

2018 Hope Water Project Team Packet



The heart of man plans his way,
but the Lord establishes his steps.

Proverbs 16:9

PACKET SUMMARY



We are grateful for you and your decision to be a part of the Hope Water Project community! Together, we can change lives!

We are here to support you and encourage you through the process; whether you are a walker, a runner, a cyclist, a volunteer or “outside the box” fundraiser – you are moving out and we appreciate you!

This packet contains the following information:

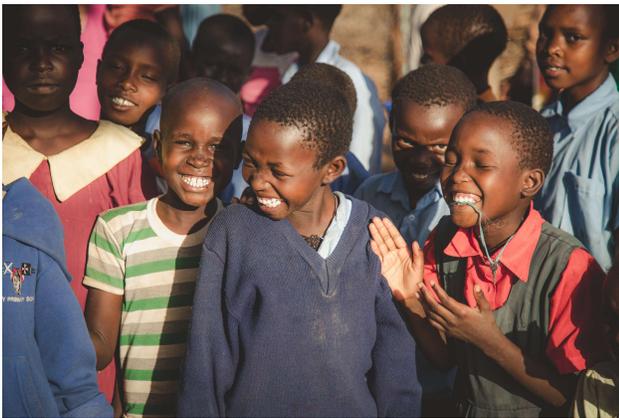


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ABOUT HOPE WATER PROJECT



THE POKOT ARE BEAUTIFUL, HOSPITABLE, AND RESILIENT PEOPLE. They are also extremely impoverished, neglected, and marginalized; which is why we're committed to investing in their lives. For over a decade, we've entered into partnerships in various communities in Africa to provide HOPE, one clean water well at a time.



ULTIMATELY, CLEAN WATER PROVIDES HOPE FOR A NEW FUTURE.

Water is our most basic and vital need in life. Without it, nothing can happen. Nothing can grow. But with it, everything changes. Clean water quenches thirst – but it also restores health. With access to clean water, life can be given back to a community.

DID YOU KNOW?

- More than **663 million** people lack access to clean water.
- When a community gains access to clean water, its child mortality rate can drop by half.
- Every **90 seconds**, a child dies from a water-related disease.
- In Africa alone, women spend 40 billion hours searching for water.
- Lack of access to safe water is the number one cause of preventable death in the world.
- Contaminated water can transmit cholera, typhoid, polio, and dysentery.

What does it mean to be on the team?

YOU are changing lives!

Whether you are a walker, runner, cyclist, a volunteer or a general fundraiser, you're a team member and you are making an impact!

Being a part of the Hope Water Project community means you have the opportunity to step out and change lives.

As a team, we support and encourage one another. We come together as a community and train together and encourage one another.

So your next step depends on what you want to do and how you want to step out!

- If you want to volunteer: email your contact information and preferred volunteer events/skills to info@hopewaterproject.org to be added to our distribution list of volunteer opportunities.
- If you want to participate in any of the athletic events, go to **page 5** to learn about registration.
- Once registered for your event, setup your fundraising page! Go to page 6 to learn more!

**No matter what
step you take, your
taking a step and it
can make a
difference!**



2018 EVENT REGISTRATION



Once you decide which event(s) you want to participate in – you need to register for the event. This year’s main events include:

4th Annual Hope Water Project 5K (Runners/Walkers)

- June 2, 2018 :: Auburn Hills, MI
- Registration: <https://app.regwiz.io/register/hwp/383>
- 5K Fee: early bird registration fee \$30 until 3/31, \$35 after 4/1
- Kids Run Fee: \$15

Assenmacher 100 (Cycling)

- August 19, 2018 :: Schwartz Creek, MI
- Registration: <https://www.assenmachers.com/about/2018-assenmacher-100-pg135.htm>
- Fee: please see registration site for details on fees
- Please forward a copy of your registration confirmation to info@hopewaterproject.org

Leelanau Harvest Tour (Cycling)

- September 15, 2018 :: Suttons Bay, MI
- Registration: http://www.cherrycapitalcyclingclub.org/content.aspx?page_id=22&club_id=87045&module_id=227723
- Fee: please see registration site for details on fees
- Please forward a copy of your registration confirmation to info@hopewaterproject.org

Sleeping Bear Marathon (Runners/Walkers)

- October 6, 2018 :: Traverse City, MI
- Registration: <https://www.enduranceevolution.com/sleeping-bear-marathon-half-marathon-5k/>
- Fee: please see registration site for details on fees
- Please forward a copy of your registration confirmation to info@hopewaterproject.org

Detroit Free Press Marathon

- October 20-21, 2018 :: Detroit, MI
- Registration: <http://www.freepmarathon.com/>
- *Please be sure to select “**Hope Water Project**” as your charity partner when registering!
- Fee: please see registration site for details on fees

FUNDRAISING Where to begin?



Remember that you are not selling a product that people don't need. You are inviting people to join you in helping to provide the most basic necessity of life – **CLEAN WATER!**

After you've registered for your event, follow these steps to get your fundraising started!

You can still fundraise even if you are not participating in one of the main events! Have a bake sale, ask for donations in lieu of gifts – there are many ways to raise money! Use the “other events” category when setting up your page.



