

TEAM RARE: Endurance Program

This Program Is Built For You

- **Team RARE: 26.2**

Join us for a virtual endurance campaign with one rule: do it YOUR WAY.

- Choose whatever fits your life — a mile a day, a walk every Saturday, a bike ride with the family, or a personal goal that works for you. However, you get there, do it on your own timeline within the campaign window.

- Every mile you log and every dollar you raise supports the rare disease community, and moves us closer to answers, treatments, and a future where a rare diagnosis does not mean going it alone.
- Run it. Walk it. Bike it. Hike It. Your distance, your pace, your way, all in support of individuals and families living with rare disease.

Your Story. Your Miles. Your Impact.



You're not just participating in a virtual run.

You're part of a movement to advance progress for the rare disease community, wherever you are, however you move.

We're here to help you every step of the way.

- **26.2 Miles**: complete miles all at once, over weeks, or in small increments.
- **Fundraise**: set up a personal page and invite others to support the mission with you.
- **Share**: tell your story on social media using the templates in this guide.

How It Works: You Choose Everything

Your Distance

- A mile a day, a walk every Saturday, a bike ride with the family, a 5K, 10K, half marathon, full marathon or a personal goal you set for yourself. . There is no wrong distance.

Your Location

- An official race, your neighborhood streets, a local trail, or a treadmill. Wherever you are, however you move.

Your Timeline

- Complete your miles anytime during the campaign window, all at once or in small increments, at your own pace.

Your Journey at a Glance

Week 1

**Register and set your goal,
your distance and your
fundraising target**

Weeks 2 to 3

**Build your fundraising
page and share your story**

Weeks 4 to 7

**Train and fundraise. Post
updates to keep momentum
going**

Final Week

**Push for the finish. Send a
last round of asks before
race week**

Race Week

**Complete your miles and
celebrate, together**

Congratulations!

Start With Your Why



- This is more than a virtual run. It's a way to show up, for someone you love, for a community, or for a cause that matters to you.
- People don't just give to campaigns. They give because they feel something, because they understand why it matters to you.
- Your story is what turns miles into meaning. It's what invites others to be part of something bigger.
- You don't need the perfect words. You just need to be real.

Let's Build Your Story

**I'm moving in
honor of...**

**I'm moving
because...**

**Someone important
to me is...**

**I care about this
because...**

**Rare disease has
impacted my life
by...**

**What people don't
always see is...**

**This experience
has taught me...**

**Progress would
look like...**

Examples

Story Length Examples

Short Version

- I'm moving in support of the rare disease community. Every mile represents progress toward better treatments, stronger advocacy, and a future with more answers.

Medium Version

- I'm participating because rare disease impacts more people than many of us realize. I'm moving to support the RARE Foundation and their work to advance policy, accelerate research, and expand access to care.

Long Version

- I believe everyone deserves answers, access to care, and the opportunity to live a full life. That's why I'm supporting the RARE Foundation. This is more than a run for me, it's a way to show up and move this critical mission forward.

Your Fundraising Page

Set Up Your Personal Page

- **Headline examples**

- Miles for [Name]
- Moving for Answers
- 26.2 Miles for Progress



- **Four part structure**

- Opening hook: start with something emotional, a feeling, not a fact.
- Your story: share what feels meaningful, using your prompts from the last section.
- Why The RARE Foundation: one or two lines on the work you're supporting.
- Clear ask: tell people exactly how to help, don't make them guess.

Your Content Roadmap

One Story, Five Weekly Themes

Week 1, “I’m In”

Identity: announce you're joining the movement.

Week 2, “This Is Personal”

Connection: share your story.

Week 3, “Come With Me”

Engagement: post your progress.

Final Week, “Help Me Finish”

Urgency: make your final push.

Race Weekend, “We're Doing This Together”

Celebration: cross the finish line, together.

Congratulations!

