

How-to Guide



**mary's
meals**

a simple solution
to world hunger

Mary's Meals provides daily school meals to over 3 million of the world's poorest children in close to 5,100 schools.

Learn more at marysmealsusa.org

Simple Event Planning Guide

Purpose

To help you plan a successful event that raises awareness and support for Mary's Meals' mission: providing a daily meal in a place of education for children in some of the world's poorest communities.

Choose Your Event Type

- Pick something you enjoy hosting and that suits your audience.
- Examples: Coffee morning or brunch, Trivia night, Walk/run challenge, Potluck dinner, School assembly or dress-down day, Benefit concert or bake sale.

Set a Goal

- Fundraising goal: How much do you hope to raise? Remember, \$25.20 feeds a child for a whole school year.
- Awareness goal: How many people do you want to reach or engage?

Pick a Date, Time & Venue

- Make it convenient for your audience.
- Consider free or donated spaces like community halls, churches, parks, or homes.
- Check for conflicts with local events or holidays.

Plan Your Activities

- Keep the event fun and engaging.
- Share a short video or story about Mary's Meals during the event.
- Include a clear call to action (donate, sponsor a school, become a volunteer).

Promote Your Event

- Use social media, email, and local bulletin boards.
- Share your 'why' — your personal connection to Mary's Meals.
- Invite friends to invite friends.

Prepare Your Materials

- Mary's Meals banners, posters, or flyers (available from Mary's Meals USA).
- Donation forms or online giving link/QR code.
- A sign showing how far each donation will go (e.g., \$25.20 = 1 child fed for a year).

Run the Event

- Welcome guests warmly.
- Share a few words about the mission and why it matters.
- Thank donors and participants in the moment.
- Have someone take photos to share afterward.

Follow Up

- Send thank-you notes or emails promptly.
- Share the impact: total raised, number of children fed.
- Invite attendees to stay connected with Mary's Meals.

Extra Tips

- Keep it simple — you don't need a huge event to make a big impact.
- Ask for help from friends or community members.
- Tie the event to a personal story — that's what moves hearts.
- Donation Tracking Form (step by step of how to put together a fundraising page)
 - Donate at **marysmealsusa.org**, fundraise in your community or online
 - Speak or share at your church, school, or workplace
 - Follow & repost on social media:
facebook.com/groups/mmusaambassadors

Event Formats

Choose the format that best fits your community and campus:



Speaking Engagement

- Speaker (in person or Zoom)
- Q&A with audience
- 60 minutes



Film Screening + Discussion

- Watch *The Frontlines of Hunger* (Sarasota Film Festival selection)
- Followed by a 30-minute facilitated conversation
- 90 minutes total



Faith-Based Presentation

- A modern "loaves and fishes" story rooted in the corporal works of mercy
- Ideal for schools, churches, or communities focused on justice, mission, or faith formation
- Resonates as enrichment and outreach

Hosting Information

No speaker or film cost to partners.

Mary's Meals provide:

- Full event content and logistics support
- Speaker or film materials
- On-site team presence (as needed)



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We ask for your support with:

- Collaboration on invitations and light hospitality
- Help spreading the word to your community

All events are free and open to the public.

Guests will be invited to support the mission through:

- Become a **monthly donor**
- Donate to **feed a school**
- Joining the **movement of global ambassadors**

Your Opportunity: Join the Mary's Meals Global Movement

This is more than an event.

It's an invitation to become part of a global movement to feed the children most in need and enable an education. And an invitation to join a growing community working together to end childhood hunger with a simple, proven solution fueled by many little acts of love.

We'd love to explore how your organization, school, or parish can be part of this transformative journey.

Let's schedule a time to talk about how the **[event]** can best serve your community.

Contact:

[Your Name]

[Title or Affiliation with Mary's Meals USA]

[Phone Number] | [Email]