

Virtual Run for Mobility Fundraising Toolkit

Our Story

Check out our story on
Vimeo & learn how FWM
first got started in 2001.



Watch or download at <https://vimeo.com/301711381>

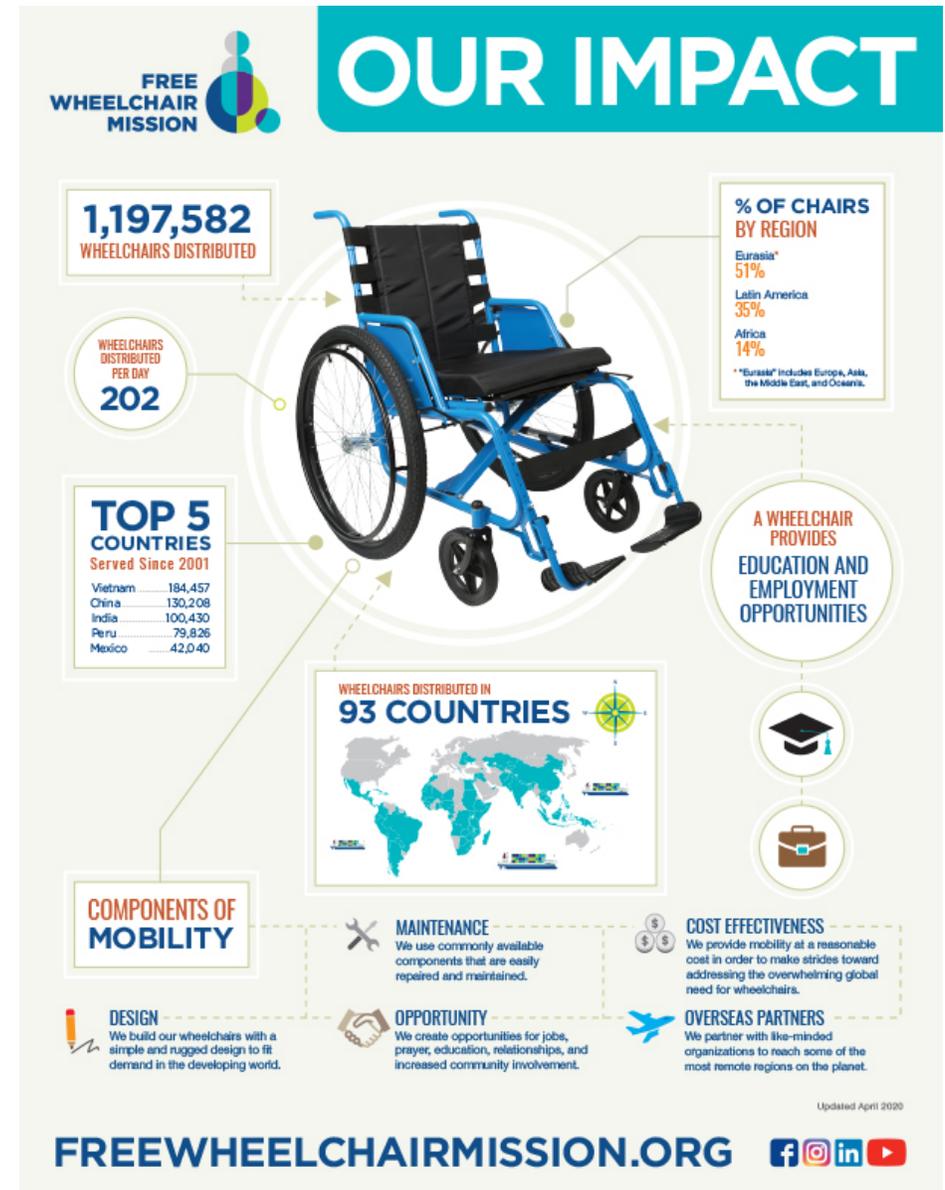
Talking Points

Our Impact

Our mission is to provide the transforming gift of mobility to people with disabilities in developing nations as motivated by Jesus Christ.

In 2017, we celebrated one million lives transformed through the gift of a wheelchair, but many more people still need our help. Get involved today and you will bring transformation that opens doors for individuals around the world.

Our vision at FWM is to become a leading provider of mobility. For people with disabilities living in the developing world, the gift of mobility means freedom, independence, and hope. Without the gift, an estimated 75 million people live in helplessness and despair. Already suffering from the pain and isolation of a physical disability, many must endure further burdens, forced to crawl on the ground, often unable to leave their homes or even care for their own basic needs.



