



Move for Palestine

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



YOUR PARTICIPANT BOOKLET

Everything you need to set up, fundraise, and finish





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, cycle or hike
- Set a fundraising target and a personal page
- Complete it at your pace
- Share your progress as you go
- The money raised goes to supporting orphaned children in Gaza

You don't need to be an athlete.

You don't need to be fast.



You need to start, and to ask a few people to back you.

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

Thank you for moving with us.



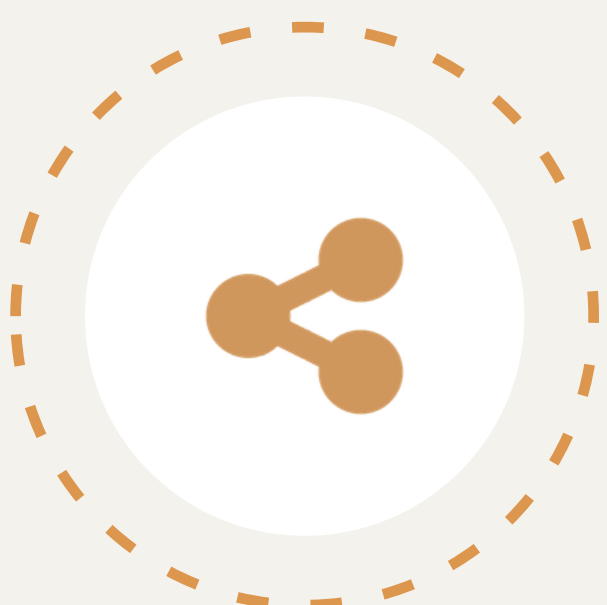
How it works

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



1. Set up

Create your JustGiving page, set your target, add a photo and your story. About ten minutes.



2. Move & fundraise

Connect Strava so your progress posts automatically. Ask people to back you.



3. Celebrate

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

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



Choose your distance

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

41

41 for Gaza

41 km or miles across the month – the length of the Gaza Strip, north to south. Around 1.5 km a day.

365

365 Challenge

One kilometre for every square kilometre 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, 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, park laps, scenic hikes, pool lengths — or a blend of all of them.

No tracker needed

Log your distance manually and post your own updates. Nobody is excluded for not owning a watch.

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 target

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

£150

Starter

About 10 people giving £15. Very achievable from close friends and family alone.

£300

Recommended

Around 20 supporters, or 12 plus a workplace collection. Our suggested goal.

£500+

Ambitious

Needs a wider ask: colleagues, community groups, matched giving, or a team page.

Helpful tips:

- Remind people that even if they can't donate, sharing your fundraiser will help you to reach your target.
- Put donations in concrete terms like, "£12 is the price of three coffees."
- Explain why this cause means so much to you personally in your appeals.



Set up your page

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

1. Create a free JustGiving account – email, Facebook or Google.
2. Use [this link](#) to create a fundraiser connected to the campaign.
3. Choose ‘I’m doing my own activity’
4. Set your target – 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 kit, at a start line.
7. Write your story. Three short paragraphs is plenty (template overleaf).
8. Turn on Gift Aid so UK taxpayers can add 25% at no cost to them.
9. Make the first donation yourself. Even £10.
10. Register your fundraiser with Taawon UK via the [form](#) on our website.

Why donate to yourself?

An empty page stalls. A page that already has a donation on it builds momentum, because nobody wants to be the first name on a blank list.

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



Your page story

Say what you're doing, why, and what the money does. Swap the bracketed parts for your own words.

This [month] I'm [running 41 km] as part of Move for Palestine.

41 kilometres 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 exactly what people in Gaza don't have.

So I'm putting mine to work. The money raised goes to Taawon UK's NOOR programme, which provides urgently needed food, clothing, healthcare, education, and psychosocial support to orphaned children in Gaza.

If you can spare anything at all, it goes a long way.

Thank you. — [Your name]

Keep it personal, specific and short.

Please avoid party-political or contested content — it keeps the campaign welcoming to the widest possible group of donors, and keeps us within charity law. If you're unsure about anything you've written, just ask: info@taawonuk.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 us at info@taawonuk.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–£20 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 £20?” 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.



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 afterwards easier.

