

3rd Annual Move to End Hunger Toolkit

The
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Welcome

One thing we know is true, ending hunger starts with people! At The Hunger Project, we have been working for over 40 years to create a world free from hunger through sustainable, grassroots, women-centered strategies. Every day, when we work together, we are one step closer to realizing our vision of a world where every woman, man, and child leads a healthy, fulfilling life of self-reliance and dignity. None of this is possible without the partnership of people, without YOU!

We are about to embark on an exciting new adventure for our movement, with a commitment to **Move to End Hunger**. Our entire community, investors, friends, staff, FeelGood students, and alumni will come together throughout the month of April to take on the audacious goal of raising \$25,000 for The Hunger Project.

How could \$25,000 transform the world? I'm glad you asked! **\$25,000 could train 100 young entrepreneurs in Africa**. Through this experience, Youth Entrepreneurs attend skills development workshops alongside their peers in which they learn to create and manage income-generating opportunities. The skills learned are taught in partnership with entrepreneurship and business management. This training program connects young entrepreneurs with their contemporaries, building networks that create opportunities for life-long success and self-reliance.

This guide has everything you need to know to be successful, from how to register and fundraise, to how to spread the word using effective social media strategies and important dates. The sooner you register and start, the sooner we'll reach our goal!

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Please reach out to us with any questions you might have, at investorengagement@thp.org.

Let's get moving!

Event Details

This event is a chance for you to leverage exercise for more than just your own physical health, it's the opportunity to transform the way you move into a global impact!

It's simple, follow the instructions below and your small steps will have a big impact.

1. [Register](#) for the event
2. Declare your personal fundraising and movement goals
3. Enroll your community to donate to your peer-to-peer fundraiser
4. Track and log your activities
5. Use this toolkit for creative ways to engage your community, friends, family, and campus to end global hunger.
6. Be ready to start on April 1!

Everyone is welcome to participate!

Getting Started

Signing Up

Register at: <https://www.charityfootprints.com/movetoendhunger2023/eventdetails>

How to Register

1. Click the Register button and create your account.
2. Choose your primary movement activity. You'll be able to track miles moved through any activity, not just this one, and you can adjust your goals after your

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setup is complete.

3. Select your registration level
 - Free - Everyone is welcome!
 - \$15 - Cover the cost of your registration.
 - \$30 - Pay it forward! Cover your registration and help us keep the event open to everyone!
4. Upload a photo and provide a shipping address for your Blender Bottle.
5. Invite people to donate to your fundraiser or ask them to join you in fundraising. You can do this step later as well.
6. Once your fundraising page is set up you can use the menu options to make edits, change your goals, invite others, join or create a team, and link a fitness device.

Track Your Progress

1. You can track your workouts by setting up your [devices \(Fitbit, Garmin, Apple Watch, Google Fit, Misfit, Strava\)](#), or download the Charity Footprints' [iOS](#) or [Android](#) app and track your workouts toward this campaign.
2. If you work out indoors (treadmill, elliptical, stationary bike, etc.), you can [upload your workouts here](#).
3. Who can I contact if I need help?
<https://www.charityfootprints.com/contact>

Join a Team

1. While registering for the campaign, select the team you'd like to join or create a new team and invite others to #GetFitGiveBack with you.

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2. If you want to join a team (or create your team) after registration, log in to the campaign site and you would find a link to edit "My Team" in the menu under your profile in the header.
3. If you want to join a team (or create your team) after registration, log in to the campaign site and you would find a link to edit "My Team" in the menu under your profile in the header.
4. You can switch teams at any time.

Engagement & Social Media

Share your personal story!

We are thrilled to have you as partners in this month of movement and education, and we want to make sure that you are empowered to get the word out to your audiences on social media. By sharing your journey, you will generate excitement about the end of hunger, and be part of a truly global story of action!

In the resource toolkit, you will find some sample Instagram graphics and templates you can edit. When posting, also keep these tips in mind:

- The official event hashtag is **#MoveToEndHunger**. Please include it in each post you make so we can create a digital archive of all of the event content! Other hashtags to include:
 - #TheHungerProject
 - #EndHunger
 - #MoveItMoveIt
 - #EndHunger2030
- Please tag **@globalhungerproject** in each of your posts and if you are part of the FeelGood community make sure to tag **@feelgoodofficial!**
- With their permission, tag the individuals included in the photos you share!

