purpose of the walk is to establish relationships and partnerships within the community and with other MOPS groups, raise community awareness, draw moms to local groups and fundraise.

MOPS International exists to encourage equip and develop every mother of preschoolers to realize her potential as a woman, mother and leader.

MOPS supports moms through relationships established in the context of local groups that provide a caring atmosphere for today's mother of young children.

MOPS impacts more than 14.3 million people. More than 115,000 moms meet weekly, bi-weekly, or monthly and over 4,000 groups meet worldwide. Many groups meet within our community as well. There are currently over 9,000 moms on a nationwide waiting list, so the need to plant more MOPS groups is great.

We view this walk-a-thon as a mighty cause in which to invest and participate. Please consider partnering with us to make a difference in the lives of families-both locally and nationwide.

We are in need of sponsors who will support our cause by providing a monetary donation. In exchange for your donation, we can offer you recognition for your support through various marketing strategies during the walk. MOPS is a non-profit organization and all donations are 100% tax deductible.

Please consider supporting your community and mothers of preschoolers.

Making better moms one step at a time,

Susan Williams
Great Moms Walk
Event Coordinator

Sample Letter

Thank You to Local Merchant

Dear “area merchant”,

Thank you for your generous donation of _____ made to <insert local MOPS group> for “The Great Moms Walk” to be held <insert walk date.> in Laguna Hills, California. Due to your generous support as well as the financial support of others, MOPS continues to encourage, equip and develop every mother of preschoolers to realize her potential as a woman, mother and leader.

We are so grateful for the generosity of businesses in the community. We know that many families choose to patronize businesses that support local causes. It is our hope and desire that your business will be blessed for the support that you provided to our event and to MOPS.

Please accept this letter as a donation acknowledgement that can be used for tax purposes. We are a non-profit organization with 501 c (3) status and 100% of your donation is tax deductible.

Thank you again for partnering with us.

Sincerely,

Susan Williams
Great Moms Walk
Event Coordinator
(123)555-0000

Tax Identification Number :(from your Chartering Ministry)

Volunteer Name:

Date Received:

Item(s) Received:

Sample Letter

Thank You to Donors

Dear _____,

I wish to personally thank you for your generous donation to <insert local MOPS group info> for The Great Moms Walk, and especially in support of my personal participation.

Due to your financial contribution, our local MOPS (Mothers of Preschoolers) group continues to encourage, equip and develop every mother of preschoolers to realize her potential as a woman, mother and leader. I think this is a very worthy cause and I am happy to know that you support me in my efforts.

Also, the collective contributions gathered from all groups walking will grow our existing groups and enable us to plant new groups, and, for this, I am grateful.

Please consider this letter as a receipt of your generous 100% tax deductible contribution.

Thank you again for your generous support!

Sincerely,

Susie Smith
Calvary Church MOPS

501 (c) 3 number (your Chartering Ministry's 501 (c) 3 number or tax identification number that will be proof on a donation to a non-profit entity)