

# SOLO RUNNER GUIDE

EDEN'S RUN 5K

PREPARED FOR YOU BY



**OPERATION**

**BROKEN SILENCE**







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# CRUSH YOUR PERSONAL GOAL

Registering was the hardest part! Now that you've done that, let's knock out your personal fundraising goal. This is the best way to move our cause forward and, by doing this now, you won't be frantically playing catch-up on race weekend!



## GET PSYCHED!

Know who you are running for! Go to your fundraising page to watch a video and read a little about the teachers and kids in Yida Refugee Camp.



## SET ASIDE 15 MINUTES

The biggest mistake runners make is throwing their fundraising page up on social media and expecting people to give...and then nothing happens. Avoid the disappointment! Set aside 15 minutes to do this right.



## NOW CRUSH YOUR GOAL!

We have [a step-by-step guide on our blog](#) that will help you crush your personal fundraising goal. Use your 15 minutes to knock out each step! Seriously, you'll be amazed how quickly you exceed your goal.

We also have [some fun social tools you can download](#).



**GO TO OUR BLOG**



# PREPARE FOR YOUR RUN

Now that you've knocked out your personal fundraising goal, it's time to prepare for the run week.

## MORE EVENTS, STRAVA, & FACEBOOK

We'll be doing inspiring things in the days leading up to race weekend, including a virtual film screening! Keep an eye out for emails from us.

Also, be sure to go ahead and join our [Strava Running Club](#) and [Facebook group](#).



## HAVE SOME TIME ON YOUR HANDS?

You can help Eden's Run 5K grow for the teachers and kids in Yida by helping a friend register for the run, just like you did!

Copy and send this link to the ticketing site and ask if they'd like to join you:

<https://fundraise.operationbrokensilence.org/edensrun2021>



## REVIEW THE PLAN FOR YOUR RUN

Don't get caught off guard on the day of your run! There are a few things you'll do before and after you run. You'll review what you will do on race day in the next section.



# WELCOME TO RUN WEEKEND

The big weekend is finally here. November 12-14. You have exceeded your \$75 fundraising goal. Awesome!

Now it's time to come together for a massive three days of running and community fundraising. We all may be apart, but not even a pandemic will keep us from working together for the teachers in Yida.

Here's what every runner is doing this weekend to double our collective effort. It's what you'll be doing too.



## INSTAGRAM STORIES

Before you run, post a video to your IG stories sharing about the cause you are running for. Here is a template you can follow:

*Hi everyone, I'm running a virtual 5K today, and I need your help!*

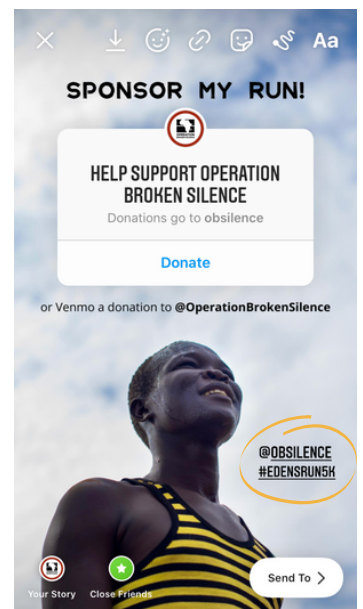
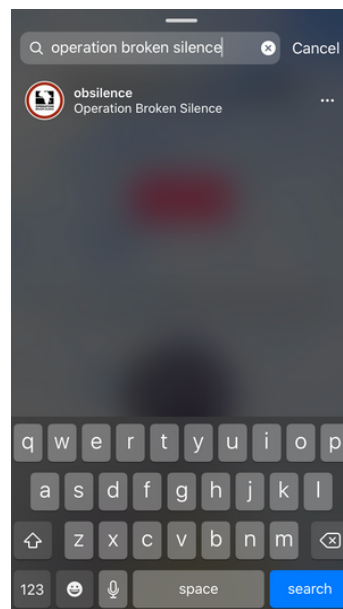
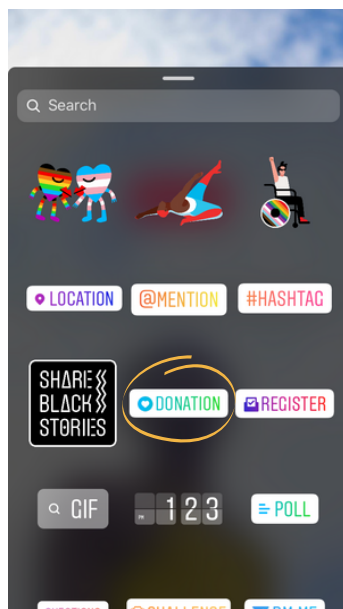
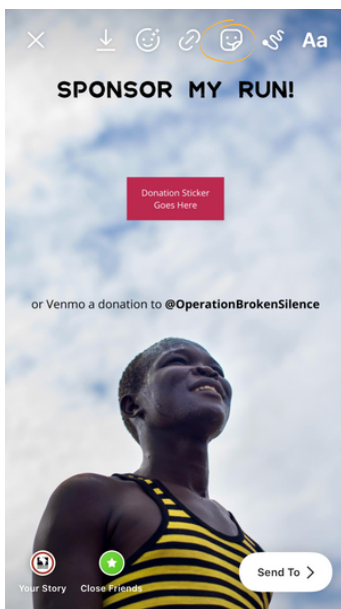
*Today, tens of thousands of people living in Yida Refugee Camp cannot go home. They fled from war in the Nuba Mountains of Sudan. Many of their homes were destroyed, and they lost precious loved ones.*



