



Learn. Rise. Thrive.

HIKE FOR HAITI CHALLENGE

April 17 – May 17
2020

ABOUT HOPE FOR HAITI



As one of the most trusted organizations working to reduce poverty in Haiti, Hope for Haiti is focused on providing support and partnership for the Haitian people every single day.

OUR VISION FOR HAITI:

Joyful children, healthy families, thriving communities, and the resources to make it so.

OUR MISSION:

To improve the quality of life for the Haitian people, particularly children.



HIKE FOR HAITI CHALLENGE

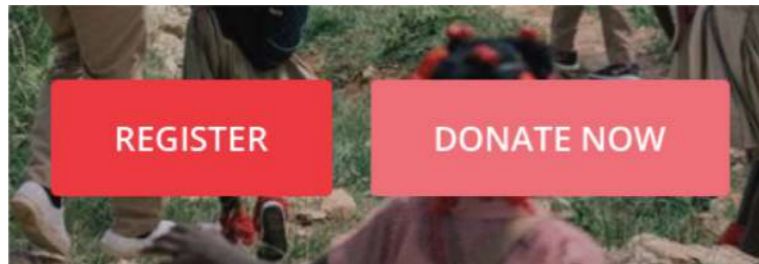
In the rural community of Marre à Coiffe, Haiti, students and families climb the equivalent of 200 flights of stairs from the bottom of the mountain in order to access clean water, healthcare, and education.

This spring, we're challenging YOU to virtually hike Marre à Coiffe in solidarity while raising funds to support education and health initiatives across Hope for Haiti partner schools.

REGISTRATION



Visit our site [here](#) and click register.



Select a registration option.

How would you like to register?



As an individual



Join a team



Create a team

If registering as an individual, select that option.

If joining a team, select your team from the populated list.

If creating a team, fill out the form below.

Individual Virtual Climb Registration

Register to make the climb! Climb 200 flights on your own time, anywhere - whether your gym, home, office, or out in nature! If you don't have access to stairs or a way to climb,

[Show details](#)

Select a team to join



Classy

9 Members • \$400 Raised



Hope for Haiti Staff

5 Members • \$105 Raised



Create your team

Team name *

Name your team

0/127

Set Team Fundraising Goal *

2,500

Team Page Headline *

We've joined the Hike for Haiti Challenge!

42/255

CREATE TEAM

REGISTRATION

Cost

Individual Virtual Climb Registration - \$30

If you're planning to take the challenge as a virtual relay team, simply purchase the number of individual registrations needed for your team members.

FAQs

Q: Do I have to take the virtual hike alone?

A: No! You can virtually hike individually, as a relay team each climbing 40 flights, or sign up with your friends and family. The more the merrier!

Q: What do I do after I complete the virtual hike?

A: Make sure to share your results on social media using #HFHChallenge and tag @hopeforhaitifl for your chance to win exclusive prizes! We'll also be reposting your submissions on our Instagram Stories throughout the weekend.

Q: Is My registration tax-deductible?

A: Yes! 100% of your registration cost is tax-deductible, and will help purchase essential back-to-school supplies for students in southern Haiti.



SETTING UP YOUR PAGE



Personalize your fundraising page to share why you are participating in the Hike for Haiti Challenge!

To learn more about editing and personalizing your page, we encourage you to read Classy's support article on setting up a campaign page [here](#).

Should you require additional assistance setting up your page, please reach out to our team at hike@hopeforhaiti.com.



TIPS TO GET STARTED



Make it personal:

Make sure your fundraising page shows why you are participating in the Hike for Haiti Challenge by personalizing it with photos and updating the text on your page!

Set a goal:

Fundraisers with a specified target are more likely to reach their campaign goal and make a greater impact, so share your goal with your network!

Donate first:

Being the first to donate to your campaign will show your network how dedicated you are to creating positive change and hitting your campaign goal!

