

Honoring mothers

There is no one more important to a child than his mother. In many cultures, people hold special celebrations to show these important women some appreciation.

In Australia and the United States, Mother's Day is the second Sunday of May—and children might bring their mothers breakfast in bed, a bouquet of flowers or other presents. In Samoa, the second Monday in May brings elaborate song and dance performances. Costa Rica and Thailand celebrate mothers in August. No matter how or when the day is recognized, the spirit is the same: to honor and appreciate those special women we call mom, mama, maman or mum.

Consider how you can honor the immeasurable contribution of mothers on more than one day each year. Support and celebrate motherhood with a special event featuring local mothers as the guests of honor. It doesn't have to be on Mother's Day. After all, mothers deserve attention anytime—and mothers around the world depend on our appreciation of the bond they share with their children.

Encourage your club's event-planning committee to use these resources and step-by-step instructions. Find a way to honor mothers in your community—and to help change the lives of mothers far beyond your community by raising awareness for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.



WHY IT MATTERS

Celebrate mothers in your community with a special event held in their honor, but remember there are mothers and babies around the world who could use support too. Honor them by supporting The Eliminate Project. Here's how:

- 1. Educate** yourself about the tragedy of MNT and share the message with your community.
- 2. Give** and encourage others to do the same.
- 3. Serve** the mothers and babies in your community.

Link to these helpful resources at www.TheEliminateProject.org.



HOW TO USE THIS TOOLKIT

HONORING MOTHERS

Global issue, local need

The Eliminate Project is making a difference around the world—and for your club, too, as you focus on maternal and neonatal concerns in your own community. That’s the idea behind The Eliminate Project’s service project toolkits: to relate the global campaign to local communities through hands-on service. Use the tips and steps of this toolkit to:

1 Identify a need in your community	Choose a purpose for your event. There are many ways to honor mothers: a gift, a prepared meal, a concert. What would mothers in your community appreciate?	Page 3
2 Define your project’s scope	Focus on who you will invite. Club and community resources will be key factors in the size and details of your event. How many mothers will you honor? Is there a special group your club would like to include?	Page 4
3 Consider community partners	Look for sponsors within the community. Which local vendors, talent or community groups could you enlist to provide food, entertainment or publicity?	Pages 5–6
4 Execute project activities	The possibilities are endless. Use the list of ideas provided for guidance and inspiration. What will your event look like?	Pages 7–8
5 Market your club’s achievements	Let your community know how Kiwanis supports maternal and neonatal care. Promoting your event and celebrating its success afterward can help build awareness within your community. How will you reach people with your message?	Page 9
6 Resources	Event fliers Invitation Thank-you card Coin can label	Pages 10–16

1. IDENTIFY A NEED IN YOUR COMMUNITY

Choose a direction for your event.

Your club has many options for honoring and celebrating mothers. To get started, schedule a brainstorming session. Consider your club's resources, community connections and the moms who may attend. You could even invite a few new moms to share ideas. Here are some questions to consider:

- ✓ What type of event will this be?
- ✓ Where will you hold your event?
- ✓ Who will you invite?
- ✓ How many mothers will you honor?
- ✓ How many people will attend?
- ✓ What would mothers in your community enjoy doing?
- ✓ Are there similar events that could serve as models?
- ✓ Will you include some type of entertainment?
- ✓ What refreshments will you serve?
- ✓ What costs are involved, and how will you cover those costs?
- ✓ What possible partners could you approach for support?
- ✓ Who will be involved in the event programming?
- ✓ Is there a way you can incorporate the 25th year anniversary of female Kiwanis members into the program? The anniversary is in 2012.



TIP

The best day

If you've chosen to host your celebration on the national Mother's Day, think about the people who would volunteer that day:

- Are they mothers themselves?
- Has everyone seen the calendar? You don't want last-minute cancellations by volunteers because they just realized that date is Mother's Day.
- Will you be able to provide enough manpower for your event on a day that's already a special occasion?

2. DEFINE YOUR PROJECT'S SCOPE

Determine the guests of honor.

