



# Participation Playbook

"Miles for Hope" is an awareness and fundraising event to support the work of the National Center for Missing & Exploited Children (NCMEC). Join us this September, to help raise funds while biking, running, walking, skating, swimming, kayaking, even skipping! How you get those miles is completely up to you!

Whether you are participating as an individual or on a team, it's easy to get involved with "Miles for Hope", and a great time to focus on safety with your family, group, company or school. This September we will join together as ONE Team with ONE Mission – to keep kids safer.

## Here's How YOU Can Get Involved and Help Keep Children Safer!

### JOIN IN AND GET ACTIVE!

- ➔ Register to participate and create a fundraising page.
- ➔ You can participate as an individual or create a team.
- ➔ Walk, run, bike, swim, skateboard – BE CREATIVE, choose an activity that excites YOU!
- ➔ Track mileage in the Miles for Hope Club on Strava and post miles to your fundraising page.

### EDUCATE & RAISE AWARENESS!

- ➔ Take time throughout September to **reinforce safety** with the children in your life.
- ➔ **Learn** about the issues and **get resources** to help facilitate discussions and lessons around personal and Internet safety.
- ➔ Every day is an opportunity to spread awareness. Tools such as the **Tip of the Day Calendar** will help share safety messages quickly and throughout the month.
- ➔ Share safety tips on social media along with a link to your Miles for Hope fundraising page.

### GET SOCIAL!

- ➔ **Post** about how you are supporting NCMEC and Miles for Hope
- ➔ Tag **@missingkids** and use the following hashtags:

#MilesForHope2021

#MakingChildrenSafer

#NeverStop

#Hope

### DID YOU KNOW?

- ➔ Since 1984, NCMEC has assisted law enforcement in the recovery of more than **348,000** missing children.
- ➔ In 2020, of the nearly 26,500 children who had run away and were reported to NCMEC, **1 in 6** were likely victims of child sex trafficking.
- ➔ NCMEC operates the **CyberTipline**, a national mechanism for the public and electronic service providers to report instances of suspected child sexual exploitation. In 2020, the CyberTipline received more than **21.7 million** reports.