RUN4REFUSHE TOOLKIT

Your guide to making a lifetime of impact.
CALLING ALL ACTIVISTS AND RUNNERS!

We are running (or walking) for RefuSHE all year long! If you’re participating in a 5k, 10k, half-marathon, or marathon, you, your family, and friends can Run4RefuSHE to raise awareness about RefuSHE’s life-saving work for refugee girls and young women living in Nairobi, Kenya.

Our Run4RefuSHE Toolkit will provide you with all the necessary information to set up an individual fundraiser page, join or create a fundraising team, reach your fundraising goal, recruit other runners, and start your own personal training process.

ABOUT REFU SHE

RefuSHE is the first and only organization in Kenya to provide a full spectrum of holistic care for the most vulnerable of East Africa’s refugees: adolescent girls who have been orphaned or forcibly separated from their family. Since our founding in 2008, we have provided direct services to over 3,300 refugee children and youth, and touched the lives of over 18,000 refugee children who have experienced war, the loss of their families and, in many cases, kidnapping, rape, trafficking, unlawful detention and torture.

Through our award-winning holistic model, RefuSHE empowers young women and their children to become catalysts for positive change and leaders within their local and global communities. Our programmatic model includes our safe shelter, case management, education, economic empowerment programs, community outreach, and legal and medical advocacy. Learn more at www.RefuSHE.org

GETTING STARTED

Have you ever wanted to run (or walk) a 5k, 10k, half-marathon, or marathon, but never found the right motivation or time to do so? If so, this is your chance to push yourself to reach a new goal while simultaneously raising awareness and funds for the East African refugee crisis. We encourage you, your family and friends to join our mission and Run4RefuSHE!

Become a fundraiser as an individual, start your own team, join one, or donate to a fundraiser’s team and help us raise $5,000 to support our organization’s growth.

REGISTRATION

To start a Run4RefuSHE fundraiser or join a team, find the race that’s right for you at: http://www.runnersworld.com/race-finder.

Once you have registered for the marathon, half marathon, 5k, or 10k, you can create an individual Run4RefuSHE fundraiser page, create your own team, or join one on RefuSHE’s peer-to-peer fundraiser page (powered by Classy): https://support.refushe.org/Run4RefuSHE
SETTING UP YOUR FUNDRAISING PAGE
As you are getting started, it may help to visit our Run4RefuSHE page at https://support.refushe.org/Run4RefuSHE to see the faces and stories behind our campaign. To join a fundraising team, or create an individual fundraiser or team, click the red ‘Become a Fundraiser’ button at the top of the page. Select your fundraising option ('As an Individual', 'Join a Team', or 'Create a Team') and set up your fundraiser account, profile, and fundraising page! You’ll create your own login information for your fundraiser account and can edit your fundraising page from there! Click ‘Manage’ on the top right hand side of your page to edit your profile information, upload photos and a video, and set a personal fundraising goal for your page. Your personal fundraising goal can be as big or as small as you want. Remember, our collective goal is to raise $5,000!

Your family and friends can join your team by going to the Run4RefuSHE page, clicking 'Become a Fundraiser', and choosing the ‘Join a Team’ option.

HOW TO FUNDRAISE
The best way to generate donations and raise awareness for the event is to share your own Run4RefuHSE fundraiser page. Share your fundraiser page on your social media networks and by word-of-mouth through your friends and family. You can post your page directly on social media using the links on your fundraiser page, and you can also click ‘Manage’ on the top right hand side of your account to access your page's URL. Your fundraising page will allow viewers to make a donation and read about RefuSHE’s empowering work for refugees. Donors can also go to https://support.refushe.org/Run4RefuSHE, click the “Donate Now” button, and search your name or team to credit their gift to you.

Creating a video for your own campaign page, either on your phone or computer, is a powerful way to not only share about the organization and work of RefuSHE, but to also recruit other runners and fundraise for Run4RefuSHE! After recording your video, you can upload it directly to Facebook (instructions at https://www.facebook.com/help/166707406722029) and add it to your Run4RefuSHE fundraiser profile. Make sure to set it to ‘Public’ so your friends can share!

SOCIAL MEDIA
The official hashtag for our Run4RefuSHE campaign is #Run4RefuSHE. Keep us in the loop by mentioning our Twitter handle @weareRefuSHE, Instagram account @weareRefuSHE and by tagging our Facebook page. We love to retweet, comment and share our supporters’ posts!
SAMPLE SOCIAL MEDIA POSTS

No matter what race you’re running, you can tailor these posts to fit your fundraising campaign!