*But they are not alone. Operation Broken Silence is a nonprofit organization helping them navigate this difficult time by providing funding for brave teachers and kids at two incredible schools in Yida.*

*Will you sponsor my run by making a small donation on my next post? Every little bit helps right now. Together, we can help these people in need.*

Next, [download this photo](#) to post to your IG Stories. Then tap the sticker icon, then the donation icon, then search for *Operation Broken Silence*. Tag @obsilence and use #EdensRun5K. Now people can easily give!





## FACEBOOK POST

Then, copy/paste this into a Facebook post:

*Hi everyone, I'm running a virtual 5K today, and I need your help!*

*Today, tens of thousands of people living in Yida Refugee Camp cannot go home. They fled from war in the Nuba Mountains of Sudan. Many of their homes were destroyed, and they lost precious loved ones.*

*But they are not alone. @Operation Broken Silence is a nonprofit organization helping them navigate this difficult time by providing funding for brave teachers and kids at two incredible schools in Yida.*

*Will you sponsor my run by making a small donation? Every little bit helps right now. Together, we can help these people in need:  
<https://fundraise.operationbrokensilence.org/give/342870/#!/donation/checkout>*

## NOW IT'S TIME TO RUN!

Have fun and stay safe out there. Don't forget to social distance from those around you. Feel free to share a little of your run on Instagram and tag @obsilence so we can see and share you in action!



# GIVING THANKS & NEXT STEP

You did it! You completed the *Eden's Run 5K*. Awesome! There are just two things left for you to wrap up.

## SAY THANK YOU

You've probably been thanking your donors along the way, but give one last shoutout online. Express your heartfelt gratitude for what we accomplished!



## TAKE YOUR NEXT STEP

Operation Broken Silence and our Sudanese partners are in the fight for a better Sudan for the long haul. Our mission is going to take a lifetime to accomplish. We need all the help we can get.

Thankfully we have an elite group of supporters who are helping us move the needle forward.

*The Renewal* is our family of monthly givers who never stop fighting for change. They give automatically each and every month, sustaining a consistent flow of money and resources to the teachers in Yida. Signing up only takes a minute and comes with perks.



**JOIN THE RENEWAL**



Need anything? Don't hesitate to reach out:

**CONCIERGE@OPERATIONBROKENSILENCE.ORG**



# EXTRA WAYS TO HELP

If you're looking to go really big with *Eden's Run 5K*, that's awesome! Here are two additional ways you can help out:



## RAISE YOUR FUNDRAISING GOAL

\$75 raised is just the minimum required to run. Why not go bigger? Login to your fundraising page and raise your goal higher. Heck, shoot for \$250!



## START YOUR OWN TEAM

Want some of your friends and family to join you in the run? We can start a fundraising team for you, make you the captain, and then you can invite people to register through your team! This is the fastest way to exponentially grow your impact.

Have another idea or questions? Say hello:

**[CONCIERGE@OPERATIONBROKENSILENCE.ORG](mailto:CONCIERGE@OPERATIONBROKENSILENCE.ORG)**