Week 2

Go wider: colleagues, 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. Ask your workplace about matched giving. 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

Gift Aid

Adds 25p to every £1 from a UK taxpayer, at no cost to them. Make sure it's on, and remind people to tick the box.

Matched giving

Many employers match what staff raise. Ask HR — there's a template message later in this booklet.

Offline donations

Use the sponsorship form at the back for cash, then pay it in via your page so it counts toward your total.

Team up

Set up a team page with friends, colleagues or your club. Teams typically raise more per person.

Gift Aid alone turns a £300 page into £375. It costs your sponsors nothing.



Messages to send

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

WhatsApp or text – friends and family

Hi [name] – I've signed up to Move for Palestine and I'm [running 41 km this month, the length of the Gaza Strip].

I'm raising money for Taawon UK, who support humanitarian and development programmes in Palestine. Would you sponsor me £[20]? Here's my page: [link]

Would mean a lot. Thank you x

The follow-up – send once, a week later

Hi [name], just a gentle nudge – I'm [X km] in and [£Y] off my target 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] km done and I'm only £[40] short. If [two] people chip in £[20] I'll get there today: [link]



Two longer ones

Email – colleagues and wider network

Subject: I'm [running 41 km] this month – back me?

Hi [name],

I've taken on a challenge for Move for Palestine: [running 41 km 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 [£300] for Taawon UK's NOOR Gaza orphan care programme. [£X] could provide [tangible thing]. Gift Aid adds 25% if you're a UK taxpayer, at no cost to you.

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

Employer matched giving – ask HR

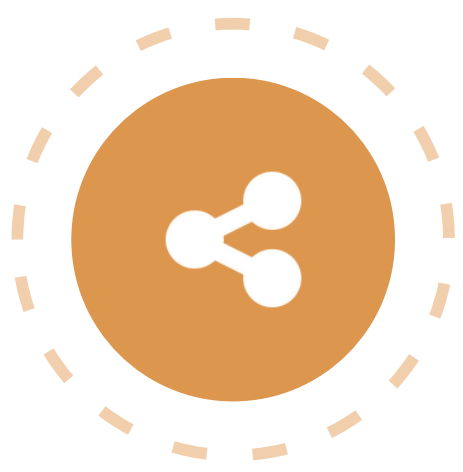
Subject: Matched giving request – Taawon UK

Hi [name],

I'm taking part in Move for Palestine this [month], [running 41 km] to raise funds for the Welfare Association (Taawon UK) registered charity no. 1020238. I've raised £[amount] so far.

Could you let me know whether [Company] operates a matched giving scheme, and how I'd apply?

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



What to post

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

Week 1 – announce

“I’m taking on [41 km] for Move for Palestine. 41 km 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. [12 km] down, [29] to go. Today was cold, wet and genuinely miserable, but I got to choose whether to go out.”

Week 3 – halfway

“Halfway. [20.5 km] done, £[Y] of my £[300] target. If you’ve been meaning to sponsor me, this is the moment.”

Week 4 – the finish

“Done. [41 km] 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 tick off before you start.

☐

JustGiving page created – photo, story and target

☐

Gift Aid enabled on your page

☐

First donation made by you

☐

Strava connected – before your first session

☐

Page shared with your ten closest supporters

☐

Announcement post published, tagging Taawon UK

☐

Sponsorship form printed for offline donations

☐

Employer asked about matched giving



Need a hand?

We'd far rather help than have you get stuck.

Email

info@taawonuk.org

JustGiving issues

[justgiving.com](https://justgiving.com/support) 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 speak to a doctor first if you have any medical conditions. Under-18s need a parent or guardian's consent. Be seen in the dark.

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

SPONSORSHIP FORM



Fundraiser: _____ Challenge: _____

The Welfare Association (Taawon UK), registered charity no. 1020238

Boost your donation by 25p of Gift Aid for every £1 you donate.

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

By ticking the Gift Aid box you confirm: I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Full name	Home address	Postcode	Amount £	Date paid	GA ✓

Total collected: £ _____ **Date handed to Taawon UK:** _____

Please write your full home address, not just your postcode – HMRC requires it for the charity to claim Gift Aid. A signature is not required. Please don't tick Gift Aid if the donation is from a company, or if the money was collected from several people (e.g. a workplace collection or raffle) – these don't qualify. Follows HMRC requirements for sponsorship and Gift Aid declarations.

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

www.taawonuk.org/move