Twitter

- Join me in my #Run4RefuSHE at the [race name] to support @weareRefuSHE!
- Raise awareness for the refugee crisis and achieve your own personal fitness goals at the [race name] with me as I #Run4RefuSHE
- Learn more about @weareRefuSHE & my fundraising goal for the [race name] at [link to your personal fundraising page]
- Reasons why I #Run4RefuSHE: [share personal story for why you support RefuSHE, why you’re running, etc. - can become a series of Twitter posts] [fundraiser page link]

Facebook

- I’m running the [race name] on [date]. Support my run to raise [fundraising goal] for @weareRefuSHE’s transformational work for young women refugees in Nairobi, Kenya! #Run4RefuSHE [fundraiser page link]
- Join my team and help us run to reach our goal of [team fundraising goal] in celebration of RefuSHE’s transformational impact! #Run4RefuSHE [fundraiser page link]
- @weareRefuSHE empowers young refugee women. Together, one step at a time, we can make a difference. Help us raise awareness for the refugee crisis by joining our #Run4RefuSHE team at the [race name] on date! [fundraiser page link]
- @weareRefuSHE is hustling to the finish line to raise awareness for our mission. Join our #Run4RefuSHE team at the [race name] and help us reach our goal of [team fundraising goal] [fundraiser page link]!
- Reasons why I #Run4RefuSHE: [share personal story for why you support RefuSHE, why you’re running, etc. - can become a series of Facebook posts]

PERSONAL FUNDRAISING TIPS

- Remember who are you are running for! Your passion for supporting East Africa’s most vulnerable refugee population can inspire others to do their part as well.
- Build a list of potential donors (friends, family, mentors, neighbors, sports club members, doctors, etc). Make sure you set a reasonable, but still ambitious, fundraising goal on your fundraiser page. Be sure to check its progress as you start receiving donations.
- Face-to-face communication is important. Asking for donations via email can be effective, but meeting potential donors face-to-face certainly makes a bigger impact and allows your donors to fully sense your dedication to the cause.
- Personalize your fundraiser profile page with a photo of you and a description of why RefuSHE matters to you. The more personal you make the cause, the more people will feel compelled to donate to your campaign.
- Follow up with those who have indicated they are interested in donating. We are all busy and forget to do things—sometimes a little reminder is all someone needs to pledge a donation to your Run4RefuSHE campaign.
- Always remember to send personal (handwritten or email) thank you notes to your donors!
THANKING YOUR DONORS

Thanking your donors is a crucial part of fundraising and making each donor feel appreciated! Everyone appreciates a personalized thank you, and sending an email from a personal accounts has proven to be the best source of donations. In your fundraiser account, you can save your thank you email message by clicking on ‘Emails’ and choosing the option ‘Thank your donors’. You can also access your donors’ email addresses by clicking ‘View Donors’.

Be sure to regularly check your fundraiser page for donations and send your thank you emails 1-2 days after receiving donations. We also encourage you to add public comments of thanks on donations that appear on your fundraiser page.

A sample thank you email message is below to help you get started.

Dear ____

Thank you so much for your generous gift to my Run4RefuSHE campaign to run the [race title] on [race date]. It is through continued generosity and support by individuals like yourself that RefuSHE can continue to provide transformational support for East Africa’s most vulnerable refugees through our award-winning holistic model.

With your gift, I am one step closer to reaching my fundraising goal of [fundraising goal] to support RefuSHE. RefuSHE sees the potential of each and every one of the young women in its programs. With the commitment of the RefuSHE staff, the courage of its young women and girls, and the support of individuals like you, RefuSHE is building up the next generation of empowered refugee women.

RefuSHE and I are so grateful for your support. Thank you!

Sincerely,

_____

If you would like to know more about RefuSHE’s work, visit www.refuSHE.org.

RECRUITING RUNNERS

Once you have created a fundraiser profile, you can join an existing team, set up your own, or fundraise as an individual. Spread the word about your campaign to recruit more runners, or encourage donations to your team’s or your individual fundraising page.

If you belong to a gym, have a group of friends that run together, or a yoga buddy, let them know of the great cause that you’re running for. Spread the word around your office and have anyone who seems interested to check out the Run4RefuSHE page at https://support.refushe.org/Run4RefuSHE
TRAINING

Use the Nike + Run Club Schedule (or any training tool you prefer)! to register for group runs and fitness classes. Simply click ‘Book’ and register for Nike+ if you are not already signed up. Each event provides all the information about the Run Club, intensity of the runs and what to expect from the training session. Check out Nike+ Run Club’s comprehensive runner’s guide ‘Ready Set Go’ to introduce you to running basics, how to train with Nike, set personal goals and prepare yourself for marathon running.

Apps:

Nike+ Training Club: Download via the App Store or Google Play to work virtually with Nike’s Master Trainers. The motivational app features various levels of workouts, tracks your progress and pushes you to power through your workout.

Runner’s World Go: This app provides tracking tools, features weather/gear recommendations, expert tips and encourages you to keep up your pace.

Run Keeper: The app features training plans from expert-level coaches, tracks your running distance, path and progress, and allows your competitive side to come out by sharing activities with your social networks and seeing how you compare to your friends.

THANK YOU

Thank you so much for supporting the young women and girls RefuSHE serves!

Questions? Concerns? Ideas of other tips to include in this toolkit? Email us at takeaction@RefuSHE.org!