COMPLETING THE CHALLENGE



You can complete the challenge in a variety of fun ways while safely adhering to social distancing regulations! We encourage you to get creative.

The Challenge

Walk or climb the equivalent of **200 flights of stairs, 20,000 steps, or 10.5 miles!**

Ways to Participate

- Take a walk outside while remaining 6 feet away from others
- Utilize the staircase in your home or apartment building if safe and accessible
- Count your steps while walking around your home
- Use a step-machine or treadmill if safe and accessible
- Participate in STAT Wellness HIIT (high intensity interval training) classes that will be streamed for all registered participants
- Participate in YogaHome yoga and meditation sessions that will be streamed for all registered participants
- Participate in HIIT (high intensity interval training) classes led by Louis Chandler-Joseph, founding trainer at DOGPOUND LA, that will be streamed for all registered participants
- Create your own in-home workout with mountain climbers and other hike-inspired moves!

Check the [campaign website](#) for more details on the schedule of live-stream classes!

SHARING ON SOCIAL MEDIA



Once you're registered, share your participation on social media by asking your followers to support you in donating to your fundraiser and to join you in the challenge! Throughout the campaign, please post photos or videos of yourself participating in the Hike for Haiti Challenge, stating that you are participating in solidarity with the children of Marre à Coiffe and raising funds to provide educational opportunities and resources for children across Hope for Haiti's twenty-four partner communities.

Please include the following hashtags, tags, and link in your posts:

Hashtags	Tag	Link
#HikeforHaiti #HFHChallenge	FACEBOOK: @hopeforhaitifl INSTAGRAM: @hopeforhaitifl TWITTER: @hopeforhaitifl	http://bit.ly/hikeforhaiti

SAMPLE POSTING TIMELINE



Now – April 17



Announce Participation In Campaign

April 17 – May 1



Share Progress and Encourage Followers to Join / Donate

May 1 – May 15



Share Progress and Encourage Followers to Join / Donate

May 15 – May 17



Last Chance to Support

May 17 – May 31



Thank You to Supporters

SAMPLE POSTS



Note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create very individualized posts.

EXAMPLE 1: Now more than ever before, we see how critical it is for students to have lessons in hygiene, sanitation, and disease prevention. Did you know that in the rural community of Marre à Coiffe, Haiti, students are so dedicated to their futures that they climb the equivalent of 200 flights of stairs to access education and healthcare? Between April 17 – May 17, I'm participating in the virtual #HikeforHaiti Challenge to show solidarity with those children and to raise much-needed funds for education and healthcare initiatives across @hopeforhaitifl partner schools. Please consider donating to my fundraiser here: [LINK]. #HFHChallenge

EXAMPLE 2: Going a little stir crazy while social distancing? Join me in participating in the virtual #HikeforHaiti Challenge. We can get active together while physically apart to support students in Haiti who hike the equivalent of 200 flights of stairs just to access education and healthcare. You can participate from the safety of your own home through virtual wellness activities that will be streamed by @hopeforhaitifl. Learn more or donate today at my campaign page here! [LINK] #HFHChallenge

EXAMPLE 3: Just [climbed / walked / took] the equivalent of 200 flights of stairs for the #HikeforHaiti Challenge in solidarity with the children of Marre à Coiffe, Haiti, who make this hike every day to go to school! I'm helping raise funds for education and healthcare initiatives across @hopeforhaitifl partner schools and would love your support [LINK HERE] for this cause, which is so close to my heart. #HFHChallenge

ALTERNATIVE LANGUAGE, IF UNABLE TO PARTICIPATE IN HIKE: Now more than ever before, we see how critical it is for students to have lessons in hygiene, sanitation, and disease prevention. Did you know that in the rural community of Marre à Coiffe, Haiti, students are so dedicated to their futures that they climb the equivalent of 200 flights of stairs to access education and healthcare? I'm so proud to support the virtual #HikeforHaiti Challenge, which raises much-needed funds for education initiatives across @hopeforhaitifl partner schools. This is a cause close to my heart, and I encourage you to donate and sign up to participate here: [LINK]. #HFHChallenge

SAMPLE POSTS



Note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create very individualized posts.

