

**move4  
mona**

# **Event Planning Guide**

**2026**



# Introduction

Thank you for supporting education by organizing or participating in **Move4Mona**, Mona Foundation's annual move-a-thon held each May on the Saturday before Mother's Day.

Education changes everything. It empowers individuals, strengthens communities, and expands opportunity. Through Move4Mona, every step taken helps expand access to education and advance gender equality around the world.

This guide is designed to help you plan a successful event. Not every suggestion will apply to every location or event size—use what is helpful and adapt as needed.

If you have questions, the Mona Foundation team is here to help.

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# Start with the Big Questions

When planning your **Move4Mona** event, it helps to start with five basic questions:

**WHAT**

**WHY**

**WHO**

**WHEN**

**HOW**

# What

## Move4Mona Defined

**Move4Mona** is an annual fundraising move-a-thon supporting Mona Foundation's mission of expanding access to education and advancing gender equality.

The event brings together people of all ages to enjoy time outdoors while supporting grassroots organizations around the world.

Your event can be large or small depending on your space, resources, and team. Some organizers keep it simple with a single 5K route, while others include additional activities like a short kids' run.

The most important thing is creating a welcoming, community-centered event.

# Why

Move4Mona supports education because education transforms lives.

Around the world, millions of children—especially girls—lack access to quality education. Education is one of the most powerful tools for addressing poverty, inequality, and limited opportunity.

Funds raised through Move4Mona support grassroots organizations that:

Educate children

Empower women and girls

Strengthen communities through service

**Move4Mona has three main goals:**



## Inspire Action

Engage people in supporting education and equality.



## Raise Awareness

Introduce more people to Mona Foundation's work and mission.



## Raise Funds

Support grassroots education initiatives around the world.

# Who

Move4Mona supports education because education transforms lives.

**Start by identifying who will organize the event. This could be:**

- One individual organizer
- A small planning team
- A partnership with a local organization, business, or community group

**If your event grows, you may want to recruit volunteers from:**

- Friends and family
- Local Mona supporters
- Community groups
- Schools and athletic clubs

**Participants can include people of all ages. Invite:**

- Friends and family
- Schools and youth groups
- Civic and faith communities
- Local running clubs
- High school or college cross-country teams

**The more people you invite, the stronger the community energy will be.**

# Where

Move4Mona supports education because education transforms lives.



**Your route should include:**

- A start location
- A finish location
- A 5K route (3.1 miles) between them



**When choosing a location, consider:**

- Accessibility for participants
- Nearby residential areas
- Parking availability
- Space for gathering before and after the walk/run
- Proximity to local businesses and sponsors



**Remember: a 5K course can be designed in many ways. It might be:**

- A loop
- An out-and-back route
- Multiple laps of a smaller course

## Registration, Budgeting, & Fundraising

**Move4Mona** events raise funds to support grassroots education initiatives around the world.

Planning ahead will help you manage costs and set fundraising goals.

## Registration and Peer-to-Peer Fundraising

All participants register online and pay a \$45 registration fee.

Participants who register receive a Move4Mona T-shirt (up to 2 weeks delivery - order ahead)

Participants can also create their own fundraising page to invite friends and family to sponsor their walk or run.

## Business Sponsorships

**Local businesses can support your event through:**

- Financial sponsorships
- In-kind donations (food, water, supplies)

**Examples include:**

- A café providing breakfast items
- A grocery store donating bottled water
- Local businesses contributing snacks or prizes

Sponsors will be acknowledged in Move4Mona communications.

## Creating a Simple Budget

Even small events benefit from a basic budget.

Possible expenses may include:

- Permits
- Printing or signage
- Snacks or water
- Event supplies
- Equipment rentals
- Portable restrooms (for larger events)

**Once you estimate your needs, research local costs so you can plan accordingly.**

# Event Logistics

The complexity of logistics will depend on the size of your event. Smaller events may be simple and informal. Larger events may require more planning.



