



Move for Palestine

For those who can't.

For those who must.



YOUR PARTICIPANT BOOKLET

Everything you need to set up, fundraise, and get to the finish line





Welcome – you're in

You've chosen to do something simple and quietly powerful: to use your own freedom of movement to raise money for people who don't have theirs.

What you've signed up to

- Choose a challenge – run, walk, wheel, swim, bike or hike
- Set a fundraising goal and a personal page
- Complete it at your pace
- Share your progress as you go
- The money raised supports orphaned children in Gaza

You don't need to be an athlete.

You don't need to be fast.



All you need to do is start, and to ask a few people to support your challenge.

Everything in this booklet exists to make those two things easier.

Thank you for moving with us.



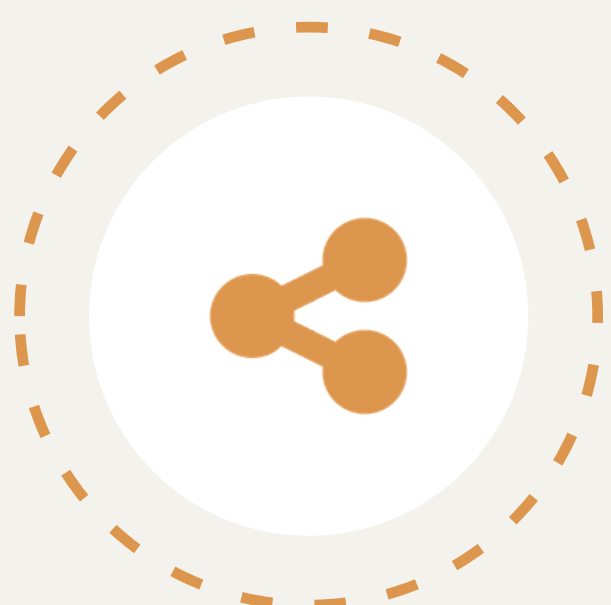
How it works

Three steps. We'll walk you through each one.



1. Set up

Create your fundraising page, set your goal, add a photo and your story. About ten minutes.



2. Move & fundraise

Connect Strava so your progress posts automatically. Ask people to support your challenge.



3. Celebrate

Complete your distance, share the finish, and see what we raised together.

Do step 1 today. Pages set up in the first 48 hours are far more likely to hit their goal.



Choose your distance

Any goal you like — or pick a distance rooted in the real geography of Gaza.

41

41 for Gaza

41 kilometers across the month — the length of the Gaza Strip, north to south. Under a mile a day.

365

365 Challenge

One mile for every square kilometer of Gaza, home to more than two million people.

Yours

Your distance

Ten swims. A first 5K. A hill you've been avoiding. Equally valid, equally welcome.

“I'm running the length of Gaza this month” — one sentence, and everyone understands.



Every body, every pace

Split your distance however you like across the month, on any mix of activities, indoors or out.

Wheeling counts fully

JustGiving supports wheelchair, handcycle, velomobile and elliptical activity types directly.

Any intensity

Treadmill, laps around the park, walks, scenic hikes, pool lengths – or a blend of all of them.

No tracker needed

No watch, no problem. Log your distance manually and post your own updates.

Your own pace

There is no cut-off, no leaderboard pressure and no minimum speed.

If you're unsure whether your activity counts – it does. Ask us if you'd like help planning it.



Set your goal

Put a number on your page from day one. A goal gives people something to help you reach.

\$250

Starter

Think 10 people giving \$25. Start with close friends and family.

\$500

Recommended

Three months of comprehensive care for one child through NOOR. Our suggested fundraising goal.

\$1,000+

Ambitious

Six months of comprehensive care. Reach beyond your immediate circle: coworkers, community groups, and employer matching.

What it funds

- \$167 – one month of comprehensive care for one child
- \$2,000 – a full year of comprehensive care for one child



Set up your page

About ten minutes, and the single biggest predictor of whether you hit your goal.