Social Templates

Social Post: Simple Start

Template

- I'm joining a nationwide movement to complete 26.2 miles my way.
- I'm doing this because _____.
- I'm supporting the RARE Foundation to help _____.
- If you'd like to support me: [link]

Example

- I'm joining a nationwide movement to complete 26.2 miles my way. I'm doing this because I want to support families navigating rare disease and the challenges that come with it. I'm supporting the RARE Foundation to help advance research, policy, and access to care. Support me here: [link]

Social Post: Personal Story

Template

- This is personal to me.
- _____ (share your connection or story).
- I'm participating to support the RARE Foundation and their work to advance policy, accelerate research, and expand access to care.
- Every mile means _____.

Example, Caregiver or Family Member

- This is personal to me. Someone I love is living with a rare disease, and I've seen firsthand how complex and uncertain that journey can be, searching for answers, navigating care, and holding onto hope. Every mile means showing up for them, and for so many families walking a similar path.

Keep the Momentum Going

Progress Update

- I'm [X miles] in and feeling _____.
This journey is about _____.
I'd love your support as I keep going: [link]

Final Push

- I'm in the final stretch of my 26.2 miles. This has meant more to me than I expected because _____.
If you're able, I'd be so grateful: [link]

Gratitude Post

- I'm so grateful for everyone who has supported me. Because of you, _____.
This has been more than a run, it's been _____.

Hashtags

#TeamRARE

Video & Reel Ideas

“This Mile Is For...”

- Film yourself moving, then add a text overlay: “This mile is for those still searching for answers.”

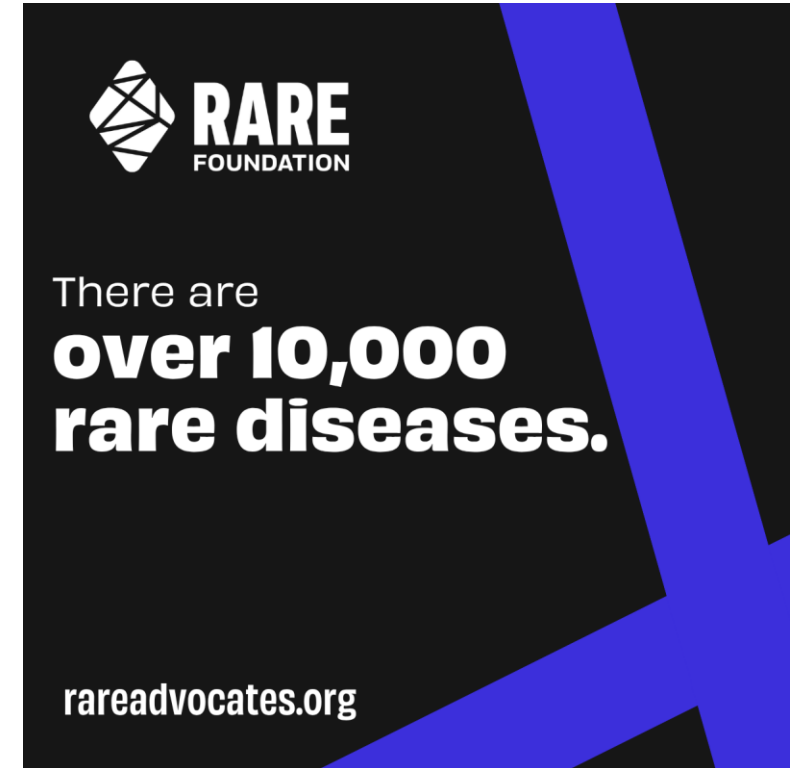
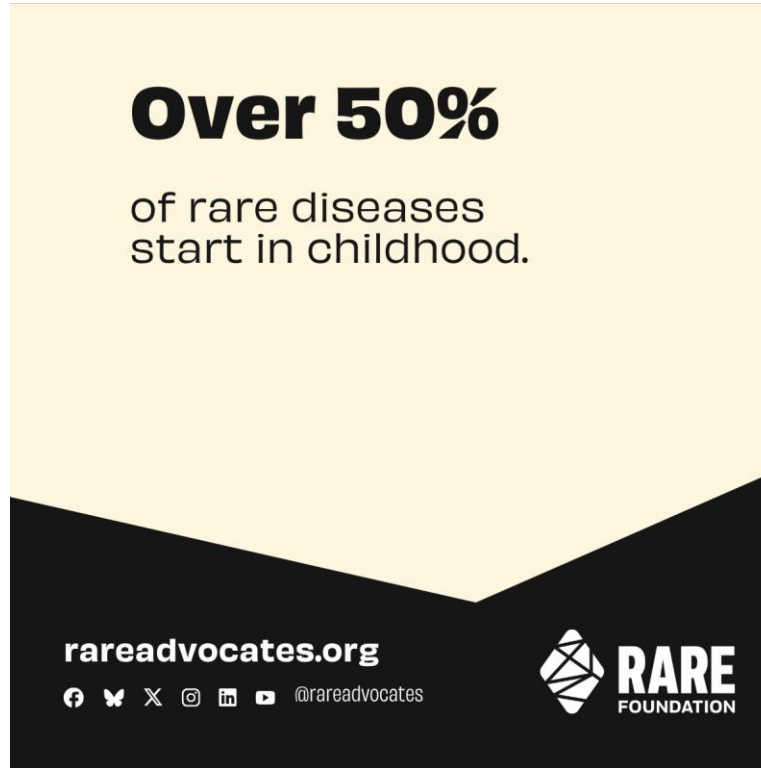
“Why I'm Moving”

