



**OPERATION**  
**BROKEN SILENCE**



## **EDEN'S RUN 5K**

*TEAM CAPTAIN RECRUITMENT & FUNDRAISING PACK*

If you haven't actually started your team fundraising page yet, but already registered for the [Eden's Run 5K](#), shoot Audrey Tetzeli a quick email [atetzeli@operationbrokensilence.org](mailto:atetzeli@operationbrokensilence.org). She can start your team page and add you as the captain. The awesome benefits of having your own fundraising team is that you get to decide who comes to the race. Whenever someone hits *Join Team* on your team page and completes the process, that means they've secured their spot at the 5K!

We want your Team Captain experience to be as smooth possible. This packet has some easy-to-use recruitment and fundraising resources in it to quickly organize your efforts.

### **TRACKING SHEETS**

*Ticket Tracking Sheet:*  
easily see who you have invited to join your team and attend the 5K.

*Donor Tracking Sheet:*  
easily see who you have asked to give to your personal fundraising page. This is a tool you can give to your fundraising-entry team members as well!

### **RECRUITMENT FORM**

The *Join Me* form has some information about our mission and the 5K, as well as easy registration instructions.

Just add the link to your fundraising team, print, and hand them out to people you've added to your *Ticket Tracking Sheet*!

### **TEMPLATES & TIPS**

We've included a few email and social media templates you can use to get your friends to register or donate.

And finally, we provide some general fundraising and recruitment tips our previous team captains wanted us to pass along to you!



# Ticket Tracking Sheet

Here you can write down the list of people you want to reach out to about buying tickets and track who has followed through! We recommend filling in as many name slots as possible before sending out emails, texts, and calls once a week!

	Committed to buying?			Follow up			
	Yes	No		Week 1	Week 2	Week 3	
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					
Name: _____	<input type="checkbox"/>	Purchase Date: _____					





## JOIN ME AT THE 10TH ANNUAL *EDEN'S RUN 5K!*

**Operation Broken Silence** is a Memphis-based 501(c)(3) nonprofit organization building a global movement to empower the Sudanese people through innovative programs. We create stunning media and events that raise hundreds of thousands of dollars every year for education and medical programs in war-torn Sudan.

On September 21, 2019, this amazing organization I am a part of is hosting the 10th annual *Eden's Run 5K* at Shelby Farms Park. This run supports our education program in Yida Refugee Camp, South Sudan, where we sponsor a top-performing primary school and a new high school for the children living there.

This year, you can get into the run for FREE by joining my fundraising team and raising \$125. The donations you raise will support these two amazing schools. Here's how to do that:

### **1. START YOUR FUNDRAISING PAGE**

Visit this link and hit the *Join Team* button!

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### **2. ASK FRIENDS & FAMILY TO GIVE**

Email, call, and text your page asking people to give! Then share it on social media. Repeat until you hit your goal!



### **3. GROW OUR TEAM**

After you reach your goal, you can help our team even further by asking a few of your friends to attend the 5K as well!



### **4. AND IF YOU NEED HELP...**

As your Team Captain, I'm here to help you succeed! Operation Broken Silence staffer Audrey Tetzeli will also be sending you fundraising tips and tools that will help us all reach our goals!



## **EMAIL, TEXT, & SOCIAL MEDIA RECRUITMENT TEMPLATES**

These templates are great for asking friends to register as part of your team or make a donation. We do encourage you to take a minute and edit them a bit to make them more personable and add your own personality to it.

### **EMAIL, TEXT MESSAGE, & FACEBOOK\* FUNDRAISER TEAM RECRUITMENT TEMPLATE**

Hey (insert name here)!

How are you? I wanted to reach out and invite you to join me on September 21, 2019 at Shelby Farms Park for the 10th annual Eden's Run 5K benefiting Operation Broken Silence. OBS is a Memphis-based nonprofit building a global movement to empower the people of Sudan through innovative programs, and this event supports their education program in Sudan. The 5K is on the beautiful Chickasaw Trail, which is beautiful, and after the race we have food, awards, games, and a lot more! I'd love for you to spend the day with me supporting this great cause!

