How to host an event:

A step-by-step tutorial

Help provide a quality education to children around the globe by hosting your own event for Mona. Plan a bake sale, tea party, gala, or potluck, and we'll provide everything you need to make your fundraiser a success.

mona

Why support Mona

A fundamental belief underlying all we do is that every person and every community has the capacity to lead in the process of their own development. Access to education, especially for girls, has been shown to be critical to building capacity in individuals, institutions and communities. We find and support grassroots educational initiatives which exhibit certain characteristics of sustainability: local people are the principal actors in defining, analyzing and solving their own problems; the project enjoys wide community support; it serves everyone regardless of race, gender, religion, ethnicity or social economic status; and there is demonstrated commitment evidenced by maintenance and expansion of the initiative (such as capital expansion). Mona Foundation does not initiate or own projects. We partner with grassroots initiatives long term to support their plans, learn with them to see what works and adjust our support depending on their expressed needs.

"Philanthropy is not an activity, an after-hours something you do. It's a way a life; it defines who we are and helps us to be the best that we can be."

– Mahnaz Javid,
founder of Mona Foundation.

Universal Education
We believe that sustainable development is a process of individuals, communities, and institutions building capacity—where local people lead the process of their own development. Educated communities are healthier, more sustainable, and less vulnerable to economic volatility.

Gender Equality
Equality not only guarantees basic rights, it enables girls and women to chart the course of their own lives and positively influence their communities.

Sustainable Community Development
Many students we support work with their communities to establish literacy programs, women's health centers, parental trainings, health education drives, tree plantations, and many other programs that stimulate sustainable community growth.

Setting up your Mona fundraiser

❶ Budget

Establish your budget by creating an itemized list of all things needed for the event.

❷ Goal

A specific goal is one of the most effective ways to begin a campaign. We suggest that your goal should be at least three times more than your anticipated expenses. If you spend $5,000 in planning your event, your goal should be to raise at least $15,000.

❸ Audience

Do you want to reach out to existing Mona supporters or introduce new people to a great cause?

❹ Hosts

We recommend finding others who can help you meet your goal. You will need a lot of support in identifying and reaching out to guests to make sure that you have the best turnout possible

❺ Venue

Are you renting a venue or using your home? What is the capacity and how many people do you want to invite?

❻ Invitations

Will the event be a close gathering of friends, or open to your local community? You will need to have twice as many names as is the target for the event, i.e. if your goal is to have 80 guests you need to start with 160 names. Get your invite list together and contact the Mona team.

Contact us at **monafoundation.org**. We're here to help!

Tips to reach your goal

Provide multiple ways for your guests to donate.

Perhaps sell tickets to the event, or set up a raffle or silent auction during the event.

Update guests on how close you are to your goal.

This will inspire people to help you reach your goal and can be done through social media/email updates, or throughout the actual event.

Decide how you will collect money.

Anything works: cash in collection jars, checks, online payments, or credit card payments via mobile app. Keep in mind that people may be able to donate larger amounts if credit card payment is an option.

Mentally picture the event as a guest, from start to finish.

Consider who will pay for, provide, or be in charge of each element of the event.

Get the word out

One of the most important steps in planning an event is how you will advertise it. Will you send invitations in the mail? Reach out via social media? Use email or flyers?

Consider your invited guests: will the event be a close gathering of friends, or open to your local community?

Say Thanks

Don't forget to thank all those who participated and donated. Consider sending an email, mailing a thank you letter, or posting on social media. Update guests on the successes of the event and remind them of just how big of an impact their contribution made.

Thank *you* for joining us in our mission to provide quality education for all. With your support, Mona Foundation is reshaping the landscape of education in the developing world.

Some Inspiration

Don Dao coordinated a Texas Two-Step Throwdown on his university campus. Featuring a raffle, live entertainment, drinks, and prizes, Don, along with the help of Connor Dilgren, Will Burruss, and Jared Coco, raised a total of $18,480 to support Mona programs!

Give the gift of education to a child, support a school, and invest in a community. All of this is possible with your help and dedication. *Your* impact can change lives all over the world.

Questions?

Our support doesn't stop with this tutorial. The Mona Foundation team is here to help and to answer any questions you have.

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