- A simple face to camera clip: “I'm participating because... this matters to me because...”

“What 26.2 Looks Like For Me”

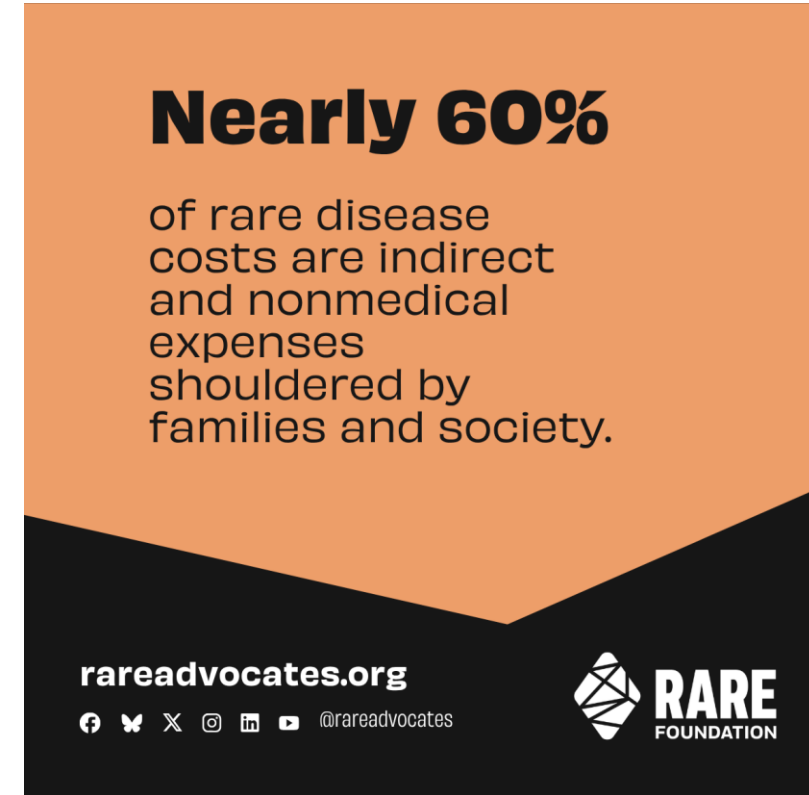
