



# Health for Life Challenge 2021



## Campaign Toolkit - Health for Life 2021

Thank you for your interest in supporting Friendship Bridge and participating in our 2021 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 Sept. 1 -30, 2021, 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 2021 Health Challenge
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 2021](#)
6. Information about our International Org-wide Zumbathon [Sept. 09, 2021 at 3 PM MT]
7. Email Content to Send a Final Thank You Email

**QUESTIONS?** Feel free to reach out to Dana Hayes, Development Associate, at [dhayes@friendshipbridge.org](mailto:dhayes@friendshipbridge.org) or 303-674-0717 if you have any questions. We'll be in touch weekly during the month of September 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 that empower Guatemalan women to build a better life. We use an innovative and high-impact approach to poverty alleviation by combining the tools of microfinance, education, and preventive health services. We call this Microcredit Plus. As a result of participating in our programs, our clients experience a combination of increased resilience, improved empowerment, and accelerated business development.

## What is *Health for Life*?

Our [Health for Life](#) program provides health education and services to Friendship Bridge [Dreamer clients](#) in rural areas of Guatemala where poverty is the highest and the need is the greatest. In partnership with Wuqu' Kawoq ([Maya Health Alliance](#)), nurses deliver culturally sensitive health services provided via mobile clinics that travel to the villages where our clients live. Each clinic is staffed by female medical staff fluent in the indigenous languages our clients speak. In addition, our monthly Trust Bank meetings cover Non-Formal Education topics related to women's health so that our clients understand their bodies and learn about common health misconceptions.

## What is the Health for Life Challenge?

To financially support this program and bring awareness to our clients' needs, Friendship Bridge hosts an annual fundraiser with our supporters to raise dollars through our online peer-to-peer fundraising platform. The theme and activities differ each year but the mission remains the same.

## How is this year different?

After a year of operating under COVID restrictions, such as lockdowns, travel limits, and reduced capacities, Friendship Bridge is experiencing a 27% increase in participation in our domiciliary Health for Life program clinics. And we are fielding more questions than ever regarding preventive health services. Additionally, misinformation about the COVID-19 vaccine has become widespread and access is unattainable for individuals with literacy limitations and lack of internet access, both necessary for registering for a vaccine on the government website in Guatemala.

## What You're Supporting

With the re-opening of markets and the beginning of a tiered vaccination effort in Guatemala, Friendship Bridge is aiming to:

- Regain full nurse and health program capacity in 4 of our branches, and
- Help facilitate a rebound for our clients by providing COVID-19 vaccine education and vaccine registration assistance.

## Create Your Fundraising Page

To create a fundraiser for our 2021 Health for Life Challenge, just go to [www.friendshipbridge.org/2021-health-for-life-challenge](http://www.friendshipbridge.org/2021-health-for-life-challenge) and click on the “Register” button to get started. Next, click on “Register to Start Fundraising.”

### 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 from the drop-down menu which activity catches your interest this year.
- 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”, and select from the drop-down menu which activity catches your interest this year, then click Next.
- You can then select “Create an Account” which will allow you to register for the 2021 Health for Life Campaign. ***Important: You must register for the 2021 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.

#### c. Forgot your password?

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

## Customize Your Page

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”
- You can continue from registration to customize your page by clicking the “Complete your fundraising page set up 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
- You can change your photo and the message you want to communicate to your friends.

## 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.

## Choose a Health Challenge Activity

This year we are excited to offer multiple ways to help reach your fitness and fundraising goals!



### Activity #1 - Empowerment

*Choose your own activity and take on a 30-day Health Challenge.*

Take on a challenge for one of your own health passions, or choose from this list of 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 multivitamins every day.
- Organize a hike or a bike ride, or run a race.



### Activity #2 - Education

*Give a presentation to an organization/corporation about Friendship Bridge with a focus on the Health for Life program.*

Supporters can host a 15-minute slide deck presentation that was created to specifically address the *Health for Life* program and its impact on the livelihoods of our clients.

