



GLOBAL FITNESS CHALLENGE TOOLKIT

We're calling on our global network of leaders, partners, and supporters of all ages to join us in our first virtual Global Fitness Challenge. The Global Fitness Challenge centers wellness in our communities while fundraising to expand refugee girls' access to education in Ethiopia.

Each Friday in May, Girl Up will be hosting activities, conversations, and fitness challenges led by pro athletes and trainers rooted in Girl Up's three wellness components: mind, body, and soul. Join us for at least one session each Friday, including our culminating event - a virtual dance party with giveaways on May 28.

By participating in the month-long fitness challenge, you'll help achieve the following goals:

- Fundraise towards USD 50,000 for

Girl Up's work with the United Nations High Commissioner for Refugees (UNHCR) to support refugee girls in Ethiopia

- Learn how to move, think, and eat in ways that value your entire self
- Raise awareness of each of the elements you learn about in your community

Join us to sharpen your fundraising skills, empower yourself and your community, and take your activism to the next level! Girl Up's Global Fitness Challenge is open to people of all ages and genders. Don't forget to share your experience with us on social media using #GirlUpMoves and tagging @girlup (Twitter) and @girlupcampaign (IG). Looking for example posts? Be sure to check our social media toolkit below on page 7.

GET STARTED

Register with a Team



Are you fundraising with a team or organization?

[Register Here](#)

Register as an Individual



Are you getting fit and raising funds solo?

[Register Here](#)

Girl Up uses the online platform, **Classy**, for peer-to-peer fundraising, and setting up a page to join the Global Fitness Challenge is easy as **1-2-3!**

1

Create your fundraising page for yourself or your team

2

Set the goal amount that you want to fundraise

3

Ask for donations while participating in the Global Fitness Challenge

CREATE YOUR FUNDRAISING PAGE

Once created, share the URL to your team or individual fundraising page with your supporters. People can make donations directly from their phones, computer, or tablet effortlessly. If you're familiar with Classy or feel comfortable trying it out on your own, get started now by creating your team page or individual fundraising page [here](#).

New to Classy? Don't sweat it! Our peer-to-peer fundraising platform is straight forward and very user-friendly. If you still have questions as you're setting up your individual or team page, you can reach out to Girl Up's Digital Fundraising Manager, Jessica, [via email](#), for additional support.

SET YOUR GOAL

Use the guide below to set your fundraising goal amount and determine how you or your team can make an impact:

Note to Clubs:

All donations raised for Girl Up must be submitted to your Club's Classy team page or sent via check to Girl Up, P.O. Box 96820, Washington, DC 20090-6820 USA, with your Club name listed in the check's memo. **Please do not use the online donation form on GirlUp.org to submit funds your Club has raised.**

RAISE THIS AMOUNT	HAVE THIS IMPACT
\$25 USD	can provide refugee girls with the supplies they need to attend school and learn, like stationery and hygiene products.
\$50 USD	can supply school uniforms to refugee girls who otherwise wouldn't be able to go to school without them.
\$100 USD	can support sport and recreational activities in 45 schools, ensuring refugee girls have play opportunities and both in-school and out-of-school girls can establish social relationships.
\$250 USD	can build more supportive learning environments for girls by funding school and community training to combat sexual and gender-based violence.
\$500 USD	can help fund over 50 community advocacy trainings designed to change perceptions and attitudes surrounding girls' education and increase the number of girls in school.
\$1,000 USD	can help build a community care center in Gambella, providing teenage mothers with childcare so that they may continue their studies.
BE AN ADVOCATE!	spread the word on social using #GirlUpMoves about the Global Fitness Challenge and the efforts by Girl Up x UNHCR to provide refugee girls in Ethiopia with all of the resources above!

Did you know: To date, Girl Up has raised nearly \$10 million for UN programs and impacted more than 48,000 girls' lives - together, we can make these numbers grow!