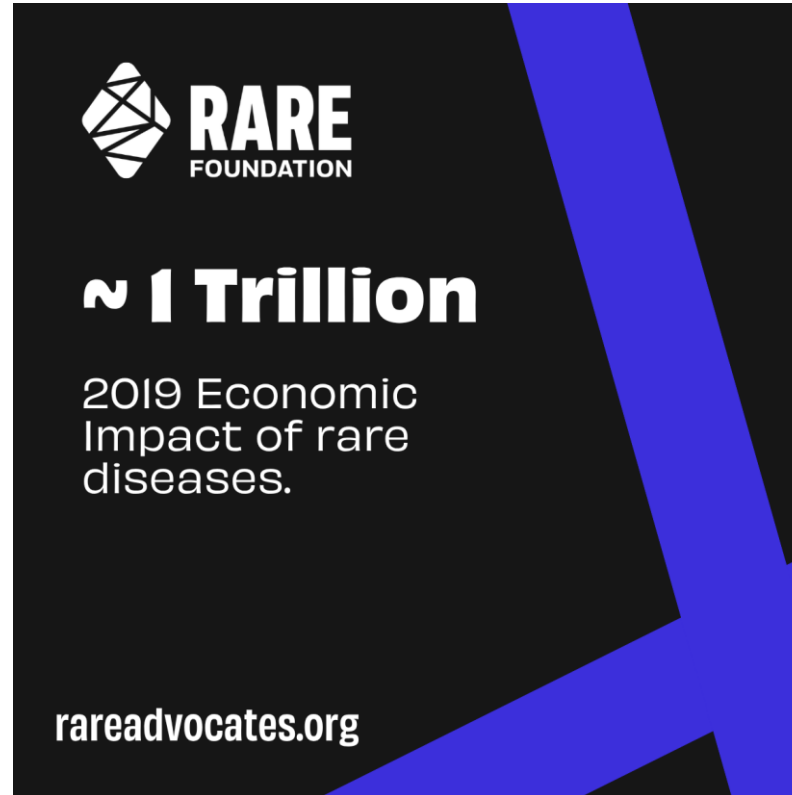
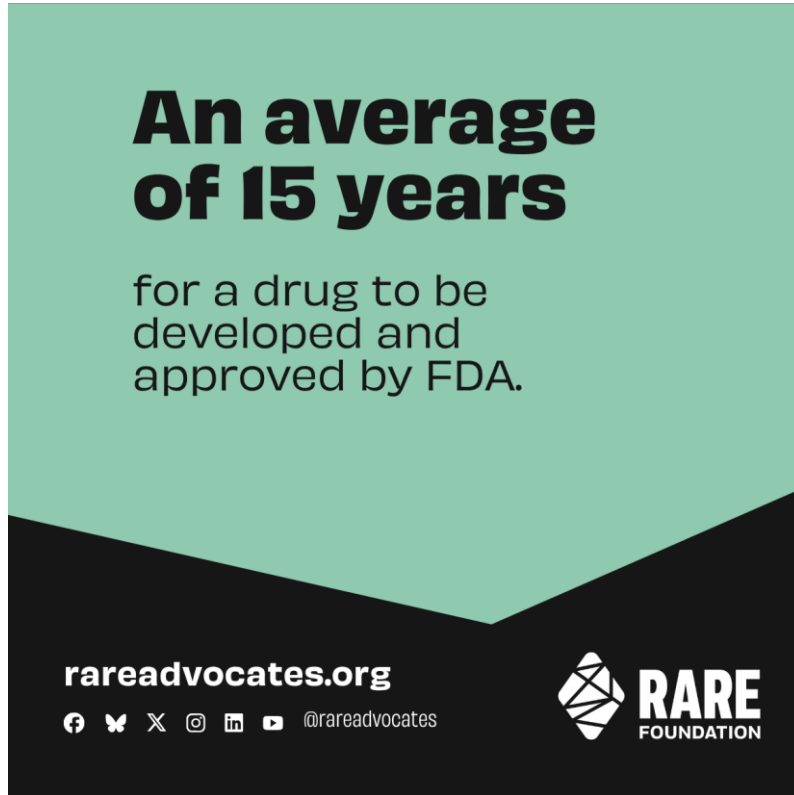
- Show your way of moving: walking, stroller, treadmill, therapy, hiking. Every journey counts.

