

# 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. We will harness our collective energy and join as **ONE team with ONE mission** – to raise awareness and spread a message of prevention and hope.

Whether you are participating as an individual or on a team, it’s easy to get involved with “Miles of Hope”, and a great time to focus on safety with your family, group or school.



## JOIN THE TEAM

- ➔ Register to participate and create a fundraising page.
- ➔ Create a family, neighborhood, youth organization or school team.
- ➔ Get your miles in together, following local social distancing guidelines of course!

## SHOW SUPPORT

There are many ways to show support for other participants and for the cause. Here are some suggested ways to show support:



Make lawn signs, decorate windows or draw chalk art to support local participants.



Track mileage and look for fun challenges at the Miles for Hope Club on **Strava**.



Share posters of missing children online or download and post them within the community while logging some miles at the same time!



Share Tips of the Day and Real Tips videos on your social platforms.

**Be creative and have fun!**



## EDUCATE

- ➔ Take time throughout the month of 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.

[Click here for more info.](#)

## RAISE AWARENESS

Every day is an opportunity to spread awareness. The **Tips of the Day calendar** and **Real Tips Videos** are tools that can help share safety messages quickly and throughout the month.

Here are some suggested ways for participants and schools to use these tools:

### Participants/Families:

- ➔ **Share** tips on social media along with your Miles for Hope fundraising page.
- ➔ **Review** a tip of the day before or during that day's Miles for Hope activity.
- ➔ Each week **watch** a Real Tips video together as a family, then discuss.
- ➔ **Visit** links that correspond with the tip of the day to learn more.

### Schools:

- ➔ **Invite** students to share one tip each day over morning announcements.
- ➔ **Post** on the school website or teacher pages.
- ➔ **Share** using text messaging subscriptions such as Remind or via email.
- ➔ **Share** on social media.



## GET SOCIAL

- ➔ **Post** about how you or your team is supporting NCMEC and "Miles for Hope"
- ➔ Be sure to tag **@missingkids** and to use the following hashtags:

#HOPE

#NeverStop

#MakingChildrenSafer

#RFMC2020

#MilesForHope2020

For more information about "Miles for Hope" and to register to participate, visit: [MissingKids.org/MilesForHope](https://MissingKids.org/MilesForHope)