

# TEAM CAPTAIN GUIDE

EDEN'S RUN 5K

PREPARED FOR YOU BY



**OPERATION**

**BROKEN SILENCE**





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# CRUSH YOUR PERSONAL GOAL

Let's take care of your personal fundraising goal first. It'll make recruiting runners easier! You can point to your personal success to anyone who feels a little nervous about fundraising.



## 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**



# RECRUIT YOUR RUNNERS

Now that you've knocked out your personal fundraising goal, it's time to recruit some runners!

Fundraising makes some people nervous, but you've already seen how easy it is. *You're now in a prime spot to recruit runners because you've already done what you are asking them to do.* Let's get started!



## MAKE SURE YOU HAVE A TEAM PAGE!

Your runners will sign up through your team page. If you didn't start one when you registered, we can make one for you! Reach out to us at:

[concierge@operationbrokensilence.org](mailto:concierge@operationbrokensilence.org)



## ASK CLOSE FRIENDS FIRST

Your best friends are the most likely to say yes. Text them the link to your team page and see if they are interested. All they have to do is hit the *Join Team* button to get signed up!



## ASK RUNNERS SECOND

You probably know a few runners! Share your team page with them and ask if they would like to join.





## GET YOUR TEAM MEMBERS TO RECRUIT

A fast and easy way to double your team's size is to get each of your runners to recruit one person.

If you have questions, need some help, or just want to chat, reach out:

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

# PREPARATION

Now that you've recruited some runners, it's time to prepare your team for the weekend of November 12-14.

## SCHEDULE YOUR TEAM'S TORCH-PASSING

This will be the most fun part of run weekend! Your team members will run at different times and virtually "pass the torch" to each other on social media! [Download our easy-to-use form here.](#)



## REVIEW YOUR PERSONAL RUN PLAN

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.



## KEEP AN EYE OUT FOR A MESSAGE

As we get closer to event week, we'll email you some final details and additional activities your team can join, like a virtual film screening!





# ACCOMPLISH YOUR RUN

The big weekend is here. You've hit your fundraising goal, have an amazing team of runners, and their torch-passing schedule is in place. Way to go!

Now it's time for your team to accomplish your run. You're about to double your impact with some last-minute fundraising too. We hope you're ready to improve the lives of the teachers in Yida with us!

Let's start with what you and each of your runners will do.



## INSTAGRAM STORIES

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

*Thanks (insert name)! Hi everyone, I'm running a virtual 5K today, and I need your help!*

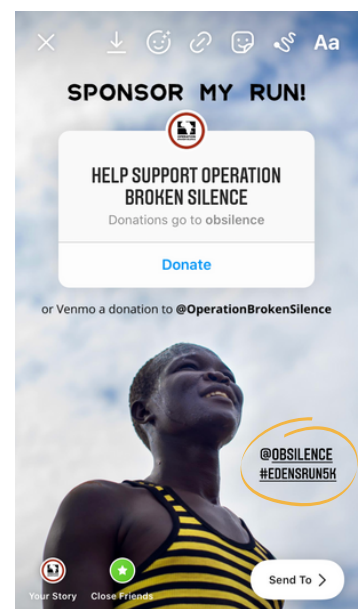
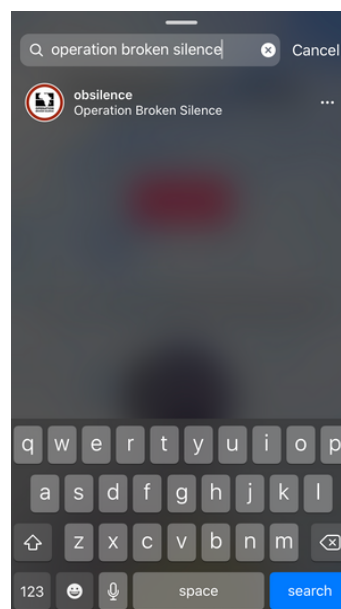
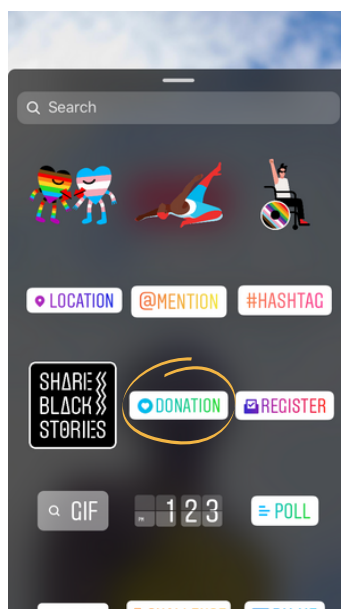
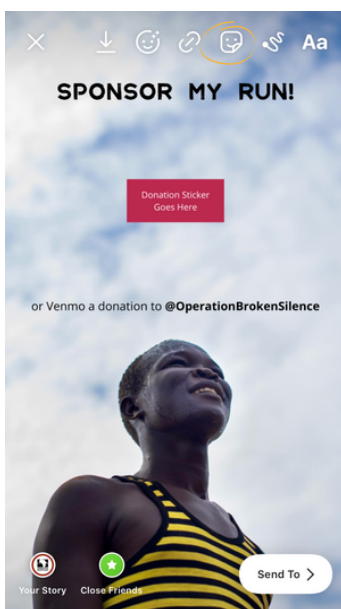
*Today, tens of thousands of people living in Yida Refugee Camp cannot go home. They fled from war in the Nuba Mountains of Sudan. Many of their homes were destroyed, and they lost precious loved ones.*



*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!



## AT THE END OF YOUR RUN

At the very end of your run, it's time to do a virtual "passing of the torch" in IG stories! Here's how it works:

1. Thank everyone who gave!
2. Encourage those who haven't given to the teachers in Yida to do so now.
3. Give a shoutout to the next runner! Be sure to tag them, @obsilence, and include one last donation sticker.

## CHECKING IN ON YOUR TEAM

As your team progresses through their schedule, be sure to check in with each one of your runners to make sure they're staying on track. A quick text to see if they're ready and asking how things went will do the trick!





# 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 runners and donors along the way, but give one last shoutout online. Express your heartfelt gratitude for what they helped you accomplish!



## 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**