Approved Social Media Graphics



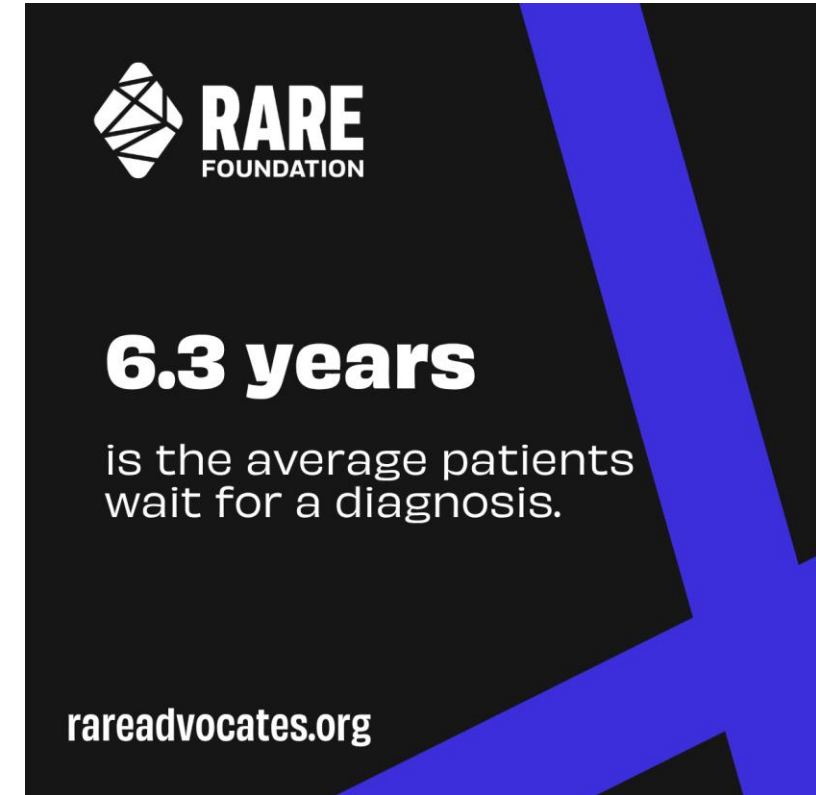
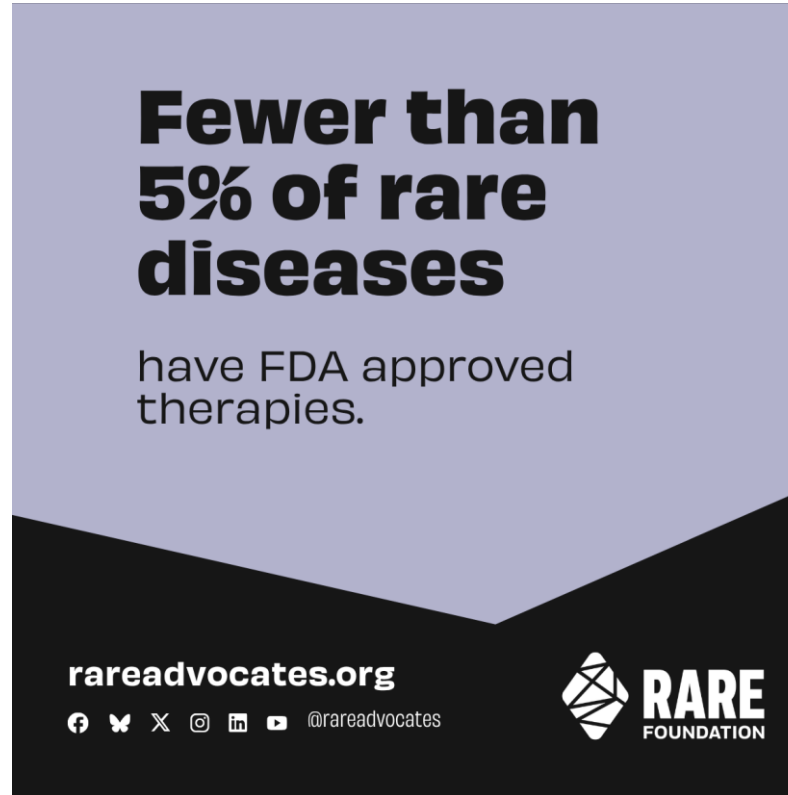
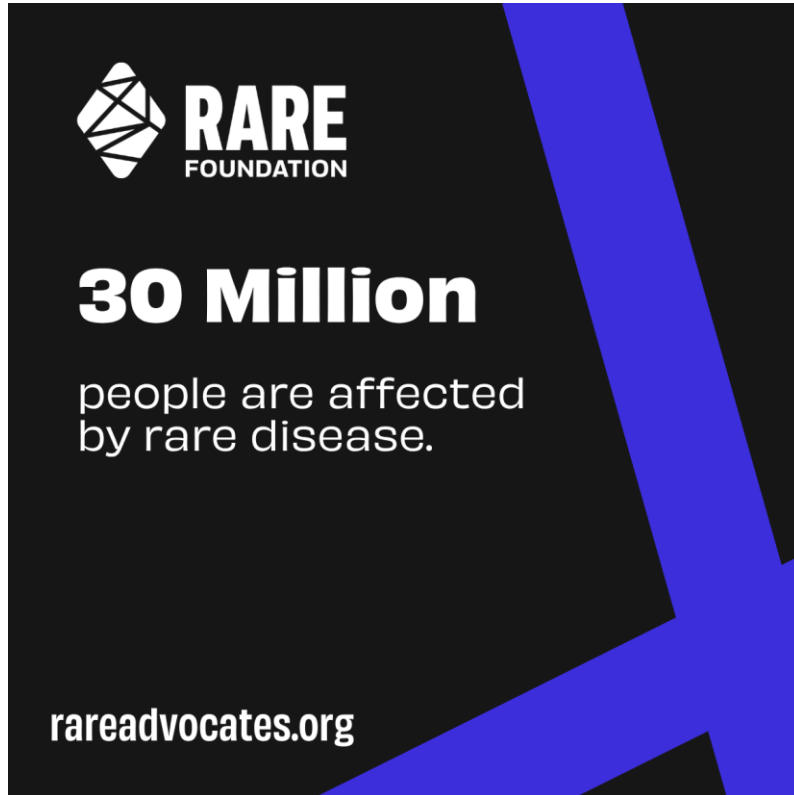
To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Approved Social Media Graphics