EXAMPLE 1: So excited to share that I'll be participating in the virtual #HFHChallenge this spring to support education and healthcare initiatives across @hopeforhaitifl partner schools! Please donate to my page here to support my #HikeforHaiti [LINK]

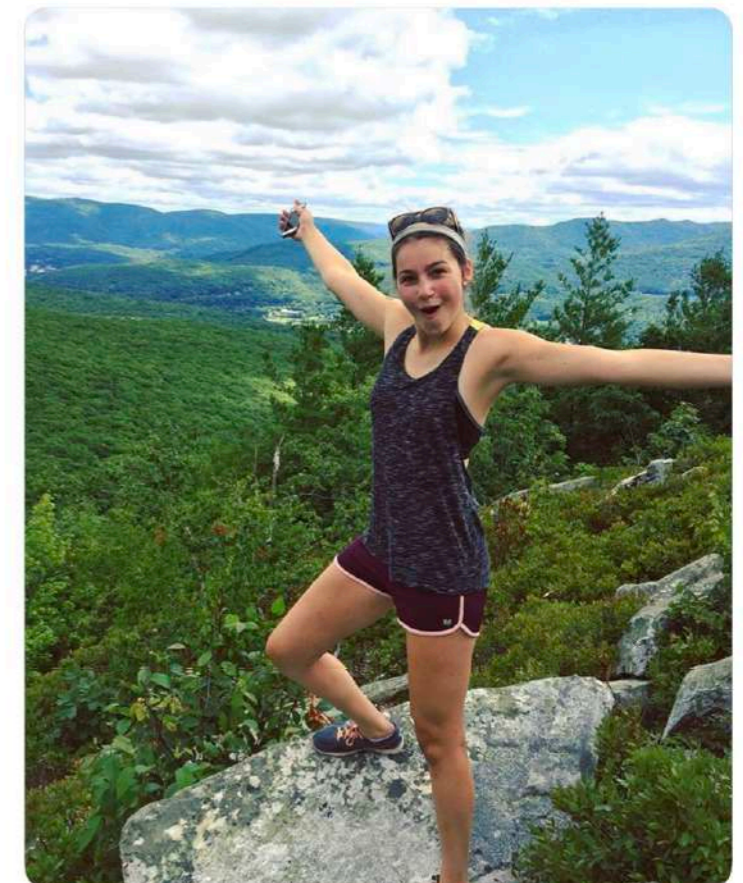
EXAMPLE 2: I did it! Just [climbed, walked] the equivalent of 200 flights of stairs (10.5 miles) for the #HFHChallenge this weekend. There's still time to donate to my page to support education and healthcare initiatives across @hopeforhaitifl partner schools! [LINK] #HikeforHaiti

ALTERNATIVE LANGUAGE, IF UNABLE TO PARTICIPATE IN HIKE: Sending my support to all the participants in the #HikeforHaiti Challenge this month! There's still time to donate to support education and healthcare initiatives across @hopeforhaitifl partner schools! [LINK]



Heather
@Heather45085192

I did it! Just hiked the equivalent of 200 flights of stairs (10.5 miles) for the #HFHChallenge this weekend. There's still time to donate to my page to support education initiatives across @HopeforHaitiFL partner schools! classy.org/event/hike-for... #HikeforHaiti



SAMPLE IMAGE



**Can you
imagine
climbing 200
flights of stairs
to go to school?**

We encourage you to include photos and videos in your social posts to attract attention and add a personal touch!

While we recommend sharing personal photos and videos of yourself participating in the Hike for Haiti, you may also post the graphic pictured here to your social media as you share your participation and drum up support!

Click [here](#) to download!

SAMPLE EMAIL



Note: This email template will be loaded into our site, allowing you to send to your contacts directly from your fundraising page, should you choose.

