



a walk/run benefiting the children of Gaza

Participant Fundraising Guide

Thank you for registering for the Gaza 5K walk/run!

Your participation and fundraising on behalf of UNRWA USA advances our mission and our work in Gaza to help children suffering from PTSD and other psychological trauma. This short guide will give you tips and tactics to become a successful fundraiser!

About UNRWA:

The United Nations Relief and Works Agency for Palestine Refugees (UNRWA) provides humanitarian assistance, human development, protection, and advocacy for some 5 million registered Palestine refugees living in the West Bank, Gaza, Syria, Lebanon, and Jordan. Approximately 98% of UNRWA's funding comes from voluntary contributions made by UN member-states and generous donations from private organizations and individuals.

UNRWA USA's Mission:

American Friends of UNRWA (UNRWA USA) is a 501c3 nonprofit organization that supports the work of UNRWA. Our mission is to promote a life of dignity and human development for Palestine refugees by informing the American public about UNRWA's work and generating support for its programs through fundraising, education, and advocacy. All donations through UNRWA USA are tax-deductible.

About the Gaza 5K:

The Gaza 5K is an annual walk/run hosted by UNRWA USA. The event raises funds and support for UNRWA's Community Mental Health Program (CMHP) to support hundreds of thousands of refugee children in Gaza affected by post-traumatic stress disorder (PTSD) and other psychological trauma. We've host this run in New York City, Washington DC, San Francisco, and the LA/Orange County area. This event is a great way for local communities to help us raise critical funds and awareness.

UNRWA's Community Mental Health Program (CMHP):

UNRWA's Community Mental Health Program (CMHP) was established in 2002 to assist Palestine refugees in the Gaza Strip needed help coping with the deteriorating conditions characterized by high levels of violence and economic decline. With a particular focus on children and youth, CMHP helps to mitigate the psychological impact resulting from the prevailing violence, economic hardship and isolation of the Gaza refugee population.

Did you know?

- UNRWA is funded almost entirely by voluntary contributions.
- The Gaza Strip is home to a population of more than 1.7 million people, including nearly 1.3 million Palestine refugees. The majority of the population is under the age of 18.
- Years of conflict and closure have left 80% of the population dependent on international assistance.
- Over half a million Palestine refugees in Gaza live in the eight recognized Palestine refugee camps, which have one of the highest population densities in the world.
- Operating through more than 12,000 staff in over 200 installations across the Gaza Strip, UNRWA delivers education, health care, relief and social services, microcredit and emergency assistance to registered Palestine refugees.
- Since the violence of November 2012, reported cases of psychological trauma in Gaza have doubled. Nearly half of those cases are children under the age of nine.
- The stress of the ongoing blockade, continued conflict, extreme poverty, and increased gender-based violence have produced intense fear, bed-wetting, poor concentration, eating disorders, sleeping disorders, irritability, and hyperactivity in children. If left untreated, these children face the risk anti-social behavior and susceptibility to negative influences, plunging Gaza deeper into despair.
- Through CMHP, UNRWA provides school counseling, group sessions, and even at home counseling for those in need that are unable to travel.
- Since the start of the CMHP in 2002, UNRWA has seen greater academic focus and confidence in the children who have received support.
- CMHP counselor training and community workshops help ensure that counselors and the community are provided constructive psycho-social support, an environment of greater acceptance and helping the kids to receive the respect, dignity, and support they need to become positive, contributing members of Gazan society.

Getting Started

First and foremost, you need to make sure you're registered, you can take care of this at getinvolved.unrwausa.org. Choose your race, and click the register button. A free fundraising page is automatically created when you sign up.

If you're already registered, you can sign in to your account at getinvolved.unrwausa.org. Once you're logged in, you should set a fundraising goal, post messages, describe your mission, and add photos and videos to personalize your page in minutes- this is a great first step to fundraising for the 5K! Our system lets you track all online and offline donations, and provides a way to send customized emails to your friends and family.

Be the first one to donate to your own page- this communicates commitment. Why would anyone contribute to a cause when the person asking for funds has yet to do so? Once you've done this, send your page out to your "inner circle" – your parents, your roommate, your significant other. Then, once you've collected a few donations, send it out to your larger network.