To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Approved Social Media Graphics



To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Fundraising

You Can Do This



- Reframe it.
- You are not asking for money.
- You are inviting people into something meaningful.

- **Three simple rules**
 - Start with people who care about you. Your first asks should go to your closest circle, they want to help.
 - Be specific in your ask. Tell people exactly what you're doing and why it matters to you.
 - Share more than once. One post rarely reaches everyone. A gentle follow up is expected, not pushy.

Pick Your Fundraising Style

Sponsor My Miles

\$5 to \$10 per mile, or sponsor one mile in honor of someone.

Unlock My Miles

Every \$100 raised reveals the next mile, share your progress visually.

Community Miles

Invite five friends to each walk one mile, expands participation fast.

Honor Wall

Donors submit names you share and carry with you during your miles.

Quick Fundraising Tips

Ask Early, Ask Often

Send your first ask the same week you register. Follow up two or three more times before race day.

Set a Visible Goal

A progress bar on your page gives people a reason to help you get to 100 percent.

Ask About Matching Gifts

Many employers' match donations dollar for dollar. It takes donors two minutes to check.

Say Thank You Right Away

A quick thank you note, sent the same day, keeps donors engaged for next time.

Contacts



Have a question along the way? Please reach out! We're honored to help at any stage of your fundraiser.

James Uyeda

Vice President of Philanthropy
juyeda@rareadvocates.org

Carrie Borrello

Annual Giving Manager
cborrello@rareadvocates.org

Thank you!