How many mothers can you invite? Will you ask members to bring their mothers and daughters, open your invitation to the whole community or include a specific list of women? Consider factors such as the size of your venue and of your club, and how elaborate a meal or event you plan to provide. Here are some ideas to help you plan.

- **Club connection.** Ask each member to bring mothers whom they admire: their own mothers, daughters and even granddaughters or neighbors. Assign everyone a table to fill with guests.
- **Special focus.** Focus on a specific group, such as mothers of preschoolers. Host the event at the preschool on a Saturday and offer babysitting. Or plan an event for residents of a retirement home, avoiding transportation issues by using the home's community room as your venue.
- **Moms in need.** Contact a shelter or local aid organization to explore opportunities to honor moms who would benefit from your club's help.
- **Big picture.** Make it a big to-do and invite every mother in your area. This involves lots of manpower and promotion—but it can also make a big impact. Just make sure your club is up for it. The help of many community partners will make this type of event more manageable.

How it works

Kiwanians in Malaysia host a Mother's Day dinner called "Anugerah Ibu Kiwanis," which honors mothers of special-needs children as well as mothers who are living with disabilities.



PUBLIC RELATIONS

TIP

When promoting an event like this, look for ready-made channels: A school or organization may be able to distribute your invitations or fliers via their newsletter, email list or website. After the event, provide the partner organization's marketing staff with photos to post online or on bulletin boards. You never know how your next new club member will hear about your club's community impact!

In the PR toolkit, you'll find more tools and tips, such as a template for a service project **media advisory** to engage your local media.

3. CONSIDER COMMUNITY PARTNERS

Look for help within the community.

It shouldn't be hard to get partners on board: Everyone wants to be associated with community-building, family-supportive event

- ✓ Go back to your brainstorming session list (from Step 1) and pick your best ideas.
- ✓ Consider vendors, talent and groups in your community that might help bring those ideas to fruition. Here are a few options.

FOOD DONATIONS:

- Restaurants and caterers
- Grocers and wholesale food stores

VENUES:

- Community centers
- Churches
- Schools
- Parks and public meeting areas

PROGRAM/ENTERTAINMENT:

- University and secondary school music and performance students
- Amateur or professional performers
- Local telecasters or radio personalities
- Children's musical groups

Where else could you look for support?

- ✓ A neighboring community that recently sponsored a similar event
- ✓ Another Kiwanis club in your district
- ✓ An event planner

Put your message together and knock on some doors.
Your message should include:

- ✓ Who you are honoring and why
- ✓ How you are honoring these mothers
- ✓ Event details, especially any partners that you already have on board
- ✓ How your local support of mothers is part of a global effort



PUBLIC RELATIONS

TIP

Sweeten the deal

Promote your event's partners—for example, a bakery—using their names, logos or signature products on your promotional materials, club website and the partners' websites. If your partner has a storefront, use that space to educate the store patrons about your event and The Eliminate Project. Find more PR tips in the PR toolkit.

A good working relationship

Here are some tips for working with community partners.

- 1. Leverage the brand.** Prospective partners will recognize the Kiwanis International name. Use Kiwanis branded letterhead for all correspondence and be professional in your writing style. Also include information about The Eliminate Project, since it is the underlying reason for the event. (See the PR toolkit for letterhead and educational information on MNT and the effort to eliminate it.)
- 2. Be timely.** Give your prospective partners plenty of advance notice of your event. If you are working with a large company, it may take some time to get approvals. Include a timeline, so expectations are established up front.
- 3. What's in it for them?** Talk about how their brand or company name will be presented in conjunction with event coverage, such as a list of sponsors in the program, logos printed on the invitation or names mentioned in radio ads.
- 4. Be specific.** Name exactly what type of donation or support you are hoping to gain from them. For instance, do you hope they'll be actively involved in the planning, providing manpower the day of the event or just make an in-kind donation to The Eliminate Project?
- 5. Know your budget.** By knowing your event budget, you'll know if you can agree to pay a discounted price for merchandise if that is offered instead of an in-kind donation.
- 6. Be open-minded.** Your potential partners may have ideas about some event details. Hear them out, then decide if these ideas will work for your event and your message.
- 7. Get it in writing.** Put agreements in writing so all parties are clear about expectations, timelines and expenses.
- 8. Follow up.** Sincerely thank your partners for their support and update them on the event's outcome.



