



Health for Life Challenge

HEALTHY AT HOME 2020

Campaign Toolkit - Health for Life 2020

Thank you for your interest in supporting Friendship Bridge's 2020 Health for Life Challenge! We're glad to have you on board! This toolkit is designed to walk you through our annual Health for Life Challenge, which runs from Aug. 1-31, 2020 and benefits [Friendship Bridge](#) and our mission to create opportunities to empower Guatemalan women to build a better life.

In this toolkit you will find:

1. Information about Friendship Bridge and our #HealthyAtHome theme for 2020
2. Instructions on how to Create Your Health for Life Challenge Fundraising Page
3. Help with Choosing a Health for Life Challenge Activity
4. Email Content to Announce your Health for Life Challenge
5. [Social Media Toolkit - Health for Life 2020](#)
6. Information about our [Health for Life Fall Colors Hike](#) [Sept. 21, 2020]
7. Email Content to Send a Final Thank You Email

QUESTIONS? Feel free to reach out to Dana Hayes, Development Coordinator, at dhayes@friendshipbridge.org or 303-674-0717 if you have any questions. We'll be in touch weekly during the month of August to keep you updated on the Health for Life campaign's progress and to give you new weekly content for social media and emails!

Thank you again for your support!

All of us at Friendship Bridge

What is Friendship Bridge?

[Friendship Bridge](#) is a nonprofit social enterprise creating opportunities to empower Guatemalan women to build a better life. We provide microloans, education, and preventive health services to help our clients build resilience and pursue opportunities.

What is Health for Life?

We serve over 32,000 women a year who rarely have access to preventive healthcare, which only perpetuates their lifetime cycle of poverty. To support our mission, we added the [Health for Life](#) program- a plus service partnership with [Wuqu' Kawoq \(Maya Health Alliance\)](#) - to bring health services to our clients, in their language, and with their culture in mind. To support this program and bring awareness to this special work, each year Friendship Bridge raises funds through an online peer-to-peer health challenge.

How is this year different?

This year, your support is more important than ever. To keep COVID-19 from spreading, the government in Guatemala has ordered strict lockdowns, leaving our clients with less access to healthcare, less work, little income for nutritious food, and infrequent community gatherings to share the burdens of stress.

Friendship Bridge changed course swiftly to address the pandemic, launching a [Here for Her](#) campaign to continue serving women who are part of our work with technology and an Emergency Food Relief Program. Now we need to continue that support to help our clients recover and come back stronger than ever.

We are making plans to transition our telehealth program back to the field in rural areas of Guatemala with safety protocols in place as communities open and as travel restrictions are lifted. The Health for Life program will continue with 11 nurses serving in 4 Friendship Bridge branches.

Your Impact: #HealthyAtHome

By creating a Health for Life Challenge, you are not only taking control of your own health, you are also increasing awareness and raising funds to allow us to continue our Health for Life program. This year's theme is "Healthy at Home". As COVID-19 re-surges in the US and continues to climb dramatically in Guatemala, we recognize the importance of social distancing, despite its challenges and frustrations. In a spirit of community, we have developed a program for this year centered around making the best of these situations and focusing on what we as supporters can do from home to focus on our health and wellness.

As a participant, you have exclusive access to our weekly virtual activities: yoga practice, guided meditation through the Calm® app, a delicious Guatemalan recipe, and cleaning challenges to stay COVID-free. Thank you for your support!

Step 1. Create Your Fundraising Page

Becoming a fundraiser in our 2020 Health for Life Challenge is easier than ever! Just go to <https://www.friendshipbridge.org/events> and click on the “Register” button to get started. Next, click on “Register to Start Fundraising.”

1. Register

a. If you are a new Registrant:

- [Click the registration link](#) and fill out your contact information.
- If you are creating a team, select “Yes” and then give your team a name related to your health challenge. If you are joining a team, select “Yes” and then choose an existing team from the dropdown menu. Select the Next button to continue.
- Order Summary Page: Complete the form and select the Checkout button at the bottom. If you would like to begin your campaign by making a donation yourself, complete the form, and select the Submit button. If you would like to make a donation at a later time, simply uncheck the box that says, “I would like to kick off my fundraising efforts with my own contribution.” Then select the Submit button at the bottom of the page. This completes your basic registration. If you do nothing else, a basic page will have been created for you and you can start receiving donations.

b. If you are a returning campaigner:

- [Click the registration link](#) and fill out your contact information.
- When asked, “Would you like to join or create a team?” select “No”, then click Next.
- You can then select “Create an Account” which will allow you to register for the 2020 Health for Life Campaign. **Important:** You must register for the 2020 Challenge even if you registered and participated in previous years.
- On the next page, it will detail that an account is already associated. Click where it says to sign in.
- Fill in your username and password from last year’s campaign, or sign-in using Facebook.