1. SET YOUR GOAL

- \$1,000 suggested donation goal for event participants
- \$100 goal for children

2. SETUP YOUR FUNDRAISING PAGE

- Go to the main [Hope Water Project fundraising page](#) and select your event! If you are not participating in an event but you're still fundraising, click “Other Events”.
 - www.crowdrise.com/hopewaterproject
- From your event page, select “Join the Team”.
 - Click **Log In** if you have an existing Crowdrise account or complete the existing fields and click **Sign Up** to create a new user account.
- Complete the team questionnaire and click the gold **Join the Team** button.

3. PERSONALIZE YOUR PAGE

- Make your fundraising page personal. Tell people why you are doing this. The people who are donating to you are often supporting you just as much as the cause.
- Using the My Dashboard feature in the upper right drop down panel to access the ability to edit your page and utilize the social messaging tools to share your fundraisers with friends and family.

FUNDRAISING Tips To Success



DONATE TO YOURSELF

It's a #1 rule – believe in yourself and trust that others will too!

ASK, ASK, ASK

Don't be afraid to ask. You will be surprised by who donates. Those people you are most afraid to ask are usually the most generous. If you asked once before, studies show that donors are more likely to donate a second time.

PLAN

Get creative. Host a fundraising party, ask for donations in lieu of gifts, hand out personalized business cards with your web page link, tweet about your training, have a lemonade stand, etc. Have FUN!

SOCIAL MEDIA

Keep your friends and family updated on your training progress and fundraising goals. Utilize email and social media to share your story!

EDUCATE

Tell people about their contribution, help them see how they are making a difference.

- One well supports up to 2,000 people with clean water
- Every \$15 raised provides clean water to one person
- Every dollar counts!



FUNDRAISING Incentives



We appreciate all the hard work it takes to raise money!
The following are the incentive gifts for 2018!

New for 2018....Kids for Hope! Children are so willing and capable of participating in Hope Water Project and this year we encourage every child to raise \$100 – which provides clean water to 4 people for life! A special kids only incentive has been created this year with our Kids For Hope bracelets!



For those that reach **\$500** in fundraising you will receive custom made Hope Water Project thank you cards. These are great for showing your appreciation to your donors!



For those that reach **\$1000** in fundraising you will receive this custom Hope Water Project 2018 t-shirt! Wear your shirt with pride as you provided over 65 people with water!



FUNDRAISING Sample Letter



Hi [friend],

Can you believe it...I signed up for [event] on [date] and will be [running/cycling] to bring clean water to the Pokot!

You might think I'm crazy, but there's a very important reason why I'm doing this. I am running with Hope Water Project and **dedicating my [race/ride] to helping provide clean water to communities in Africa**. I'm kind of nervous about the miles, but I know that training with this purpose in mind will keep me going.

Over 750 million people in the world lack access to clean water. 750 million! That is almost two and a half times the United States population.

Will you make a donation on my behalf to help change that fact? You can make a tax-deductible donation one of two ways:

1. Visit my webpage to donate online: ***[insert link to your webpage]***
2. Mail me a check made out to Hope Water Project: ***[insert your address]***

The problem of poverty can be overwhelming. But I believe there is something we can do. When a community gains access to clean water:

- Infant mortality rates drop by half
- Children can attend school instead of gathering water
- Women can care for their families instead of walking to the well
- Crops and livestock thrive

Your donation does make a difference: it will impact lives in Africa and encourage me to make it to the finish line!

Thanks,

[insert your name]

PS: You can learn a lot more about Hope Water Project at hopewaterproject.org/

FUNDRAISING Payment Options



CREDIT CARD DONATIONS

Crowdrise accepts most major credit cards AND offers reoccurring payment options.

CASH DONATIONS

If you are submitting a cash donation, please include the runner's name as well as the donor's name and contact information (address, email, phone) in a sealed envelope. The donation can be placed in the offering basket at any Kensington campus. Please **DO NOT** mail cash donations.

CHECK DONATIONS

Checks should be made out to [Hope Water Project](#) with the runner's name in the memo line and placed in the offering basket at any Kensington campus or mailed to:

Kensington Community Church
Attn: Hope Water Project
1825 E. Square Lake Rd.
Troy, MI 48085



ORDER YOUR TEAM JERSEY



Be sure to order your jersey early!

1. Go to www.hopewaterproject.org
2. Click on 'Shop'

Various style Jerseys are available depending on the event and sleeve preference, be sure to browse the site and talk to your team members about various options available!

Its recommended you train in your shirt at least a few times before your race/ride!



SINGLET \$35



PERFORMANCE TECH \$40



LONG SLEEVE \$50

GETTING IN THE KNOW



Communication

We use email as a main communication tool and encourage you to sign up for our emails if you haven't already. If you're not receiving emails from Hope Water Project, complete the online interest card at <https://form.jotform.com/72894971625168>.

Typical communication includes a monthly update on all things Hope Water Project and then as the season is in full swing, we send weekly emails as reminders of the group training and other important dates!

Social Media

We view social media as a great way to stay connected and reach out! We will post to the main Hope Water Project pages with updates and event information throughout the year so be sure to follow us!