This year, you can get into the 5K for FREE by joining my fundraising team and raising \$125. The donations you raise will sponsor the students and teachers at a top-performing primary school and new high school in Yida and will empower them to create a better future for themselves after being displaced by genocide and war. The staff at OBS will even help teach you the best way to fundraise which makes it really quick and easy, and the best part is it directly impacts the students and teachers in Yida!

Would you be interested in joining my team and coming to the 5K? You can sign up by visiting my page and clicking "Join Team": (insert link to fundraising team)

*\*If you would like to tag us and the event on Facebook, we are @Operation Broken Silence and @Eden's Run 5K 2019*

### **INSTAGRAM FUNDRAISER TEAM RECRUITMENT TEMPLATE**

Hey! I'm reaching out to you today because I wanted to tell you about an awesome nonprofit and event that I'm a part of! @obsilence is a Memphis-based 501(c)(3) nonprofit org that is building a global movement to empower the people of Sudan through innovative programs. We're having our 10th annual Eden's Run 5K on September 21, 2019 at Shelby Farms to benefit their education program in Sudan and I want to invite you to join me! The 5K is on Chickasaw Trail, which is a beautiful course, and after we'll have food, awards, and so much more. The money we raise goes to fund a top-performing primary school and new high school in Yida Refugee Camp. This education program means so much to us and allows students and teachers who were displaced by war and genocide to build a better future!

You can go to the 5K for FREE by fundraising \$125 for these incredible schools! Would you be interested in joining my fundraising team and being a part of this? I'd love for you to join me and fundraising is such an easy way to make a big difference for this program! The link is in my bio to sign up if you want to register! There's also a video that tells you more about the event and organization :)

### **TWITTER FUNDRAISER TEAM RECRUITMENT TEMPLATE**

Hi! I'm attending @obsilence annual Eden's Run 5K on September 21! You should join my team so you can come as well! Deets here: *(insert link to fundraising team)*

## **EMAIL, TEXT, & SOCIAL MEDIA DONATION ASK TEMPLATES**

These templates are great for asking friends to register as part of your team or make a donation. We do encourage you to take a minute and edit them a bit to make them more personable.

### **EMAIL, TEXT MESSAGE, & FACEBOOK DONATION ASK TEMPLATE**

Hey (insert name)!

I'm joining Operation Broken Silence for their 10th annual Eden's Run 5K at Shelby Farms Park on September 21st, 2019 to raise funds for their amazing education program in Sudan. We're sponsoring a top-performing primary school and new high school in Yida Refugee Camp so that Sudanese students and teachers can receive the tools they need to build a better future for themselves after enduring genocide and war.

This is a cause that is deeply important to me because \_\_\_\_\_, so I have set a goal to raise \$125 for these schools. So far I've raised \_\_\_\_\_. Could you help me reach my goal by donating \$25 or any amount you can to my page? You can visit my page here and learn more about the incredible impact these schools are having: (insert link to personal fundraising page)

*\*If you would like to tag us and the event on Facebook, we are @Operation Broken Silence and @Eden's Run 5K 2019*

### **INSTAGRAM DONATION ASK TEMPLATE (place link to personal page in bio!)**

Hey! I wanted to reach out to you because on September 21, 2019, an incredible organization I'm a part of, @obsilence, is having their 10th annual Eden's Run 5K at Shelby Farms Park. We're raising money for our education program in Sudan, which sponsors a primary and high school in Yida Refugee Camp. Through this program, thousands of children are able to go to school, and Sudanese teachers are able to work again after being displaced due to genocide and war.

This cause is so meaningful to me, so I've set a goal of raising \$125 for these two amazing schools and would love your help! Could you make a donation of any amount to my fundraising page? You can visit the link in my bio to make a donation and learn more about why this program is so impactful!

### **TWITTER DONATION ASK TEMPLATE**

Hi! I'm fundraising for @obsilence 2 schools in #Yida Refugee Camp. Can you give \$25 towards my goal? Deets here: (insert link to personal fundraising page)

## TIPS TO GET STARTED!

Once you have your tracking sheets filled out, some recruitment forms printed off, and your templates edited you are ready to go! Here are some final tips from previous captains and fundraisers:

### KNOW YOUR IMPORTANCE

Most of the support we raise every year is not from grantmakers, it's from our movement members. The average donation size to our work in Sudan is only \$35. *You are a leader in our movement.* As you ask people to get involved, know that you aren't just our ambassador, but the ambassador for 24 Sudanese teachers and nearly 1,500 students. It's up to us to get them the support they need.

