

JAMES W. FOLEY

FREEDOM RUN



TEAM CAPTAIN



TOOLKIT

WELCOME!

Thank you for so generously offering to organize and lead a James W. Foley Freedom Run/Walk Team! To help make your Freedom Run/Walk as easy and as much fun as possible, we are providing you with this helpful guide. Our goal is to help you have the most successful and enjoyable virtual event you can! We are so excited to have you on board!



#WeRunForJim in Geneva

Purpose of the James W. Foley Freedom Run/Walk

- To promote the James W. Foley Legacy Foundation, in remembrance of Jim, a committed American conflict journalist, compassionate teacher/mentor and humanitarian, who aspired to live a life of moral courage.
- **Our Foley Freedom Run goal is to inspire moral courage one person at a time, remember all who have died to keep us free, raise funds for the James W. Foley Legacy Foundation, and provide an opportunity for people to come together to protect freedom.**
- Funds raised will be used to:
 - **“Inspire moral courage one person at a time”** through the use of *Jim: The James Foley Story* documentary, panel discussions, and engagement with students.
 - **Advocate for the safe return of all American hostages**, for their families, for research on current American hostage policy and for the increased safety and equity of freelance conflict journalists.
 - **Protect press freedom and freelance conflict journalists** through safety training and education.
 - **Educate the public** regarding the silent crises of hostage taking and threats to press freedom; and students of journalism on preventative safety measures through the James W. Foley Safety curriculum.

By becoming a Team Captain, you are directly impacting our mission!

Step One: Registration

- Complete the registration by answering each important question!
- Pay your Registration Fee
- Once completed, you will be asked if you would like to become a fundraiser.
- **Please click the box associated with "Fundraiser". NOTE: If you would like to JOIN OR CREATE A TEAM and be a team captain, you MUST register as a "Fundraiser"**
- You will then be asked to Select "Join or Create Team"
- Select "Join" to become a member of an existing team or "Create" to start your very own team!
- When creating your own team, upload pictures, tell your story, and share with friends, family and coworkers!
- Recruit team members!
- This is where you will keep track of your Foley Freedom Team members and your Team's fundraising progress.

Step Two: Planning Your Foley Freedom Run/Walk

- If you are a **virtual team**, determine a **location** to have your Foley Freedom Run/Walk.
 - Choose a safe area to meet and run/walk, like a park, walking path, or track.
 - Your Foley Freedom Run should not require a permit in **most** locations.
 - You do not have to use official timing equipment or keep the official finishing times of the runners/walkers. Please feel free to use the resources you have available that best suit your needs.
 - Your Foley Freedom Run/Walk does not have to be 5K in length, and you are more than welcome to shorten or extend the distance depending on who is participating.
- Decide on the **time** of your Foley Freedom Run.
 - You can have your local run any time that is appropriate.
 - If you want to host an event before or after your Foley Freedom Run/Walk, be sure to make the proper arrangements, as well as inform the members of your Team and others who may want to watch or donate.
- Important things to remember.
 - Above all else, The Foley Foundation wants you to have a fun and meaningful Foley Freedom Run experience! This is meant to be an opportunity to come together as friends, family, and community and have a fun time with one another.

- Our Foley Freedom Run/Walk is designed for all ages and all running or walking levels. It does not matter how quickly people complete the race or if some runners or walkers cannot do the whole distance. All participants are welcomed!

Step Three: Recruiting and Fundraising

- As a Team Captain, you will want to recruit friends and colleagues to join you in building your Foley Freedom Team and reaching your fundraising goal. Get creative with your fundraising page!
- As Team Captain, we will send run T-shirts to YOU to distribute to your **registered** participants. It's important to register early online so your team members receive their shirts! **(NH & DC team captains, your shirts will be provided on location)**
- Consider if there are Foley Freedom Run/Walk Teams in your area that you want to collaborate with. We will help you with this part!
- Social Media
 - Share your Fundraising Page and poster on Facebook, Twitter, etc. to help fundraise and advertise your Foley Freedom Run/Walk.
- Local Media
 - As Team Captain, feel free to contact your local media newspaper or TV and let them know you are having the event. It may help you find more teammates and/or people who would like to donate toward your fundraising goal.
- Collecting Donations
 - You and your Team should come up with a fundraising goal and ways to reach that goal. Do you want to ask for sponsors or do you want to host an event like a bake sale? The possibilities are endless!
 - You may find people who want to support the James W. Foley Legacy Foundation and your Foley Freedom Run/Walk but may be hesitant to join as a runner/walker. In this case, encourage them to donate to your local run.
 - Encourage people to donate by texting **FreedomRun** to 71777.
 - If people donate cash or checks at your Foley Freedom Run/Walk, please send those donations directly to our office. We will enter those donations offline for you! Please send checks or cash to:

James W. Foley Legacy Foundation, PO BOX 1678, Rochester, NH 03867

Step Four: Captain Responsibilities in October

- About 2-3 weeks from race day (early October) we will mail all your team race shirts to you (the Team Captain) to give out on the day of the race.
- Make sure everyone knows when and where your Foley Freedom Run/Walk is taking place, as well as where you will be hosting an event or outing if you so choose.

- Consider watching *Jim, The James Foley Story* documentary prior to your Foley Freedom Run to inspire your runners.
- Post photos of your Team on social media and share your Foley Freedom Run/Walk experience and how much you raised! This will give you an opportunity to connect with other Foley Freedom Teams all over the world!
 - The Foundation would love to see any posts or photos of your Foley Freedom Run/Walk! Please tag us on social media to share your experience and fundraising successes!
 - **Facebook:** James W. Foley Freedom Run, #irunforjim.
 - **Twitter:** Foley Freedom Run, #irunforjim.
- Feel free to reach out to Run Coordinator Amy Coyne with questions concerning the Foley Freedom Run/Walk (contact information included below).

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James W. Foley Freedom Run/Walk Coordinator

