

MaaMonth

Guidebook



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MaaMonth



MaaMonth was started in 2018 as a national initiative every February to raise money and allow Maa to continue the work we do in Bangladesh.

Universities nationwide compete against each other to raise the most money for Maa within one month and to be crowned MaaMonth Champion! In 2020 we raised £37,523 with 29 universities taking part.

The money raised provides crucial funding for Maa to continue running health camps in rural areas of Bangladesh. We are also piloting our new healthcare app, MaaConnect, with our MedTech specialists in India and launching

Keep reading to find out more about how to get involved!

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Questions and Answers

What is Maa?

Maa is a grassroots charity aimed at revolutionising maternal healthcare worldwide.

What does Maa do?

Each year a group of volunteers from the UK set up free health camps in rural regions of Bangladesh where we provide free medicine, resources and education to mothers and young women, with follow up care being given every two months after, by our team of doctors and medical students in Bangladesh. We are also piloting our new healthcare app MaaConnect, with our MedTech specialists in India.



When is MaaMonth?

MaaMonth takes place every February (1st -28th) and concludes with the announcement of the MaaMonth winner at the Maa Gala in March (TBC this year)

How do I get involved?

Getting involved is easy! Just send an email to maamonth@maacharity.org if you're interested in taking part or send us a DM on Instagram at [@maacharityuk](https://www.instagram.com/maacharityuk)

Why not just do a MaaWeek?

For a few years before MaaMonth was established, MaaWeek took place at a number of different universities across London. To ease organisation between different universities, we decided to switch it to MaaMonth so universities had more flexibility to organise events with the times that suited them best. And since we've now gone national, this is especially important as more universities than ever before are taking part!

Does this mean I can't fundraise for Maa in any other month?

You can fundraise for Maa all year around and we really appreciate your effort!

Do I have to fundraise for an entire month?

It's completely up to you. Whether you want your MaaMonth to just be a day of bake sales or a jam-packed month full of events, we're happy with any and all fundraising efforts. The reason it's called MaaMonth is to provide you with the flexibility of doing events whenever your timetable allows. You can have as many events/challenges as you want.

Who can get involved?

In 2020, we had more Bangla societies from over 29 universities across the UK taking part. But anyone can get involved in this fun month of fundraising! Just get in touch via email (page 5) to share your ideas and let us know you're interested.

What's in it for me?

MaaMonth is the perfect time to gain experience with event organisation and teamwork. By raising money for us, you'll be able to gain skills and meet people you may have never come across before! It's the perfect chance to step outside your comfort zone and support an amazing cause.

Will I get any help promoting events?

You can get access to our large following on Instagram and Facebook if you let us know about your events in advance. More info can be found on the next page on Media guidance.

By what month do I have to have my plan of events sorted?

Ideally the earlier the better. We'd like to have a rough idea of events by November and a final deadline by late December/ early

Will I get any help organising events?

Our committee is made up of dedicated volunteers from all walks of life. If you need help or advice, we're here to support you. We've got a diverse team of people with media expertise, event organisation experience and leadership skills. If you need any help at all, feel free to reach out to one of us on the Contacts page and we'll point you in the right direction.

I'd like my company, organisation, society or institution to be part of MaaMonth, how can I do this?

Get in touch! You can either DM us on Instagram @maacharityuk, or send us an email to maamonth@maacharity.org or to any member of our team (page 5).

Will I get any help on budgeting of my events?

We've got a dedicated team of Finance officers that we can put you in touch with to help with any budgeting queries you may have.

What resources can Maa provide me with over MaaMonth?

We can provide you with money buckets, Maa t-shirts, leaflets and any other promotional material you may require. Just get in touch and we'll see what we can do.

We are also planning to design MaaMonth merchandise including T-shirts! Which you can pre-order as soon as they are finalised. Do keep an eye on your emails and our socials for further details.

How is fundraising going to take place?

Our fundraising platform for MaaMonth 2021 will be JustGiving. Each society will have their own team page and every participating individual can create their own fundraising pages to raise money from the online challenges. These pages can then be linked to the society team page and will contribute towards the team total.

We will make your society team fundraising page, more guidance and details will be provided in the next few months.

What COVID-19 friendly events can I organise?

Anything you want! Previous events we've had include games nights, bake sales, food festivals, spoken word nights, hikes and more! However, we understand that due to the pandemic many

types of events won't be feasible but despite the circumstance it's a great opportunity to get creative and be in with a chance of winning the Most Creative Event award!

Our team is determined to fundraise as much as possible during MaaMonth despite the focus on online fundraising events this year! We are here to help you come up with ideas but feel free to be as creative as you want!

Here are some ideas of COVID friendly events to get you started:

- Virtual game/quiz nights
- Virtual art/music/poetry competitions where the participants must pay a fee for each work of art, they submit.
- Bake sales but with orders taken through DMs and specific collection point.
- Online auctions

Please remember to follow government guidance at all times to ensure that the members of your society and the public are safe.

If you have any questions that haven't been answered here, please get in touch with any of us via text/email (page 5) or DM our Instagram

Media Guidance

MaaMonth is a wonderful opportunity to showcase your society on our social media platforms. We have successfully acquired a following of more than 16,000 people on Facebook, and 1,400 followers on Instagram. We operate Twitter, Snapchat and LinkedIn too.

By taking part in MaaMonth, your society will have privileged access to Maa's platforms; allowing you to publicise any events, fundraisers and campaigns to our incredible audience and in turn earn your society some well-deserved recognition.

In order for us to correctly streamline your media content across the month, it is important to follow the media rules highlighted below:

Before the Event

1. Notify Institution Communication Lead, of any events, campaigns and fundraisers you are running. Fill out the google form with event details (will be sent in due course).

2. If you have any posters or videos which advertises your MaaMonth event, send it to our Institution Comms Lead, at least 1 week before the event date so it can be promoted on Maa's Facebook and Instagram Stories.

During the Event

3. Take a few portrait and landscape videos which highlight what the event is. This can also be a video summarising

the event after it has taken place.

4. Take as many pictures as possible! This can be of the team members doing something (e.g. a challenge), or pictures of the event at its peak, or a big group picture of the team involved in creating that specific event. These pictures will be uploaded onto Maa's social media feeds and stories, accompanied with a small caption detailing the event and your society name.

5. If you're uploading videos and pictures to your society's feed, make sure to tag Maa (@maacharityuk) in your captions and stories so we are able to share it on our platforms too.

After the Event

6. Once you have collated the pictures and portrait videos, upload to the MaaMonth Media drive, as soon as possible. Some of these will be posted on Maa's platforms, as well as feature in our highlight video!

If you have any problems or questions regarding Media, do not hesitate to get in touch with us (details on page 5).

You will be provided with branding tools including **all of our logos and your fundraising page cover** as well as story and profile pic templates.

We look forward to seeing what you have in store for MaaMonth!

Gallery