1. Create a free JustGiving account – email, Facebook or Google.
2. Use the link on taawonus.org/move to start a fundraiser connected to the campaign.
3. Choose ‘I’m doing my own activity’.
4. Set your goal – the figure you chose on the previous page.
5. Pick a simple page address, e.g. /yourname-moveforpalestine.
6. Add a photo of you: training, in your gear, at a start line.
7. Write your story. Three short paragraphs is plenty (template on the next page).
8. Make the first donation yourself. Even \$10.
9. Register your fundraiser with Taawon US using the form on our website.

Why donate to yourself?

A page with its first donation already in place builds momentum. Making the first gift yourself shows your commitment and makes it easier for others to follow.

A photo of you beats a logo every time. People sponsor people.



Your page story

Say what you're doing, why it matters to you, and what the money will support. Swap the bracketed parts for your own words.

This [month] I'm [running 25 miles] as part of Move for Palestine.

Twenty-five miles is the length of the Gaza Strip. I can cover that distance across a month in my own time, in my own city, whenever I choose. That freedom is something I've never had to think about, and it's a freedom that people in Gaza simply don't have.

So I'm putting mine to work. There are now nearly 60,000 orphaned children in Gaza, many living with profound loss and psychological trauma. The money raised goes to Taawon's NOOR program, which provides urgently needed food, clothing, healthcare, education and psychosocial support to orphaned children in Gaza.

If you're able to support, any amount makes a difference.

Thank you. — [Your name]

Keep it personal, specific and short.

Please keep your page focused on the humanitarian purpose of the campaign and avoid party-political, contested, or partisan content. This helps keep Move for Palestine welcoming to the widest possible community of supporters and consistent with the nonpartisan requirements that apply to U.S. nonprofits. If you're unsure about anything you've written, just ask: info@taawonus.org



Connect Strava

Your activities then appear on your page automatically, giving sponsors a reason to come back.

Up to 40% more

raised by pages with a fitness app connected, according to JustGiving.

How to connect

1. Log in to JustGiving and open your fundraising page.
2. Scroll down slightly and select 'Connect Strava'.
3. Log in to Strava or register – it's free, and so is this.
4. Confirm permissions, then choose and save your activity types.

Connect before your first training session. Only activities recorded after you connect will show.

Make sure you created a Fundraising Page, not a Crowdfunding page – Strava can't connect to Crowdfunding pages.



What counts and fixes

Activities JustGiving displays

Run • Walk • Ride • Swim • Wheelchair

Including virtual run, virtual ride, handcycle, velomobile and elliptical. Garmin, Fitbit and Apple Watch all sync through Strava.

If nothing shows up

- Only activities recorded after you connect will appear
- Your Strava privacy must not be set to 'Only me'
- Check your activity types under 'Manage Strava Settings'
- Still stuck? Email info@taawonus.org and we'll help

No tracker? No problem.

Log your distance manually and post your own updates. It all counts the same.



Five tips that work

1

Self-donate first

Put \$10–\$25 on your own page before you share it.

2

Ask individually

15–20 personal messages beat one group post, every time.

3

Name the amount

“Could you sponsor me \$25?” beats “anything you can spare.”

4

Say what it funds

Pair every ask with one concrete impact figure.

5

Follow up once

A single nudge a week later recovers about a third of non-responders.

Asking feels uncomfortable for almost everyone. Remember you’re not asking for yourself — you’re giving people an easy way to be part of something meaningful.



A four-week rhythm

One focused push a week is plenty.

Week 1

Set up, self-donate, and message your inner circle — the ten people certain to back you. Reaching 30% early makes everything afterward easier.

Week 2

Go wider: coworkers, community and faith groups, clubs, your wider feed. Post your first training update with a photo.

Week 3

Follow up with everyone who didn't respond. Submit your employer matching request. Share a milestone.

Week 4

Final push. Tell people exactly how far off you are — “\$40 to go” is one of the highest-converting messages there is.



