Welcome to PaperSeed’s first annual Run to Raise! Whether you signed up to race solo, or are fundraising as part of a team, we want to welcome you to the international community that is joining with us to help raise funds for kids affected by the COVID-19 education crisis. Together, we are a global coalition with boundless potential to change the world.

**IMPORTANT DATES TO REMEMBER**

Race result submissions open: September 12th  
Race result submissions close: September 27th

**HOW TO COMPLETE A VIRTUAL RACE**

Most people probably haven’t participated in a virtual race (yet), and maybe haven’t done a fundraising race before, but you’ll find it’s very easy to participate!

Now that you have registered, you have between now and Sunday, September 27th to train and complete your chosen event. Because this race is virtual, you can complete your walk, run, bike, or swim anywhere you like. We do encourage you to do a couple of things to have the most fun on race day while staying safe:

- Make sure you wear a mask whenever appropriate  
- Plan out and use your race day route a few times in advance so you are comfortable with it

Your registration includes a printable bib, which you can attach to your shirt on race day to help give you that authentic race day feeling! Medals will be mailed out to everyone who completes their chosen event.

**HOW TO SUBMIT RESULTS**

Race results will be accepted starting Saturday, September 12th and must be uploaded to RaceRoster by September 27th.

When race submissions open, you will receive an email with instructions on how to submit your results. To submit race results, you will have the option to:

- Manually input your time into RaceRoster  
- Sync your phone with the Runkeeper app and have your results be automatically uploaded.
Important: Please consult your physician before starting any new training or exercise plan.

If you are new to walking or running, training apps like Runkeeper and Couch to 5k (C25K) have excellent training plans. Beginners can start with short bursts of interval running or walking and slowly but steadily work up to running or walking for 30 minutes without stopping.

**RECOMMENDED GEAR:**
- Supportive shoes
- Moisture wicking activewear
- Wireless headphones or earbuds
- An armband to hold your phone
- Sunscreen and a hat

**FUNDRAISING BASICS**

Just by signing up for the event, you are helping raise funds to help kids, as 100% of your registration fee goes directly to projects helping kids stay fed, learning, and safe right now. If you would like to do more, your registration includes a personal fundraising page which you can customize and share. If you prefer not to do fundraising, you are by no means obligated to.

When doing peer-to-peer fundraising, your role is to engage your personal networks and bring people into our work. Some easy steps to get started are:

1) **Set a goal:**
Whether you want to raise $100 or $1,000,000, setting a goal will help you stay on track!

2) **Tell YOUR story:**
Make your fundraising page your own and tell your supporters why this cause means so much to you.

3) **Share everywhere, and share more than once:**
By sharing your story with your networks on Facebook, Instagram, Twitter, LinkedIn, and any other social network you use, you increase your chances of connecting with potential supporters. Chances are, the people you know are also interested in helping kids navigate the COVID-19 crisis, and your involvement with this cause will give them a direct, easy way to help.

4) **Make it Personal:**
Share pictures or videos of yourself training, write a blog about why education matters to you, or even chronicle your training journey. People are more likely to connect with a cause when there is a human face to it, so don’t be afraid to share why this fundraiser matters to you.

**Nutrition:** Plan to eat a light meal at least 30 minutes before you go on a longer walk or run.

**Hydration:** Make sure you’re well hydrated before heading out the door. If you’re planning to go a longer distance, it’s a good idea to pack water with you.