GROUND ZERO RUN
VIRTUAL CHALLENGE
2020

FUNDRAISING GUIDE

HOW TO TAKE YOUR VIRTUAL RUN TO THE NEXT LEVEL
AND
FUNDRAISE FOR HUMANITY!
Thank you so much for registering to the Ground Zero Run Virtual Challenge 2020 in support of Mercy Relief. You will be joining thousands of us on a mission to raise awareness on the work we accomplish in places hit by natural disaster.

In this pack, you’ll find the inspiration to go bigger, better and faster for Mercy Relief. We will be sharing with you, stories of communities struck by disaster and lives we’ve impacted, important information about the programmes we design; and finally, top tips to help you make a success of this virtual challenge.

Remember that your participation and fundraising efforts will make a huge difference for disaster-stricken communities across Asia, helping them to respond, recover, mitigate and prepare.

From the entire crew at Mercy Relief – thank you.
In the aftermath of disasters, communities often come to the grim realization that surviving is only the beginning. The road ahead is an uphill journey to reinstate a sense of normalcy into their lives, both physically and psychologically. Despite its challenges, the recovery phase proves to be a critical period in ensuring communities are empowered to be key change agents in building resiliency.

And this is where Mercy Relief intervenes – to empower communities in Asia.
HOW CAN YOU TRANSFORM THIS RUN INTO A FUNDRAISING CAMPAIGN?

**EVERY DROP OF SWEAT AND GET-TOGETHER COUNTS.**

REGISTER
FOR THE RUN ON GROUNDZERORUN.COM
Run 10km, 5km or sign up your kids to a 1km challenge, join the fun, choose your track - be it the treadmill, local park or streets from anywhere you are - and challenge yourself!

PERSONALIZE
YOUR SPACE WITH A PROFILE PIC & A BIT ABOUT YOURSELF
Make this run your own - exciting, ambitious and symbolic – Personal stories are always a hit!

INVITE
YOUR FRIENDS TO JOIN YOU & AIM FOR THE WIN!
The top 3 fundraisers will be getting a token of appreciation to thank them for their wonderful efforts... Time for a bit of friendly competition!
TOOLS ‘N TIPS
BRINGING BACK THE ‘FUN’ IN ‘FUNDRAISING’!

SHARE ON SOCIAL MEDIA
Instagram, Facebook, WhatsApp

Share your journey up to GZR Virtual Challenge with your community. Whether it is a funny picture as an insta story tagging Mercy Relief or a Facebook post explaining the work we do at Mercy Relief & sharing the link to your fundraiser – be creative, and don’t forget the #runforhumanity

THE MORE, THE MERRIER
Join forces with your friends, co-workers or relatives and create a team of runners – a way to spicce it up with a competition feel. Why not think of a reward for the top fundraiser of your team?

TELL THE STORY
Make sure people know why you have decided to take on this challenge and support Mercy Relief.

Speak up and share a video of your story with your network – the more you share your personal story; the more people will be likely to support you and make donations to your page.

AT WORK
Lots of workplace support fundraising efforts done by their employees by matching the fundraising total (up to a certain amount).

Ask your boss for a little boost from your office!
CHALLENGE WITHIN THE CHALLENGE
Try simulating the experience of a survivor’s journey from ground zero to collect urgent supplies needed in the aftermath of a natural disaster by running with a 5KG relief pack.

THEY CAN DO IT TOO
Nominate 5 friends to take up the challenge with you. The person you nominate gets 24 hours to either take the challenge himself/herself or donate to your Ground Zero Run profile page.

THANK YOU!
This challenge could not have happened without the support of your friends and family. Thank each and one of your donor, whether it is a text, a love letter or a pigeon, make it personal, they deserve it.

CELEBRATE!
You did something good, by raising awareness and funds for a very important cause for the region – it’s cause for celebration with friends and family.
YOU HELP OUR LITTLE COUNTRY MAKE A BIG DIFFERENCE.

THANK YOU!

CONTACT US
If you’ve got questions, we’ve got answers. We’re always here to help.
FAQ
info@groundzerorun.com
+65 6514 6328
www.groundzerorun.com