Don't leave money behind

Employer matching

Many employers match charitable gifts, often doubling your impact at no cost to you. Search “Friends of Taawon Inc.” or EIN 33-2503311 on your company’s matching gifts platform.

Donor-advised funds

If a supporter gives through a DAF, they can recommend a grant to Friends of Taawon Inc. using the same EIN.

Offline donations

Use the sponsorship form at the back for cash and checks, then add the total to your page so it counts.

Team up

Start a team with friends, coworkers or your club. Teams typically raise more per person.

Employer matching is the single most overlooked source of extra money in US fundraising. One form can double your total.



Messages to send

Copy, paste, and change the bracketed parts so it sounds like you.

Text or WhatsApp – friends and family

Hi [name] – I’ve signed up for Move for Palestine and I’m [running 25 miles this month, the length of the Gaza Strip].

I’m raising money for Taawon US, which supports humanitarian programs in Palestine.

Would you sponsor me \$[25]?

Here’s my page: [link]

Would mean a lot. Thank you!

The follow-up – send once, a week later

Hi [name], just a gentle nudge – I’m [X miles] in and \$[Y] from my goal with [Z] days to go. If you were meaning to sponsor me, now’s a great moment: [link]. And if not, no worries at all!

The final push

[X] miles done and I’m only \$[40] short. If [two] people chip in \$[20] I’ll get there today: [link]



Two longer ones

Email – coworkers and wider network

Subject: I'm [running 25 miles] this month – back me?

Hi [name],

I've taken on a challenge for Move for Palestine: [running 25 miles across the month – the length of the Gaza Strip]. It's a distance I can cover freely in my own time, which is exactly the point. People in Gaza can't.

I'm raising [\$500] for Taawon US's Gaza NOOR orphan care program. \$167 covers a month of comprehensive care for one child.

My page: [link] Thank you, [Your name]

Employer matching – ask HR or your giving platform

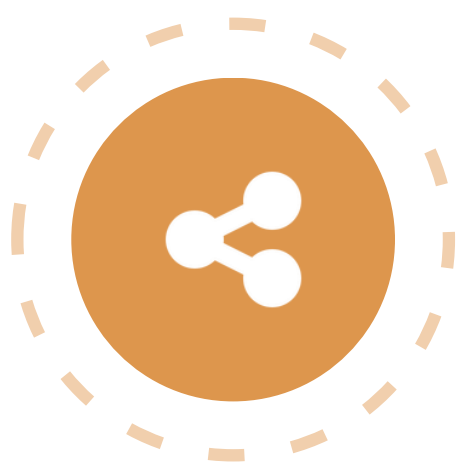
Subject: Matching gift request – Friends of Taawon Inc.

Hi [name],

I'm taking part in Move for Palestine this [month], [running 25 miles] to raise funds for Friends of Taawon Inc. (Taawon US), a 501(c)(3) nonprofit, EIN 33-2503311. I've raised \$[amount] so far.

Could you confirm whether [Company] offers a matching gift program, and what I need to submit?

My page: [link] Thank you, [Your name]



What to post

One good post a week is plenty. Tag Taawon US and use #MoveForPalestine.

Week 1 – announce

“I’m taking on [25 miles] for Move for Palestine. 25 miles is the length of the Gaza Strip. I can cover it freely, in my own time. That freedom is the whole point.”

Week 2 – the reality

“Week two. [8 miles] down, [17] to go. Today was cold, wet and genuinely miserable, but I got to choose whether to go out.”

Week 3 – halfway

“Halfway. [12.5 miles] done, \$[Y] of my \$[500] goal. If you’ve been meaning to sponsor me, this is the moment.”

Week 4 – the finish

“Done. [25 miles] complete. Thank you to everyone who sponsored me – we raised \$[total] together.”

Honesty outperforms heroics; the unglamorous training posts consistently get the best response. Please avoid graphic imagery and contested claims.



