



# MILES FOR MOTHERS

*Run the World*

## 2022 Toolkit



jhpiego

50<sup>TH</sup>  
ANNIVERSARY



## Miles for Mothers: We Run the World!

Join Jhpiego's 9th Miles for Mothers and "run the world" to bring lifesaving care to vulnerable communities. For 50 years, Jhpiego, a Johns Hopkins University affiliate, has been partnering with friends like you to save lives globally in places with limited healthcare.

By joining Miles for Mothers, you will be joining the Jhpiego family who come together during this annual event to raise money and hope for those who need it most. Join us in putting Jhpiego's mission into action: ensuring that where a family lives does not determine if they live! This year, help us change the lives of thousands of people living in Malawi.

## The Basics

Cyclone Ana brought calamity to the people of Chikwawa District in Malawi. The cyclone caused severe damage to **St. Montfort Hospital** and the **Majete Health Center**, which made fundamental health care services unobtainable for over 100,000 individuals. Because of the lack of access, many people will suffer. Women with complications during childbirth are being moved to facilities more than hour away, further endangering their lives. Miles for Mothers is raising awareness and funds to repair the St. Montfort hospital and the Majete Health Center to restore health care services for individuals in the Chikwawa District. **There are many ways you can help.**



## Getting involved in Miles for Mothers is easy!

- 1 Visit the Miles for Mothers Website at [jhpiego.org/milesformothers](http://jhpiego.org/milesformothers)
- 2 Once there, you can choose to donate, become a sponsor, start a team, or become a virtual or in-person participant.
- 3 To start a fundraising page, you need to:
  - a) Go to the homepage



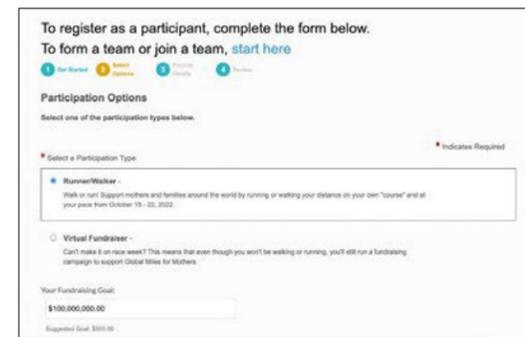
- b) Click register



- c) Choose how you would like to participate. *(This example will have you participate as an individual.)*



- d) Choose your preferred participant method (*runner/walker or virtual*) and your fundraising goal.



- e) Enter your name.

Please complete the registration form below

Personal Information

\* First  
Generous

\* Last  
Donor

- f) Enter your contact information.

Contact Information

Street 1:  
123 real street

Street 2:

Street 3:

City/Town:

\* Email:  
generousdonor@gmail.com

Phone Number:  
123-456-7891

I would like to be emailed when a gift is made on my behalf.

Yes, send me email about Miles For Mothers and other Jhpiego programs.

Keep me logged in. What's this?

- g) Create your account with a username and password.

Participant Center Access Information

\* User Name:  
donorgenerous

5 to 50 characters

\* Password:  
\*\*\*\*\*

12 to 50 characters

\* Repeat Password:  
\*\*\*\*\*

- h) Join an existing team or form your own.

Participant Center Access Information

\* User Name:  
donorgenerous

5 to 50 characters

\* Password:  
\*\*\*\*\*

12 to 50 characters

\* Repeat Password:  
\*\*\*\*\*

- i) Start raising money for this incredible cause!

- j) Remember to spread the word.

**No matter how you choose to get involved, your participation is greatly appreciated and will have a true impact on restoring the St. Montfort Hospital and the Majete Health Center. It takes just a couple of minutes to sign up, and all the information is detailed on the website. After signing up, please make sure to check out our checklist at the end of this toolkit, so you can actively support Miles for Mothers. Thank you for your contributions!**

## Community Engagement Tips

### Outreach:

#### Ideas for how to share with your community:

- Sharing within your community with personal emails or texts (for example in a weekly/monthly update)
- Get your family involved!
- Short videos via Social Media
- Community service day – engage family members and co-workers!
- Overall, engaging with any smaller groups you are involved with such as clubs and any other extracurricular activities are great opportunities to share and gain support

### Testimonials

Interpersonal connections encourage donations and engagement. By including firsthand accounts and stories that show the reality of the situation in the places where Jhpiego is working, we can create personal connections with the people we're raising money to help.

**Meghan Greely:** *"I love running, and I love the work that Jhpiego supports. Combining them is a win-win! I know just how critical funds raised through Miles for Mothers are for being able to support communities with funding for things that go beyond routine project expenses. Even relatively small amounts of money can facilitate big changes. And participating in Miles for Mothers connects me to a global community of people who are committed to a common goal."*



### Approachable Writing

#### 1) Keeping it simple

- Cutting out unnecessary details will make your writing more interesting. Keeping it concise and to the point will make it more engaging and accessible to a reader.