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- Here are some key considerations when crafting your online messages:
 - **Do not use the word *donation*.** Because The Hunger Project engages local governments and community members as co-equal partners in their work of creating self-reliant communities, more accurate verbiage is an **investment**.
 - **Do not use the word *help*.** Because The Hunger Project is founded on the operational principle of “Partnership, Not Charity”, the word “help” can perpetuate outdated notions of resource-poor regions and communities needing the charity of Western countries. In reality, communities experiencing chronic persistent hunger are more than capable of creating the lives they want for themselves. The Hunger Project is a partner in unleashing the funds and potential necessary to do so!
- **Share your content with us.** We already know that you are going to be sharing some incredible stories during the course of this movement-wide fundraiser, and amplifying your voices to The Hunger Project and FeelGood’s larger networks is a top priority for us. Tag **@globalhungerproject** in your Instagram stories and posts and if you are a FeelGood student or alum make sure to tag **@feelgoodworld** too! We’ll keep track of your posts and share them on our platforms.

Fundraising

Move to End Hunger Ultimate Goal: \$25,000

- Create your own goals for
 - Fundraising
 - Miles

Who to Ask?

- Personal Networks
 - Family
 - Friends
 - Co-workers

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- Community groups
- Neighbors
- Local Companies

Garnering Support: Tips & Tricks

Here are some tips and tricks to help you garner from your friends, family, coworkers, etc. to support *Move to End Hunger*.

- Make your ask in person, over the phone, on social media, through personalized notes, emails, text messages
- Make your request compelling and engaging
- Tell a story when asking for support
 - Share about someone specific who is impacted by The Hunger Project, why you care about The Hunger Project, what ending hunger means to you, etc.
- Provide information upfront that will make the need for support urgent
 - State the cause
 - State the fundraising goal
 - State the deadline
- Ensure submitting their donation is easy
 - Make sure it's clear and easy how people can submit their donation
- Thank your supporters in multiple ways, show this is about a relationship, not just money (even if it is for a worthy mission)
 - When they make their donation
 - At the campaign deadline

Activity and Movement Inspiration

Are you looking for creative ways to move not just your body but also your community? We're excited to share a few ways you might think outside the traditional ways of moving like walking, running, or biking to be inclusive of all the movers and groovers in your life. Find even more ideas [here](#).

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Arrange a Tournament: Basketball, volleyball, ultimate frisbee, video games, etc. Who doesn't love leisure sports? Badminton, tetherball, pickleball, bocce, frisbee golf, extreme croquet, glow frisbee, obstacle courses, and zombie tag. This also can include board games and virtual games as well. Think of a game that is fun, but that everyone can play.

Step 1. Announce your event: Send out an invitation to friends via email and Facebook (other social media), drop off fliers at a local coffee shop

Step 2. Have registered participants pay a small fee to join—you would be surprised by the amount of money that you can raise even if each participant pays only a few dollars. Think about how many people could play, and adjust the entry fee accordingly (for example, if there are 30 players each paying \$5, you've just made \$150!).

Step 3. Try to find a sponsor that will donate a prize to the winner. Ask a bakery for a donated cake, see if a masseuse would provide a massage, or make a thrift-store mystery trophy.

Mowing for Hunger: For much of the country, spring is the season of clean-up. Stray sticks and stones have wandered into yards, and the grass—having finally escaped the snow—looks unruly as ever. Take the burden off of your community and advertise a lawn maintenance and clean-up service in exchange for donations.

Step 1. Ask your friends and neighbors if they need help with mowing their lawns and ask for a fee. [Here](#) are tips for how much to charge for mowing. You can always set your own pricing as well.

Step 2. Sign up on the “Move To End Hunger” platform and log how many acres you mowed or how much time you spent.

Step 3. Send us the pictures and tag us #MoveToEndHunger, #MowToEndHunger and @globalhungerproject in your post.

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Earth Day Clean-Up: Go out into your local environment whether it's city streets, the beach, the forest, or your neighborhood, and collect as much trash as you can. Measure how many bags you filled and/or how much ground you covered. Remember to wear protective clothing and gloves! [Here](#) are some tips!

Step 1. Choose a region or area you would like to clean up and invite people to join you.

Step 2. Ask for a small fee to the volunteers who can join the clean-up against plastic pollution, unsustainable land practices, and water pollution. Sign up on the “Move To End Hunger” platform and log your results.

Step 3. Send us the pictures and tag us #MoveToEndHunger, @globalhungerproject in your post.