ASK FOR DONATIONS

Now that you've set your goal and created your fundraising page, it's time to take action! Use the Global Fitness Calendar located on page 5 to determine which challenge sessions you will be joining each week. After you have identified how you will be challenged, share your plan with potential donors to ask them to **pledge an amount per completed challenge**.

OUTREACH EXAMPLES

Email

Hi, [Donor Name]!

Did you hear? I am taking part in the Global Fitness Challenge hosted by Girl Up. Each Friday in May, I am participating in a challenge that pushes me to grow in three wellness areas: mind, body, and soul. I have committed to participating in [insert the three challenges you have committed to using the Global Fitness Calendar].

I have committed to fundraising [goal amount] to fund [your goal's impact from the table on page 3]. You can sponsor me for an amount per the completion of each challenge or donate directly toward my fundraising goal now!

After each challenge, I will update you on how each challenge went and collect your contribution on [my / my team's] online fundraising page here: [URL to fundraising page]. All contributions are tax-deductible within the U.S.

What do you say? Are you in?! Please join me in this wellness challenge, and together, let's support refugee girls' access to education in Ethiopia!

[Your Name]



Text

Hi, [Donor Name]! I'm participating in Girl Up's Global Fitness Challenge to grow in my overall wellness while fundraising [goal amount] for refugee girls' access to education in Ethiopia! Over the month of May, I'll take part in weekly challenges that are good for my mind, body, and soul. Will you sponsor me for an amount per challenge? I'd love your support!

If the donor replies "yes": Thank you so much! If I hit my goal, your donation will help fund [your goal's impact from table on page 3]. How exciting is that?! After each week's Friday challenge, I'll update you on how it went and collect your contribution on [my / my team's] online fundraising page here [URL to fundraising page]. Sound good? My first challenge kicks off on May 7!

If the donor replies "no": No worries, and thanks for considering it! Would you mind sharing my fundraising page with people in your networks who might be interested in supporting refugee girls' access to education? I'd appreciate the boost! [URL to fundraising page]

GLOBAL FITNESS CHALLENGE CALENDAR

[Click here to register for classes now!](#)

Each Friday, Girl Up will go live throughout the day with fitness and wellness influencers to challenge our leaders and supporters around themes like physical fitness, mental health, and nutrition. Choose which sessions you'll attend based on your interests and availability; we have three sessions each day so that girls, partners, and supporters can participate from anywhere.

Save the date now for the culmination of our Global Fitness Challenge on May 28! We'll be hosting a virtual dance party with some exceptional guests, celebrating our top fundraisers, and giving away fantastic swag from Girl Up and our partners! All fundraisers invited!

May 7
Friday

7

PHYSICAL HEALTH

9:00AM EST
Yoga Session

12:00PM EST
Ab or Leg Session

6:00PM EST
Squaring Up Your Arms:
Boxing Challenge

May 14
Friday

14

MENTAL HEALTH

9:00AM EST
Breath Work 101

6:00PM EST
Mindfulness 101

May 21
Friday

21

NUTRITION

9:00AM EST
Nutrition 101 AMA

6:00PM EST
Mindful Eating

May 28
Friday

28

DANCE PARTY

10:00AM EST
Free the Jiggle
Virtual Dance Party
Our final fitness challenge will culminate in a dance party with swag and opportunities to celebrate our highest fundraisers!



MENTAL HEALTH

In alignment with the United Nations' Sustainable Development Goals and **World Health Organization**, Girl Up recognizes the importance of health, both mental and physical, in realizing inner peace and the SDGs at large. Our Global Fitness Challenge encourages supporters, and their communities, to prioritize both.

“**Mental health** includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.” Good mental health is related both to the mental and psychological well-being of individuals and society at large. It includes the promotion of mental well-being, the prevention of mental disorders, the protection of human rights, and the care of people affected by mental disorders.

Research estimates that up to one in five adolescents will experience a mental disorder each year and shows that self-harm is the third leading cause of death for adolescents. Depression is among the leading causes of disability (UNICEF).

