



# MOJA LEGACY CIRCLE TOOLKIT

*A guide to leading your MOJA Legacy Circle with impact, purpose, and joy!*



## Welcome to the MOJA Legacy Circle!

Congratulations on starting your MOJA Legacy Circle! You're now part of an incredible movement of women coming together to change lives through education. As a Legacy Circle Host, you are the heart of this initiative. Your role is simple but powerful: gather like-minded women, raise a scholarship for a girl in need, and enjoy the journey together! This toolkit will guide you every step of the way.

What you will find in this toolkit:

- Step-by-Step Guide to Setting Up Your Circle
- Fundraising Ideas Tools & Templates
- MOJA Legacy Circle Invitation Template
- Ten Fun Themes for Your Gatherings
- Ten Fun & Aspirational Event Ideas
- Fundraising Page Example
- Next Steps & Ongoing Support



# Step-by-Step Guide to Setting Up Your Circle

## Step 1: Gather Your Circle (Weeks 1-2)

- ✓ Identify 5-10 inspiring women who believe in the power of education.
- ✓ Invite them to join your Legacy Circle using our invitation template.
- ✓ Set up a WhatsApp group, email thread, or Facebook group to stay connected.

## Step 2: Host Your First Gathering (Weeks 3-4)

- ✓ Plan a fun and meaningful kickoff event (see ideas below).
- ✓ Share MOJA's mission & stories from previous MOJA Garden cohorts.
- ✓ Discuss your fundraising goal—a full-year scholarship for a MOJA Garden Student.

## Step 3: Start Fundraising (Month 1-3)

- ✓ Choose your fundraising strategy (see tools below).
- ✓ Set up your Legacy Circle's custom donation page with MOJA.
- ✓ Host creative events to reach your goal!

## Step 4: Scholar Matching & Impact Updates (January-February)

- ✓ Once your goal is met, MOJA will match your Legacy Circle with a MOJA Garden candidate whose education you're supporting.
- ✓ Receive personal updates & letters from your MOJA Garden student throughout the year.
- ✓ Celebrate milestones and keep your Legacy Circle engaged!



# Fundraising Ideas, Tools & Templates

MOJA provides easy-to-use tools to make fundraising seamless, including:

- ✓ Custom Fundraising Page – Each Legacy Circle gets its own page on MOJA's website
- ✓ QR Code for Donations – Simple, fast, and effective.
- ✓ Email Templates – Copy-and-paste messages to send to potential donors.

Download template [here](#).

## 1. Example Fundraising Page for Your Circle

-  The [Legacy Circle Name] Fundraiser for MOJA Garden Students
-  Our Mission: We are [X] women coming together to fund a girl's education.
-  Our Goal: \$[X] to provide a full-year scholarship for at least one MOJA Garden Student.
-  Why It Matters: Every girl deserves a chance to learn, grow, and lead.
-  Join Us: Donate, attend an event, or spread the word!
-  [Donate Here]

## 2. Inspiring Stories & Impact

Stories lie at the heart of MOJA. Here are several ways to unite your Circle with inspiring, real-life narratives:

- "Before & After" Journeys – Share the transformation of a MOJA Garden Student both before and after receiving a scholarship.
- "Letter from a MOJA Garden Student" – Read a letter from a student expressing her dreams and the influence of education on her life.
- "A Day in Her Shoes" – Compare a typical day for a girl before and after receiving support, illustrating how education changes everything.

### 3. Ten Fun Themes for Your Gatherings

Host your event any time and even host multiple events a year. The best time, of course, would be during March when International Women's Day is celebrated in many parts of the world.

- "Legacy & Lattes" – Coffee & conversations about creating impact.
- "Sip & Support" – A cosy evening with wine & giving.
- "HerStory Night" – Share inspiring women's stories
- "Power & Purpose" – A guest speaker on leadership & education.
- "Brunch for a Cause" – A casual gathering with purpose.
- "Sisterhood Under the Stars" – Outdoor dinner & storytelling.
- "Music for Change" – Live music & fundraising.
- "Film & Fund" – Watch a documentary on girls' education.
- "Letters of Love" – Write encouraging letters to scholars.
- "Give Back Birthday" – Celebrate a birthday by raising funds!

### 4. Ten Fun & Aspirational Event Ideas

- Legacy Circle Garden Party – A backyard event with music & cause-driven games.
- Virtual Challenge – Walk, run, or cycle for education.
- Vision Board Night – Create personal & impact-driven goals.
- Cooking for a Cause – Potluck dinner with donations.
- DIY Craft Night – Make handcrafted items for auction.
- Trivia Night – Education & empowerment-themed quiz.
- Silent Auction – Gather donated prizes for a bidding event.
- Corporate Match Challenge – Double donations through company matching.
- "No-Gift" Celebration – Encourage donations instead of birthday gifts.
- Mother-Daughter Giving Circle – Engage young girls in the movement.

Do you have other fun and interesting event themes and ideas?

Drop us a mail at [membership@moja.earth](mailto:membership@moja.earth)



## Next Steps & Ongoing Support

- ✓ Need help? Book a call with a MOJA team member at [connect@moja.earth](mailto:connect@moja.earth)
- ✓ Stay connected! Join our exclusive WhatsApp Legacy Circle group for updates. We will send you a link as soon as you register your Legacy Circle.
- ✓ Receive your MOJA Garden Students' story & impact updates every trimester, along with all your other MOJA perks.
- ✓ Spread the word about MOJA's vision and mission.
- ✓ Most importantly, enjoy the MOJA Legacy Circle Experience, make it special and memorable!

Thank you for being part of something extraordinary.

With your Legacy Circle, You are creating more than a fundraiser— you're creating a movement.

Let's gather, give, and grow together.

**#MOJALegacy #EducationChangesEverything**