### BE GENUINE & SMART ONLINE

Mass email blasts won't get you very far and solely relying on social media posts doesn't always work either. Instead of sending out a mass email or group texts, personalize your templates and reach out to people individually. Our top captains and fundraisers in the past have seen the most success by sending one person an email or text or giving them a personal phone call.

For social media, save the bulk of your posts for when you're almost at your goal. That's when people are most likely to give *because they want to be the one* that pushes you across the finish line. When you also have a few donations, you can tag those donors in your social media posts to thank them publicly *and* let your other friends and followers know that they can give to a great cause too!

### FOLLOW-UP, FOLLOW-UP, FOLLOW-UP

Everyone's fundraising experience is different, but our previous captains and fundraisers have all told us one thing: *consistent follow-up gets the job done.* People are busy and things fall through the cracks. It's common to have to ask someone 2 or 3 times to register or give. Getting them to sit down for 1 minute to just do it is the hardest part. Afterwards, they'll wonder why they waited!

### LEVERAGE THE FACEBOOK EVENT PAGE

Here's a little trick we've seen work in the past: *a day or two before you ask someone to register, invite them to [the Facebook event page](#).* That way when you ask them to register there's a good chance they've seen the event and will already be interested.

## TIPS TO KEEP THE MOMENTUM GOING!

### ENCOURAGE YOUR TEAM MEMBERS TO RESPOND TO OUR STAFF!

Every year, we have a few attendees who struggle to reach their goal. 99% of the time they aren't using the resources we send them and aren't responding to our staff. *Fact: we have a full-time Fundraising Enthusiast on staff. Her job is to help your fundraisers succeed.*

If you have a fundraiser on your team who is struggling, ask them if they've talked to Audrey yet. Push them towards Audrey if they haven't been responding to her. She'll gently guide them in the right direction.

### TURN A SAD REGISTRATION "NO" INTO A HAPPY DONATION "YES"

Odds are you are going to ask a few people to register under your team and they won't be able to. They really want to come to the 5K, but they'll be out of town or already committed to something else. This doesn't mean they can't help though! *Why can't they make a donation to your personal page instead?*

As the Team Captain, taking this approach is the best way to both recruit team members *and* reach your personal goal at the same time. Pretty cool, right?

### LEAD BY EXAMPLE

You'll probably be your team's top fundraiser. This is a powerful motivator for your team because:

1. Some people you ask to register may have never fundraised before and are nervous about it. You showing them your success and how easy it was to exceed your goal *is a huge selling point.*
2. Don't forget there are awards for the Top 10 Individual Fundraisers at the 5K. You being out in front sets the bar higher for those really competitive members on your team who want to beat you!
3. You get to talk the talk and walk the walk, or run in this case. See what we did there? We're only asking fundraising-entry attendees to raise \$125 each. When you exceed \$125 on your personal page, you can go back to your team members and ask them to keep going as well. Not for us, but for the teachers and students.

## USEFUL LINKS!

Fundraising Resources: <https://www.operationbrokensilence.org/resources/fundraising-support/>

About OBS & Our Work: <https://www.operationbrokensilence.org/about/>  
Eden's Run 5K Ticketing Site: <https://fundraise.operationbrokensilence.org/edensrun5k2019>

Eden's Run 5K Facebook Page: <https://www.facebook.com/events/288876405076038/>

## AUDREY TETZELI OUR FUNDRAISING ENTHUSIAST

The granddaughter of a Holocaust escapee and Spanish Civil War survivor and the daughter of a Cuban refugee, Audrey grew up in Memphis, TN. Originally a yoga instructor by trade and Facing History and Ourselves alum, her vibrant personality and passion for the Sudanese people inspire those around her.



Audrey empowers and guides our fundraisers, donors, and event hosts in raising more funds for the life-changing programs we support in Sudan and Sudanese refugee camps.

Have questions? Reach Audrey at: [atetzeli@operationbrokensilence.org](mailto:atetzeli@operationbrokensilence.org)