Dear Family & Friends,

I am writing to you today about an organization and effort that is close to my heart: Hope for Haiti, an organization which works to improve the quality of life for the Haitian people, particularly children, and their Hike for Haiti Challenge.

As we reflect on the 10-year anniversary of the Haitian earthquake and on the current conditions in Haiti, many media outlets that have reported on the emerging crisis in Haiti mistakenly promote the idea that there is no hope among the people of Haiti – we believe that as long as human beings exist, there is always hope.

History tells us that even in the most challenging circumstances, humanity has the fundamental ability to rise above poverty, inequality, and chaos. Promoting the idea that Haitians are without hope dehumanizes their efforts to change the social and economic conditions within their country.

There is always hope.

Children are often the face of that hope. In the current climate, the need for educational opportunities and resources for the children of Haiti is crucial. In the rural community of Marre à Coiffe, Haiti, students are so dedicated to their futures that they climb the equivalent of 200 flights of stairs from the bottom of the mountain to go to school every day.

In solidarity with these children, I am participating in the Hike for Haiti Challenge this spring, climbing the equivalent of 200 flights of stairs over the month of April 17 – May 17 to raise funds supporting education and healthcare initiatives across all of Hope for Haiti's twenty-four partner communities.

Hope for Haiti is aiming to raise \$50,000 through the Hike for Haiti Challenge, and I have set my personal goal as [\$XXXX]. All donations [LINK TO FUNDRAISING PAGE] will help provide vital back-to-school supplies for students in Southern Haiti. I am humbled and incredibly grateful for your support.

Sincerely,
[NAME]

THANKING YOUR NETWORK



After your campaign is finished, it's important to individually thank each of your donors and let them know how much their support means to you. This template will be available on our site to send out to your donors.

Dear [NAME],

The Hike for Haiti Challenge has wrapped up, but the impact of your contribution lives on. I am humbled and very grateful for the support you have shown me as I virtually hiked Marre à Coiffe this past month in solidarity with the children of Haiti.

With your support, I have raised [\$X] to support education initiatives across all 24 of Hope for Haiti's partner schools! I encourage you to follow Hope for Haiti on Facebook, Instagram, and Twitter to stay up to date on their work, and I thank you again for your generous support.

Sincerely,
[NAME]

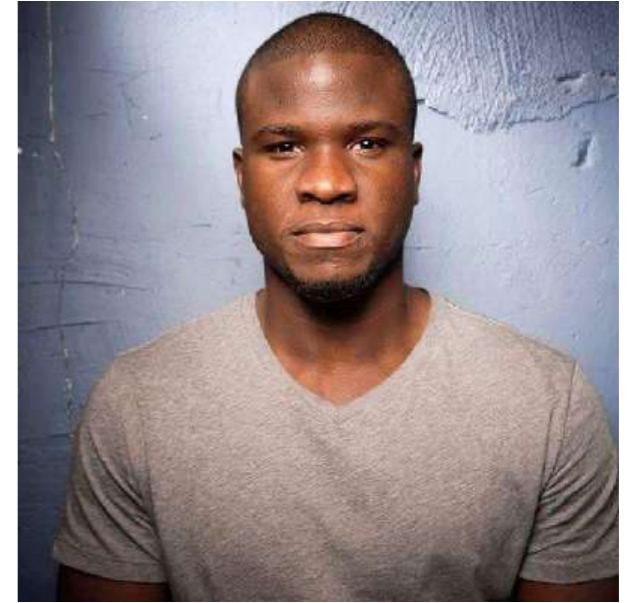
CAMPAIGN AMBASSADORS



Jozy Altidore
MLS Player



Anthony Duclair
NHL Player



Tanael Joachim
Stand Up Comedian



Gary Dourdan
Actor



Hess Wesley
Actor, Producer, & Songwriter

CAMPAIGN PARTNERS





Thank you for joining us!

For questions or more information,
please contact:

hike@hopeforhaiti.com