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- When asked which campaign you would like to manage, be sure to select Health For Life 2020.

c. If you forget your password

- Click the “I Forgot” link on the sign-in page
- Open the email sent to you to reset password.
- Select an easy-to-remember password
- Log in and begin your campaign!

2. Check Your Campaign Donations

- You will receive an email confirming your registration, which will include a direct hyperlink to your fundraiser.
- OR go to the web address above, and click “Login to your Challenger Page.”

3. Manage Your Campaign

Thank donors, promote it on social media, post updates on your health challenge progress, customize your page, or change your password.

- From your registration confirmation email, select the Edit link.
- Click “Login to Your Challenger Page.”
- OR use the P2P Fundraising app, which is free to download from iTunes or Google Play.

4. Customize Your Page

- You can go right on from registration to customize your page by clicking the “Complete your fundraising page setup here” button. Or you can do it later.
- If you choose to do it later, select the Edit Page tab from the Manage Your Campaign page (from step 3 above).
- You can change your photo and the message you want to communicate to your friends.

Step 2. Choose a Health Challenge Activity

Here are a few ideas on ways you can prioritize your own health and wellness:

- Exercise 3-5 times/week.
- Make sure you are eating nutritionally dense food. Eat your greens!
- Get enough sleep. Adults need 7 to 8 hours of sleep a night.
- Spend time each day meditating.
- Take multivitamin every day.
- Organize a hike or a bike ride, or run a race.

Wondering what preventive health services you should schedule? Here's a checklist:

In your 20s +

Annual Checkup
Routine Physical Exam
OBGYN / Pap Exam
STI test
Dentist
Dermatologist
Eye Exam
Vaccinations
Dietician

30s, add:

Cholesterol Checks
Blood Pressure Checks

40s, add:

Mammogram
Stress-Echocardiogram
Ophthalmologist

50s +, add:

Colonoscopy
Bone Density Scan

Step 3. Email your friends!

Emailing your friends and family and posting on social media is the best way to get others engaged and excited about Health for Life. Below is a sample email you can send to your friends and networks. Feel free to update the tone of this email to match your writing style but please leave the numbers the same!

Sample Email:

Subject: Why I'm Challenging Myself for Change

Dear [First Name],

[Friendship Bridge](#) is a nonprofit social enterprise near and dear to my heart whose mission is to create opportunities that empower Guatemalan women to build a better life. Their [Health for Life](#) program is designed to specifically counter the common health challenges for their clients by providing health education and access to preventive health services through mobile clinics.

As COVID-19 continues spreading in Guatemala, the government has ordered strict lockdowns to minimize the number of cases and deaths in their country. However, these measures have consequently exacerbated the burdens of Friendship Bridge clients, leaving them with even less access to healthcare, less work, little income for nutritious food, and infrequent community gatherings to share the burdens of stress.

To support them through this crisis, Friendship Bridge launched [telehealth services and an Emergency Food Relief Program](#) to quickly deliver nutrient-balanced food to women and families in need. Now they need continued support to help their clients recover.

In past years, the Health for Life campaign supported expanding the Health for Life program to a new Friendship Bridge branch in Guatemala. This year, they need support in providing individual in-home mobile clinic visits, telehealth services via the phone, and establishing a healthcare phone hotline for their clients.

What they've done so far:

- Since 2015, Friendship Bridge has provided health services to 9,500 clients.
- 11 nurses continue to provide individual in-home mobile clinics in 4 Friendship Bridge branches.
- Nurses promote the health service through phone calls and visit the client's home to deliver mobile health services with safety protocols in place.
- From April-July 2020, Friendship Bridge implemented a telehealth program and provided 5,853 individual phone calls to clients who both have and have not participated in the health program in the past.
- Nurses continue to make telehealth phone calls in August to clients in branches without mobile health services (San Marcos, Huehuetenango, and Nebaj).
- During telehealth calls, nurses provide information about prevention of COVID-19, identify possible COVID-19 cases, provide advice to control chronic illnesses such as hypertension and diabetes and provide follow up to family planning methods.

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- Nurses sent 2,379 clients educational videos about COVID-19 in Mayan languages from April-July 2020.
 - A nurse phone hotline was established for clients and employees of Friendship Bridge to call for support in medical matters related to COVID-19.
 - If nurses detect clients with COVID-19, they are transferred to the project GUATEVIDA, a Maya Health Alliance team of specialized nurses in COVID-19, to provide follow up to clients to treat the illness in-home and advice when it is necessary to visit a hospital.
 - Preliminary results show that clients are more willing to participate in health service right now.