#### 2) Using data

- Numbers will stand out to people when they are reading what you have written. Using statistics in writing can better convey the information presented, and make it easier for readers to pinpoint the important information.

#### 3) Making it fun

- While your writing should have a clear and significant purpose, making it fun and engaging is effective at drawing in a reader. Including fun facts or personal experiences can make your writing that much more approachable.

#### 4) Keeping the audience in mind

- People are more likely to skim longer written documents, so keep that in mind when writing. Making sure the highlights and important components are clear and at the forefront of the writing.

## Fundraising Tips

### Ideas for fundraising:

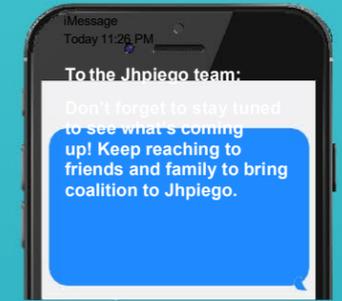
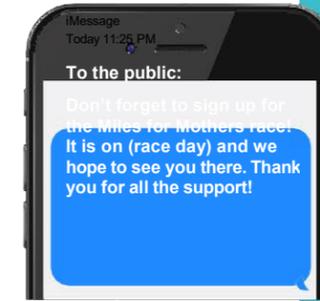
- Social Media Campaigns
- Birthday Fundraisers
- Engage your family or co-workers and create a team



### Fundraising communications

Weekly fundraising can be done via text message or email. This reminds people to stay engaged with the organization and keeps it on their minds—wanting to do more.

Quick and simple text messages about what Jhpiego is currently working on, upcoming events, or ways to donate can be effective.



## Leveraging Social Media

### Importance of social media

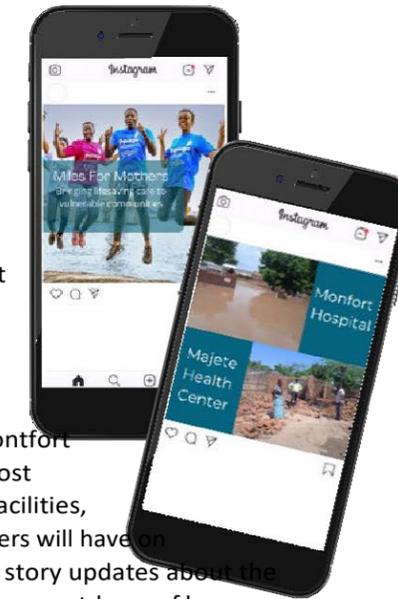
Leveraging social media helps to spread our mission and gather participants for Miles for Mothers. Through social media, we can reach a larger audience, which in turn will lead to a greater number of registrants.

### Why Instagram

For youth and teens, Instagram is the go-to platform for information on how to make change, which differs from other social media platforms, such as TikTok.

### Post and story ideas

On Instagram, you can have a series of posts and stories about Miles for Mothers. One post could just be about the actual event. This post should contain information about how to become a sponsor, how to donate, how to start a team and how to sign up. A brief summary of what Miles for Mothers is should be the first part of the caption followed by a link to the website or "The Basics" page. You could also post about the two health centers, St. Montfort Hospital and the Majete Health Center. This post could contain information about each of the facilities, their work and the direct impact Miles for Mothers will have on the two health centers. You could also include story updates about the event, such as reminders to sign up with a link, a countdown of how many days left until the event and how many people have signed up/how much money has been raised.



For social media templates and graphics please visit [jhpiego.org/milesformothers](http://jhpiego.org/milesformothers)

Social media templates



## Post ideas

- All About Miles for Mothers
- All About St. Montfort Hospital and Majete HealthCenter

## Story ideas

- Updates on days left until event
- Reminders to sign up/get involved
- Updates on number of participants so far and money raised



## Interactive Checklist

### Track your steps from signing up to fundraising!

- Create your team and indicate the organization/group it represents (if applicable)
- Register team members
- Circulate the donation link to team members, family and friends
- Create a plan to run if you are participating in-person
- Spread the word any way you are able to:
  - **Family and friends:** emails, word of mouth, texts, anyway you communicate with each other
  - **Social media:** circulate infographics, stories with progress updates and quick reminders about the race; post with more in-depth information, spread the link
- Send out weekly updates to participants to remind them to keep take action via text or email
- **\*Optional\***
  - Organize your own fundraiser to support Miles for Mothers **Ideas:** Birthday Fundraiser on Facebook, Create a team contest for your family or community.
- **Run the race!!!**

### Info-graphic template



*"I love running, and I love the work that Jhpiego supports. Combining them is a win-win! I know just how critical funds raised through Miles for Mothers are for being able to support communities with funding for things that go beyond routine project expenses. Even relatively small amounts of money can facilitate big changes. And participating in Miles for Mothers connects me to a global community of people who are committed to a common goal."*

-Meghan Greely