However, research also shows that 75% of Generation Z girls want more public and open dialogue about mental health. Generation Z faces additional pressure with expectations to be the generation to ‘save the world by ending gender inequality, climate change, racial injustices and more. Unlike earlier generations, today’s youth seek to be perceived and praised as flawless



through social media representation. They are also facing more competitive processes to get into University with higher price tags than ever before.

According to NAMI, “most people who live with mental illness have, at some point, been blamed for their condition. They’ve been called names. Their symptoms have been referred to as “a phase” or something they can control “if they only tried.” Stigma causes people to feel ashamed for something that is out of their control. Worst of all, stigma prevents people from seeking the help they need. For a group of people who already carry such a heavy burden, stigma is an unacceptable addition to their pain. And while stigma has reduced in recent years, the pace of progress has not been quick enough.”

Amidst the life-disrupting realities of the COVID-19 pandemic, there exists a critical need for Girl Up to provide our members with resources, support networks, and programming focused on mental health. The Global Fitness Challenge offers the Girl Up network space to practice self-care through mind, body, and soul exercises throughout the month. These exercises are not a substitute for professional help for mental illness. Additional resources will be provided to leaders to find professional support if needed.

FUNDRAISING MILESTONES AWARDS

(FOR GIRL UP CLUB MEMBERS ONLY)

When you take part in the Global Fitness Challenge, you make a difference in your wellness journey and for refugee girls living in Ethiopia.

For your support and commitment toward helping Girl Up reach our campaign goal of \$50,000 USD, our incredible partners want to thank and encourage you to get fundraising! Check out these awesome incentives:

\$10, You'll gain access to an exclusive social media frame and graphic, so that you can demonstrate your participation in the Global Fitness Challenge

\$10

\$25

\$25, Be one of the first 15 people to raise \$25 among your supporters and you'll receive a free bag of gr8nola

\$50, You'll receive a Girl Up t-shirt to wear throughout the event

\$50

\$150

\$150, You'll receive 50% off a 3-month subscription to the be.come project

\$350, Be the first fundraiser to raise \$350 and receive a 6-month subscription to the adidas Runtastic app

\$350

\$1000

\$1,000, Be one of the first 10 people to raise \$1,000 and you'll receive a Cotopaxi back pack, fanny pack, or travel pack

SOCIAL TOOLKIT



Social Frame



Example Post

FREQUENTLY ASKED QUESTIONS

Who can participate in the Global Fitness Challenge? Anyone, of any age, from anywhere! We encourage everyone to participate and fundraise, either as an individual or part of a team. Companies should register together as a fundraising team.

I have a commitment during the Fitness Friday timeslot. Can I complete it another day? Yes! Our goal is to have as many people active in their communities each Friday, but we know things come up. You're welcome to complete your fitness activity on a day that best suits you and relay this commitment to your supporters.

Where are the funds raised for the Global Fitness Challenge going? Funds raised from the 2021 Global Fitness Challenge will support Girl Up's work with UNHCR to increase access to education for refugee girls in Ethiopia.

I want to support Girl Up's goal to raise \$50,000 USD for refugee girls in Ethiopia. Still, I don't like to fundraise or participate in the challenge. How can I help?

- Share on social
- Attend our events
- **Make a donation** directly to the Challenge or set up a monthly donation to Girl Up

Our company cannot participate in the Global Fitness Challenge as a fundraising team, but we still want to support the fundraiser. Can we donate or give an in-kind donation instead?

Yes! You can donate directly [here](#) or email Girl Up's Digital Fundraising Manager, **Jessica Giusti**, about in-kind donations. We want to be able to reward everyone who participates with incentives when they hit certain fundraising milestones. Let us know if you would be interested in offering prizes to our community.

What are some ways people can give?

- Ask people to donate directly through your fundraising page on the Classy platform.
- Ask supporters to send a check to Girl Up P.O. Box 96820 Washington DC 20090-6820. In the memo, please have supporters write Global Fitness Challenge with your name or name of your Club, business, or organization in the memo line.

For additional support, please contact Girl Up's Digital Fundraising Manager, Jessica Giusti here: fundraise@girlup.org