Some of the individual teams (runners/walkers, cyclists) have group Facebook pages where the community will post information about another event their participating in, a fun get together they have planned or a pop up group training session! Links to those pages can be found by searching "Hope Water Project" on Facebook.

- Facebook: <https://www.facebook.com/hopewaterproj/>
- Instagram: <https://www.instagram.com/hopewaterproject/>
- Twitter: <https://twitter.com/HopeWaterProj>
- Website: <https://kensingtonchurch.org/hope-water-project/>



TRAINING PLAN



Training plans are used to provide structure to your training and guide you through the process. The training plans we follow are posted on the website and are specific to your event, your distance and your experience level. Visit the hopewaterproject.org website today and navigate to “Resources” to download the plan.

EASY TRAINING

These days are exactly what they say they are. You should be running / riding at a relaxed pace, without breathing hard. If you are training with someone, you should be able to easily carry on a conversation.

LONG TRAINING

This type of run/ride covers a longer distance at a slower pace than your normal training pace. For runners, you run or walk 1 to 2 minutes per mile slower than your goal race pace.

HARD TRAINING

It is important to challenge yourself once a week. You can choose between the following workouts for your ‘hard’ days:

- Tempo
- Hills
- Intervals



TRAINING PLAN (Continued)



TEMPO: A tempo run consists of:

- *Beginning:* 1 mile warm-up period at an easy pace.
- *Middle (Tempo portion):* 30-60 seconds per mile faster than your goal race pace.
- *End:* 1 mile cool-down period at an easy pace.

HILLS & INTERVALS

Running/Riding a hillier course can help increase your strength and speed without requiring extra mileage. Intervals help increase your running/riding strength and improve your form.

STRENGTH & CORE

Strength and core exercises are critical for training to prevent injuries and improve your form, which translates into greater running efficiency.

CROSS TRAINING

Any aerobic exercise other than running such as swimming, biking, or other moderately intense workout. The goal is to continue to improve your fitness while giving your 'running' muscles a rest.

REST

Rest is important to let your muscles recover and rebuild. Take the day off and relax!

GOAL RACE PACE

Your goal race pace is the pace you plan to run on Race Day. Your goal race pace can be calculated by using one of the various predictors online.

One popular online predictor is: <https://mcmillanrunning.com/>

GROUP TRAINING



Our Cycling and Walk/Run teams have group training and we highly encourage you to participate – it's where building community happens!

How to get connected

Group rides and runs are coordinated by the Hope Water Project Core Volunteers and supported by the team! Please see the contact page at the end of this packet for a list of the Core Team Members.

Each week a summary of the weekly group training will be sent out and posted on Facebook. Details about distance and location will be included in that communication.

How to stay connected

We highly encourage connecting to the individual team Facebook groups to get up to date information about group training opportunities.

Stepping out

We also encourage the team to join community training groups that fit your schedule! Wear your HWP jersey – it'll spark a great conversation!

WHY SHOULD I ATTEND GROUP TRAINING?

- Motivation
- Encouragement
- Training Partners
- *Why I Run* Stories
- Training Tips
- Water/Gatorade Stations
- **COMMUNITY!**

GENERAL GROUP TRAINING INFORMATION:

- Groups meet on Saturdays
- We follow the recommended training plan (distances and frequency) available on the hopewaterproject website under Resources
- Training typically starts at 8:00am
- Locations TBD and will be communicated as determined
- Traverse City will be joining community group runs, visit their Facebook page for up to date information!

INJURY PREVENTION



If you *under-train*, you may not make it to the finish line.

If you *over-train*, you may not make it to the start line.



WE ARE NOT DOCTORS. If you're in pain and think you may be injured, we recommend going to see a doctor. However, here are some things to keep in mind as you train to help prevent injuries:

- **GET THE RIGHT SHOES:** Make sure you've been fitted for running shoes that are right for you. <https://hansons-running.com/>
- **CHECK YOUR BIKE:** Make sure your bike is serviced and fitted for you! <https://www.mainstreetbicycles.com/>
- **LOCATION, LOCATION, LOCATION:** Are you running/riding mostly on the same surface? Try to mix it up with a combination of trails and concrete surfaces.
- **A STRONG CORE:** A strong core helps posture, technique, and prevents injuries. Working on those abs can be a huge benefit when training.
- **EAT YOUR VEGGIES:** Keeping your muscles strong (protein), your energy high (carbs), and staying lean (veggies) can help you stay injury free for the whole training season.

Two days off now is better than two months off later due to injury.

CONTACT LIST



We are here to support you! Please contact us if you have any questions or to better connect!

Topic	Contact
General HWP Inquires	Heather@HopeWaterProject.org
Walk/Runners Main Contact	Bill.Holbrook@KensingtonChurch.org
Cycling Main Contact	chrisbishop1@gmail.com
Volunteers	Heather@HopeWaterProject.org
Merchandise	Jill.Marshall@KensingtonChurch.org
Traverse City Main Contact	Tonya.Jacobs@KensingtonChurch.org
Crowdrise Support (Fundraising)	248-291-6897