SHOW THE LOVE

When you reach out to a local organization for help with your event, you open the door to new opportunities, including:

- Resources to make mothers feel special
- Matching gifts to support The Eliminate Project
- Potential new members of your Kiwanis club
- New friends and contacts for club members

4. EXECUTE PROJECT ACTIVITIES

Host your event.

Now it's time to plan your event for mothers! Use this list for guidance and inspiration.

INVITATIONS. Create your list of invitees. Use more than one method to reach them. An [invitation template](#) is available in this toolkit.

- **Small group.** If you're inviting a small group of mothers, mail out an invitation, follow up with an email reminder and publicize the event on your club website.
- **Big group.** If you're inviting the community at large, advertise through multiple outlets and utilize community message boards—both online and in stores. Distribute fliers at a gathering where mothers would likely be in attendance, such as a sporting event, school play, local festival or charity walk.

FOOD. How elaborate will your spread be? A full meal? Just dessert? Sometimes the food is the event! Here are ways to “treat” mothers.

- **Simple suggestion.** Serve mothers and present them with a flower at your next public event, such as a pancake breakfast or dinner. This recognizes individual moms in attendance and gives them opportunities to talk about the joys and trials of motherhood.
- **Full meal deal.** Provide an easy decision when it comes to eating out on Mother's Day: Kiwanis cooks! Host a brunch, a barbecue or an evening meal.
- **Sweet treat.** Especially if your event is held after meal times or if there's a lot going on, a delectable dessert is reason enough to sit down and enjoy.

If you've chosen to serve food, ask caterers or suppliers to provide a discount or an outright donation. A new restaurant may be willing to reserve a room for your celebration just to get its name out.

How it works

Some Kiwanis clubs make sure moms won't have to cook on Mother's Day. For nearly 50 years, the Kaneohe Kiwanis Club in Hawaii has held its pancake breakfast on Mother's Day. And the Lincoln, Nebraska, Kiwanis Club provides a Mother's Day dinner for families at a reasonable price.



TIP

Say it with flowers

Create a festive atmosphere at your event by including flowers as centerpieces or party favors. Here are a few ideas:

- Form a flower committee to take care of décor for the event. Gardeners and craft aficionados are sure to volunteer.
- Purchase inexpensive clay pots and partner with a sponsored youth club to decorate them with acrylic paint. Then fill the pots with annuals, herbs or colorful silk flowers.
- Partner with a local florist to provide fancy centerpieces.
- Ask club members to donate cut flowers from their gardens, and arrange them in inexpensive glass vases or Mason jars.
- In the summer months, partner with a garden shop to provide 6-pack annuals as party favors.

PROGRAM. Will you offer entertainment or present a speaker during the event? Here are some ideas.

- **Entertainment.** Live music is a nice touch at any gathering. Offer music as ambiance for your lunch or a mini-concert by a local artist after the meal.

If you're offering entertainment, reach out to the talent at a local school or university, or ask a local music teacher. You'll also be helping students by giving them performance experience.

- **Speakers.** Depending on your message, invite an expert in the field to share his or her thoughts. If you are addressing an educational topic—whether it's women's health issues, parenting experiences or The Eliminate Project—you could invite someone from the medical field. If you are going more for entertainment or even inspiration, consider a local author or newspaper columnist.
- **Shared insight.** Members of your own club may have a message to share: poems about mothers and motherhood, favorite memories about their mothers or about being a mother.

How it works

The Kiwanis Club of San Diego hosts a free Mother's Day concert in Balboa Park as a gift to mothers in the community. The club partners with San Diego State University's School of Music and Dance, whose 100-voice Aztec Concert Choir performs for a crowd of 1,000 mothers and families. The club specifically invites mothers from at-risk populations to attend.