To maximize your success log in at least twice a week to ensure you are keeping up with your fundraising and outreach!

Recruitment

Spreading the word about the Gaza 5K is essential!

As a friend of UNRWA, you can inspire the people around you to commit to helping UNRWA and support your passion to help the children in Gaza. Set personal goals for recruiting members, whether it is one person a week or ten!

Fundraising

Without your fundraising efforts, we could not achieve our mission. Using your personalized page will allow you to connect with the people you know and keep track of your fundraising goals. Whether this is your first time or you are an experienced fundraiser, we know you can do it and we are here to help. In this guide, we share the ability to raise over \$400 in just one week. Remember, it is important to continue evaluating your goals. Challenge yourself, if you have raised funds in the past, try raising \$500 more than you did last year!

Asking for Support

Be confident and remember that simply asking is the number one tool to help you become the most successful fundraiser you can be. You want to encourage donors to give because giving feels good and their donations will improve the lives of children in need. Be sure to share your passion and how you connect to the issue and why this is important to you. There are many ways to ask for support. Know your donors and use a communication method (e.g., email, face-to-face, phone, social media, letters) that you know they actively use.

Send Emails

You can use our peer-to-peer fundraising tool to send out customized emails – this will allow you to easily track your communications. Once a donor gives a gift, you will see a record of that gift on your fundraising page. Additionally, if you send an email to someone and they don't respond, you can easily follow up with them by sending another email. Remember to include your personal story; it's the strongest reason why your friends and family will choose to support you! Here is a sample email:

Dear **[Insert name]**,

On **[insert date]**, I'll be participating in the Gaza 5K walk/run in **[insert city]**. All proceeds will provide counseling to Palestine refugee children in Gaza suffering from PTSD and other psychological trauma. It's going to be a really fun and meaningful event, and I would love for you to join me! You can join my team by registering here **[insert hyperlink]**.

If you can't run/walk with me, you can still take part by making a tax-deductible donation to my fundraising page **[insert hyperlink]**. Together, we can do more for the children of Gaza!

Sincerely,
[Insert your name]

Ask Face-to-Face

Asking for a gift face-to-face does not have to be intimidating. Asking for a donation when you are face-to-face with someone is generally the most successful way to ask for support—so don't be shy, ask away!

Call, call, call!

Don't forget to call people! Your friends and family will appreciate this personal touch. You can also use the phone as a great way to follow up with donors who have not responded to your email requests.

Utilize your Social Media network

Take advantage and utilize your personal social media pages in your fundraising efforts. Facebook, Twitter, and Instagram are quick and easy ways to ask for donations or to ask others to join you at the event! It's important to remember to include a link to your fundraising page in these messages so people can easily click and donate! Always include the **#Gaza5K** hashtag! [Click to see sample Facebook posts and Tweets on our website.](#)

Write Letters

Yes, letters. Some of your friends and family members are old-school and may appreciate the personal touch of a letter. Be sure to enclose a donation form for the event (donation forms can be found on unrwausa.org), so they can mail back a check.

How to raise \$400+ in a week!

Day One: Join our donors and jumpstart your campaign with a gift to your own efforts today. Whether you choose to donate online or by check, your personal gift is important to show others that you are serious about raising funds for UNRWA.

Day Two: Ask 5 family members to donate \$25 each

Day Three: Ask 5 friends (or more family members) to donate \$20 each.

Day Four: Ask 5 co-workers (or career mentors, business partners, etc.) to donate \$10 each.

Day Five: Ask your employer for a \$50 company contribution

Day Six: Ask 5 members of a group, club or organization you belong to donate \$10 each.

Day Seven: Have a fundraiser! Invite people over to tell them why you're participating in the Gaza 5K. Add a few snacks, and they'll be sure to give!

Easy Ways to Fundraise Offline

Keep your fundraising momentum going strong with these unique and fun ideas:

- Theme Parties
- Garage Sales
- Bake/Book Sales
- Car Washes
- Donate Your Services
- Craft Shows
- Potluck Dinners
- Bar/Restaurant Benefit Nights

Remember raising funds should be FUN!

We hope that you have found these tips to be useful. Don't forget to ask for donations, follow up, and thank your donors, and you are sure to be successful!

Thank you for all you're doing for the children of Gaza. We'll see you at the race!