To support Friendship Bridge, I'm doing two things this month:

1. [Activity 1] Example: Hiking Mt. Bierstadt to raise awareness about this program.
2. [Activity 2] Raising funds to support Health for Life to meet the needs of clients during COVID-19 by providing individual in-home mobile clinic visits and providing telehealth services via the phone.

Can you help? My goal is to raise \$1,000 by August 31st

Would you support me in these efforts? Consider donating to my campaign or even start your own! Check out what your donation could provide for women in Guatemala:

- \$60 – Preventive health services for one woman for a year
- \$80 – Two birth control implants
- \$100 – Blood pressure cuff
- \$250 – A portion of health equipment, such as a diabetes testing machine
- \$500 – A laptop for a nurse traveling to rural areas with a mobile clinic
- \$1,300 – Empowers 2 nurses to provide telehealth services to clients for 1 month

Thank you for your support,

[Your Name]

Step 4. Share on social media!

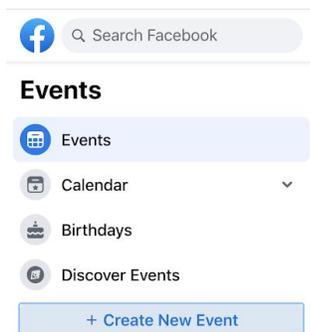
1. Create a Facebook Event for your Health for Life Challenge

For your challenge, are you planning on going on a hike? Taking a yoga class? Or anything else that others could join you on? Then create a Facebook event and get the word out! The benefit of events created on social media is that you can invite people on your friends list, put in a location, and this will expose the event to others who would not have seen it otherwise. What this means is more participants, more donations, and more people learning about Friendship Bridge.!

HOW TO CREATE A FACEBOOK EVENT:

Facebook began rolling out its new design for desktop in March 2020. These instructions are based on the new 2020 design.

1. Go to your personal Facebook profile page (if you have one).
2. Click on the blue Facebook logo at the top left of the page.
3. Click Events, then select '+Create New Event in blue:



4. Select the red 'Public Event' button, then click Next. You will then be able to enter in all the information about your event. Making your event public will spread the word to more people outside of your usual friends circle. Then, enter the information for your event! Be sure to include the date, time, and location, as well as that this is in support of the Health for Life Challenge! In the description, include the link to your personal campaign page asking people to donate if they can't join you for your event. For your event photo, you can [use the banner image for the Health for Life campaign](#) included in our [Social Media Toolkit](#), or upload a photo specific to your event. Click the "Create" button in the lower left corner.

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5. You will then be taken to the event page. Now is the time to invite friends! Click on the “Share” button and select “Invite Friends.” Select local friends who have a chance to make it to your event. You can invite up to 150 people so select wisely! Friends that indicate that they are interested in attending your event will be then exposing the event to all of THEIR friends, so it’s a great opportunity to spread the word! And you’re all set!

2. Social Media Toolkit - Health for Life 2020

The sample below shows how you can **announce** your health goals; however, the best results come from posting **regularly** on social media. To give you some ideas for content, we’ve compiled a separate toolkit specifically for all your Health for Life social media posts.

This month I’m committing to _____ and _____. I’m doing this to promote health and raise \$1,000 for [Friendship Bridge’s](#) Health for Life program, supporting women in Guatemala. Can you support me? Check out my fundraising page to learn more. [\[Include the link to your fundraising page\]](#)

Step 5. Save the Date: Health for Life Fall Colors Hike



Join us either in your location or with a participating group for our annual Health for Life Fall Colors Hike! Check our website for more information, or let us know if you want to organize your own. **Tickets:** <https://friendshipbridge.salsalabs.org/EvergreenFallColorsHike>

Step 6. Send a Final Thank You to Your Supporters

When Health for Life 2020 ends on Aug. 31, thank your supporters right away for helping you raise awareness and funds for women’s preventive health in Guatemala. Let them know how much you appreciate their support!

Sample thank-you email:

Dear Friends,

Thank you so much for supporting my fundraising campaign this month. (Let them know how much you raised) The money we’ve been able to raise will go far in expanding the reach of preventive health services to women in Guatemala. Thank you to everyone who has spread the word and donated. If you’re interested in staying up to date on this health program and what Friendship Bridge is doing to empower women in Guatemala, [sign up for their newsletter](#) at www.friendshipbridge.org!

Thanks again for your support,

[Your Name]

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