- Who: Any audience of your choice. Church groups, book groups, coffee clubs, and workplace philanthropy groups are all great places to start!
- What: → [Health for Life Presentation 2021](#)

- **BONUS;** If your audience likes what they see, feel free to invite them to the Virtual Insight Trip on September 23rd at 10 AM via Zoom to hear firsthand from clients in the program! More info is below!



### **Activity #3 - Access**

*Participate with our staff in Guatemala!*

Join Friendship Bridge employees in Guatemala and the US as we dance our way to our goals with live Zumba from the shores of Lake Atitlan. We'll learn about how virtual opportunities like this one are also used in our Telehealth call centers, and other new technological tools to increase access to health services.

- Where: Zoom → <https://us06web.zoom.us/j/4614628073?pwd=cm9Lc0NGK3YwQzV6c2wzQkpzL0hBUT09>
- Meeting ID: 461 462 8073
- Passcode: mipuente
- When: Thursday, September 9th, 3:00 PM MTN/ 2:00 PM PDT



### **Activity #4 - Services**

*Take on a step challenge to walk further than a facilitator walks in a month to serve our clients.*

Do you have what it takes to keep up with our facilitators and nurses? On top of being educators and trained professionals, these talented individuals are known for being able to navigate the rough roads of Guatemala with their entire office on their back to get to our most remote clients.

- Where: Your home and neighborhood
- How far?: Our facilitators walk up to a mile and a half every day on average, just to provide services to our clients!

## Email your friends!

Emailing your contacts is one of the best ways to get others engaged and excited about your Health for Life Challenge. 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.

This year, after operating under constraints such as lockdowns, travel restrictions, and reduced capacities, Friendship Bridge is experiencing a 27% increase in participation in our domiciliary Health program clinics, and fields more questions than ever regarding preventive health services. Additionally, misinformation about the COVID-19 vaccine has become widespread and access is unattainable for individuals with literacy limitations and lack of internet access, both necessary for registering for a vaccine on the government website in Guatemala.

With the re-opening of markets and the beginning of a tiered vaccination effort in Guatemala, Friendship Bridge is aiming to not only regain full nurse and health program capacity in 4 of their branches but also to help facilitate a rebound for clients by providing COVID-19 vaccine education and registration assistance.

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

1. Example: Hiking Mt. Bierstadt to raise awareness about this program.
2. Raising funds to support Health for Life so that their staff can travel to rural areas of the country to help women learn about the COVID vaccine and get signed up to register online

#### Can you help? My goal is to raise **\${your amount here}** by September 30th

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:

- \$50 – Provides diabetes screening and exam for 1 client
- \$100 – Allows 1 nurse to travel to visit 10 clients for 1 month
- \$500 – Supports hypertension screenings for 10 clients
- \$1,000 – Provides preventive health services to 16 clients for 1 month

Thank you for your support,

[Your Name]

# Share on social media!

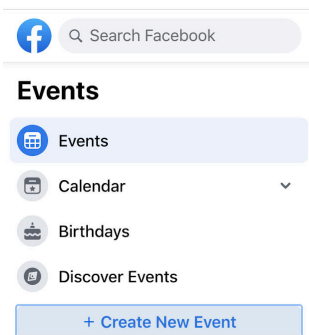
## 1. Create a Facebook Event for your Health for Life Challenge

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 that is specific to your event. Click the "Create" button in the lower-left corner.
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 then be 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 2021

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. [\[Include the link to your fundraising page\]](#)

## Save the Date: Virtual Insight Trip is Sept. 23, 2021

Join us and invite your supporters! We're hosting one last Virtual Insight Trip in 2021, focused on the Health for Life Program! It's a fantastic way to hear firsthand how your support is influencing our clients' healthcare access and education.

- Where: ZOOM:  
<https://us02web.zoom.us/j/87977090017?pwd=eXhYakV5aWlSR3FsdGc2dktNYzRMQT09>
- Time: Sep 23, 2021, 10:00 AM Mountain Time (US and Canada)
- Meeting ID: 879 7709 0017
- Passcode: 329714

## Send a Final Thank You to Your Supporters

When Health for Life 2020 ends on Sep 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 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](http://www.friendshipbridge.org)!

Thanks again for your support,

[Your Name]