Your checklist

Eight things to check off before you start.

☐

Fundraising page created — photo, story and goal

☐

First donation made by you

☐

Strava connected — before your first session

☐

Fundraiser registered with Taawon US

☐

Page shared with your ten closest supporters

☐

Announcement post published, tagging Taawon US

☐

Sponsorship form printed for offline donations

☐

Employer matching request submitted



Need a hand?

Just ask — we'd far rather help than see you get stuck.

Email

info@taawonus.org

Website

taawonus.org/move

JustGiving issues

justgiving.com support, or email us and we'll chase it

Staying safe

Take on a challenge appropriate for your fitness and health, build up gradually, and talk to your doctor first if you have any medical conditions. Participants under 18 need a parent or guardian's consent. Be visible after dark and be safe.

A note on taxes

Friends of Taawon Inc. is a U.S. 501(c)(3) nonprofit. Donations are tax-deductible to the extent permitted by law. Donors who itemize should keep their receipt. This isn't tax advice.

Move. For those who can't. For those who must.

SPONSORSHIP FORM

Fundraiser: _____ Challenge: _____

Friends of Taawon Inc. (Taawon US) · 501(c)(3) nonprofit · EIN 33-2503311

Donations are tax-deductible to the extent permitted by law.

Please include an email address so Taawon US can send a receipt. The IRS requires written acknowledgment for any single gift of \$250 or more if the donor intends to claim a deduction.

Checks should be made payable to Friends of Taawon Inc. Cash should be paid in via your online page so it counts toward your total.

Full name	Email (for receipt)	ZIP	Amount \$	Date

Total collected: \$ _____ **Date submitted to Taawon US:** _____

Friends of Taawon Inc., 7545 Irvine Center Drive, Ste 200, Irvine, CA 92618 · info@taawonus.org · Need more space?
Print this page as many times as you like.



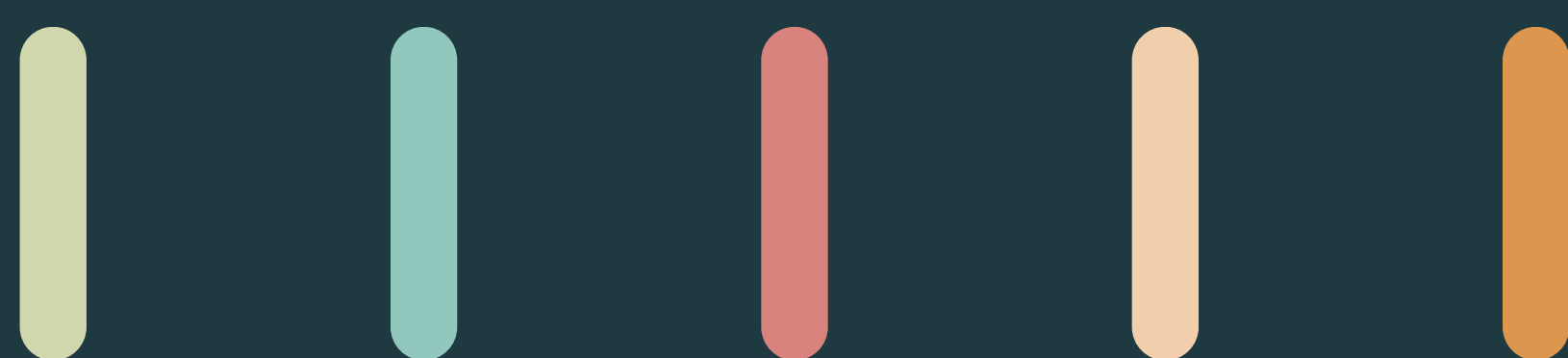
Move freely.
For those who can't.
For those who must.



Every step you take is funding critical support for orphaned children in Gaza.

#MoveForPalestine

taawonus.org/move



Friends of Taawon Inc. (Taawon US) · 501(c)(3) nonprofit · EIN 33-2503311