## Water & Snacks!

Participants should stay hydrated—bring your own water for smaller events, or set up water stations for larger ones. Snacks can be self-provided or offered at the finish line, with possible donations from local businesses.



# Safety and Administration



## PERMITS

Check with your local city or parks department to see if a permit is required.

Small neighborhood events may not need permits, but larger gatherings or events held in public parks often do.

Start this process early to ensure you meet all requirements.



## WAIVERS

All participants must sign a liability waiver.

Online registrants complete this automatically during registration.

Bring printed waiver forms for anyone registering onsite.



## INSURANCE

Some venues or cities may require proof of insurance.

If needed, contact Mona Foundation for assistance.

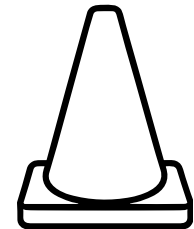


## FIRST AID

Prepare a basic first aid station with items such as:

- Bandages
- Ice packs
- Antiseptic wipes

For larger events, consider recruiting a volunteer with medical training.



## COURSE EQUIPMENT

Depending on your route, you may need:

- Course markers or signs
- Traffic cones or barriers
- Portable restrooms (for events with over 50 participants)

Your local police or city office can advise on safety needs.

# Promoting Your Event

Once your event details are set, start inviting participants.

## Promote to Your Network

Start with your own network and local Mona supporters.

### Consider:

- Sending an announcement email or text
- Posting on social media
- Creating a Facebook event page
- Sharing updates and countdown posts

### Promote to the Community

For larger events, consider outreach to:

- Local newspapers
- Schools and athletic teams
- Civic organizations
- Faith communities
- Running clubs, gyms, etc.

Local athletic teams and running groups can help spread the word.

Follow and tag Mona Foundation on social media:



Highlight participants and supporters as they register—this encourages others to join.

# Managing Event Day

As the event approaches, focus on organizing volunteers and final details.

## Volunteer Roles

For larger events, volunteers may help with:

- Check-in and registration
- Water stations
- First aid
- Course marking
- Parking guidance
- Event cleanup

Assign a lead volunteer for each area so everyone knows their responsibilities.

Keep a contact list for easy communication.

## Signage and Parking

Make sure participants know:

- Where to park
- Where to check in
- Where the start and finish lines are

**Clear signage helps everything run smoothly.**

## Check-In

- Set up a check-in area 1–2 hours before the event.

### Volunteers will:

- Confirm registrations
- Direct participants
- Help new participants register onsite if needed
- Cleanup

## Plan for volunteers to help with:

- Trash collection
- Packing equipment
- Returning rentals

**Leaving the space clean helps maintain good relationships with venues.**

# After The Event

Congratulations! You brought people together to support education and equality. Now it's time to celebrate and follow up.

## Thank Participants

Send a thank-you message within a few days that includes:

- A sincere thank you
- Event highlights
- Photos from the event
- A story or video about Mona's impact
- Thank Volunteers and Sponsors

Personal messages go a long way.

Handwritten notes or individual emails help build lasting relationships.

## Share the Impact

Once totals are finalized, send a follow-up message sharing:

- Funds raised
- How the funds will support education initiatives
- Stories of the communities benefiting from the event

Donors and participants consistently say they most want to hear how their support made a difference.

## Debrief

If you organized the event with a team, meet afterward to reflect.

### Questions to discuss:

Were there enough volunteers?  
What worked well?  
What challenges did we face?  
What should we improve next year?

**This feedback will make future Move4Mona events even stronger.**

# Thank you for helping expand access to education through Move4Mona.

**If you have questions or need support, please contact us.**

Whether your event is large or small, every step contributes to a global movement for education, equality, and opportunity.

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**“Every step brings us closer to our goal of gender equality and education for all.”**

**move4  
mona**

**M**  
**mona** Educate.  
Empower.  
Transform.