Find other resources for your event at www.TheEliminateProject.org, including:

- Informational brochure, "Protect the connection: An introduction to The Eliminate Project"
- Fundraising brochure
- Pledge form

MONEY MATTERS

Will you charge admission for your event to cover costs, make it a fundraiser for The Eliminate Project or simply host a free, community-building opportunity? It's up to you. Here are some suggestions.

- **Ticket sales.** Sell admission tickets to each attendee—just enough to cover your costs, so the prices are affordable. Or give guests the opportunity to contribute to The Eliminate Project as part of the ticket price.
- **Donations.** Ask each attendee to bring an item as a donation to the local women's shelter or pregnancy support center. Send out a wish list of items from the benefitting organization.
- **No charge.** Let mothers enjoy their day of honor without cost. Get partners involved and it won't be a drain on your service budget.

Always give attendees a chance to learn more about maternal and neonatal tetanus and make a gift to The Eliminate Project. Look for a template for a [coin can label](#) and other templates in the resources section of this toolkit.

5. MARKET YOUR CLUB'S ACHIEVEMENTS

Let your community know how Kiwanis supports maternal and neonatal care.

Whether you're inviting the community or a smaller group of mothers to your event, you'll want to make your community aware of the good things going on. When your club makes a positive impact, people want to join in the fun, lend a hand, take pride in their neighborhood happenings—maybe even join the sponsoring club! Let everyone know what Kiwanis is doing for mothers, locally and abroad. Include messaging about The Eliminate Project in media advisories, ads in church and community bulletins and distributed fliers and posters.

- Hang posters with your event details on community boards and in store windows.
- Give fliers to each club member, asking everyone to spread the word.
- Post a copy of your flier on your club website, on Facebook and other social media sites. (See the [SOCIAL MEDIA TOOLKIT](#).)
- Send out a media advisory to engage your local media. (See the [PR TOOLKIT](#).)
- Utilize all media outlets: radio, television, online community event listings.

STAY ON MESSAGE

Remember to keep this message part of your celebration: This event is supporting mothers locally, but there is a global opportunity to support mothers around the world through The Eliminate Project.



**Help mothers and babies
around the world through
The Eliminate Project.**

© UNICEF/NYHQ2004-0916/Noorani

Templates

Use these templates to create everything you need for your event. You can print them on a color copier at home, or download them and take them to a local copy shop for printing. You might want to ask for card stock copies for the invitations and thank-you cards.

1. EVENT FLIERS

Two versions of a flier are provided. Print the template you prefer on a color printer, then fill in the information about your event. Use it as a promotion or a decoration.

2. INVITATION

Print and trim this template to create your own invitations.

3. THANK-YOU CARD

Print and trim this template to create your own thank-you cards.

4. COIN CAN LABEL

Print and trim this label and affix it to a nice-looking jar or can to collect gifts for The Eliminate Project.



PROTECT THE CONNECTION

© U.S. Fund for UNICEF and Kiwanis International

Honor mothers—and the bond between mother and child—in our community and around the world.

Event: _____

Honoring: _____

Date: _____ Time: _____

Place: _____

Contact: _____

ELIMINATE
maternal/neonatal tetanus
 **Kiwanis** |  **unicef** 

www.TheEliminateProject.org



PROTECT^{THE} CONNECTION

© U.S. Fund for UNICEF and Kiwanis International

ELIMINATE
maternal/neonatal tetanus
Kiwanis | unicef

www.TheEliminateProject.org

Invitation

Trim

www.TheEliminateProject.org

Fold



YOU'RE INVITED TO AN EVENT **FOR MOTHERS**

Invitation (inside)

Trim

RSVP:

TIME:

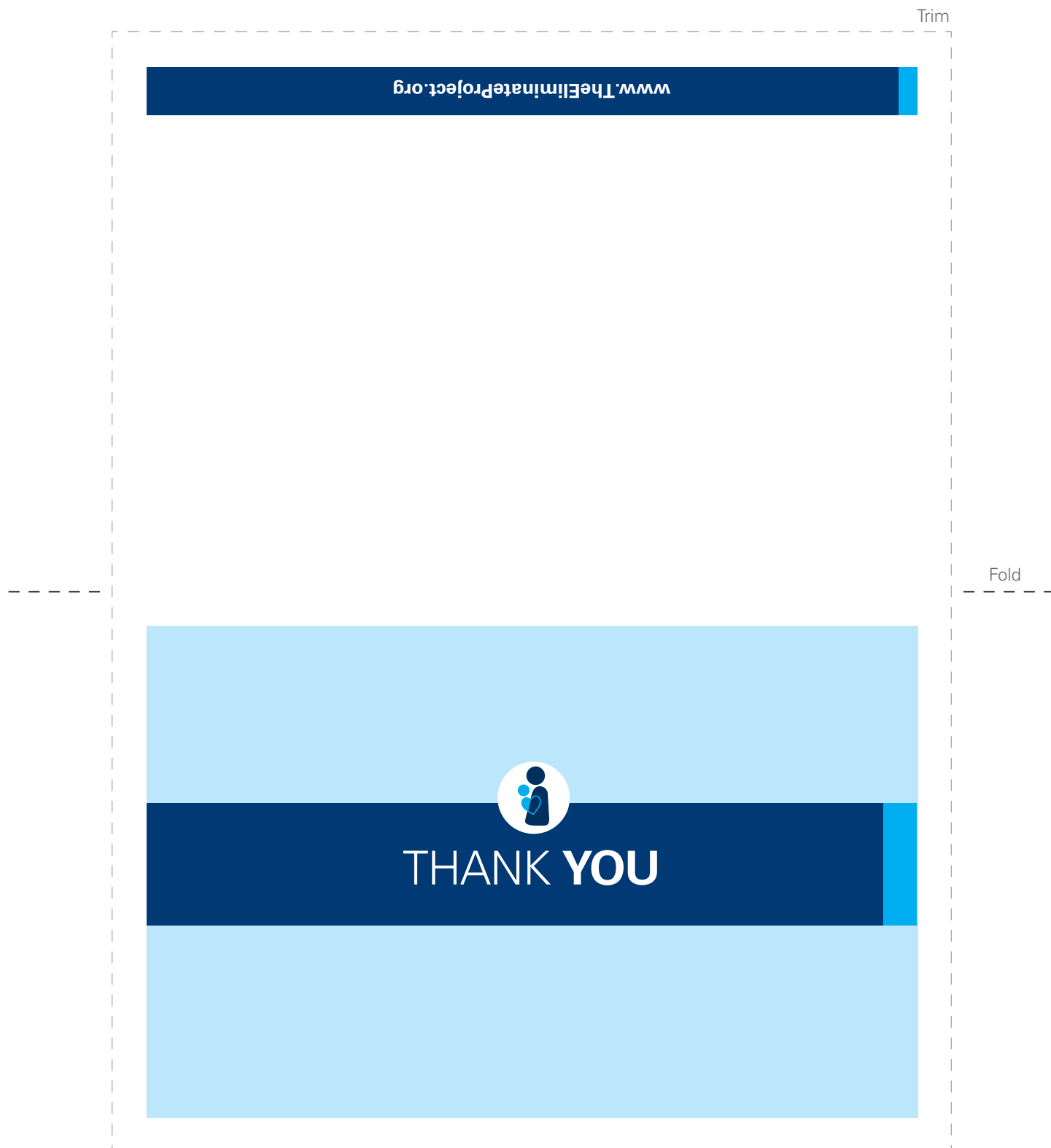
DATE:

HOSTED BY:

Please join us for an event to honor mothers and support
The Eliminate Project: Kiwanis eliminating maternal and
neonatal tetanus.

Fold

Thank-you card



Coin can label

Protect the connection
between mother and
child. Make a gift and
help eliminate maternal
and neonatal tetanus.



© UNICEF/NYHQ2010-0655/Asselin

ELIMINATE
maternal/neonatal tetanus
Kiwanis | **unicef**

Protect the connection
between mother and
child. Make a gift and
help eliminate maternal
and neonatal tetanus.



© UNICEF/NYHQ2010-0655/Asselin

ELIMINATE
maternal/neonatal tetanus
Kiwanis | **unicef**

Trim