Talking Points

Our Impact

Watch our FWM video

“A Million More Stories to Come”

<https://vimeo.com/396808122>



Social Media

Hashtags:

Our primary hashtags are **#teammobility** and **#giftofmobility**.

You can also include:

#disability	#nonprofit
#mobility	#running
#wheelchair	#whyirun
#giveback	#run
#DoGood	#goodcause

Sharing our story on social media is easy!

Simply tag **@freewheelchairmission** on Facebook, **@fwmission** on Instagram, and **@fwmission** on Twitter.

Post pictures and videos of yourself training, along with pictures of wheelchair recipients to show why you are running for the cause of mobility.

Don't forget to include your fundraising link in your post!

Facebook Post Examples



<https://www.facebook.com/freewheelchairmission>



[freewheelchairmission.org](https://www.freewheelchairmission.org)

- I'm running in the Virtual Run for Mobility this year, fundraising for [@freewheelchairmission](https://www.facebook.com/freewheelchairmission). Would you please consider supporting my campaign to **lift <<place # of lives here>>** off the ground? **<<Insert fundraising page link here>>** #teammobility #giftofmobility
- Did you know that an estimated 75 million people in the world need a wheelchair but cannot get one on their own? Without mobility, they're often left confined to their homes, unable to go to school, make a living, or participate in community. That's why I'm running/walking in the Virtual Run for Mobility, raising funds for [@freewheelchairmission](https://www.facebook.com/freewheelchairmission). Would you please consider supporting my campaign to **lift <<place # of lives here>>** off the ground? **<<Insert fundraising page link here>>** #teammobility #giftofmobility

Instagram Post Examples



<https://www.instagram.com/fwmission/>



- I'm running/walking in the Virtual Run for Mobility this year! I am fundraising for Free Wheelchair Mission ([@fwmission](#)). Will you please consider supporting my campaign to **lift <<place number of lives here>>** off the ground? **<<Insert fundraising page link here>>** #teammobility #giftofmobility #running #goodcause #disability #mobility #wheelchair #whyirun
- Did you know that an estimated 75 million people in the world need a wheelchair but cannot get one on their own? That's why I'm running/walking in the Virtual Run for Mobility, raising funds for [@fwmission](#). Would you please consider supporting my campaign to **lift <<place # of lives here>>** off the ground? **<<Insert fundraising page link here>>** #teammobility #giftofmobility #running #goodcause #disability #mobility #wheelchair #whyirun

Run T Shirt Posts

When you join our Run for Mobility team you receive a premium Team Mobility green t-shirt. Feel free to take a photo of yourself wearing the shirt and post on your social media. Here's a sample post:

- I'm walking for those who can't and making my miles matter at the Virtual Run for Mobility! Please consider helping me raise funds for @FWMission to provide wheelchairs to <<place number of lives here>> people with disabilities in developing nations. Join me on Team Mobility! www.freewheelchairmission.org/run #teammobility #giftofmobility #running #goodcause #disability #mobility #wheelchair #whyirun

freewheelchairmission.org



Logos & Images for social media

You can download photos and logos at <https://www.freewheelchairmission.org/runtools/> to post on your social media to help you fundraise and get the word out!



Sample Email to Supporters

**Simply copy
and paste this
into your email
and fill in
INSERT fields
and email to
supporters!**

Dear Friend/Family Member/Colleague,

This year, I am taking part in the Virtual Run for Mobility in support of [Free Wheelchair Mission](#) and wanted to take this opportunity to share with you a little bit about this worthy cause I care deeply about. Free Wheelchair Mission (FWM) is a humanitarian non-profit organization that distributes free wheelchairs to people with disabilities in the developing world who otherwise could not afford one. FWM has distributed over one million wheelchairs in over 93 countries since 2001. For \$80 they provide the gift of a wheelchair and lift someone off the ground. Their model is to provide durable, cost-efficient wheelchairs so that they can help solve the issue of 75 million people worldwide needing a wheelchair, as estimated by the World Health Organization. Millions of people with disabilities living in the developing world must be carried or literally drag themselves across the ground to meet their most basic needs. Their goal is to transform another million lives by 2025 and together we can reach this! My goal is to raise <<INSERT \$\$\$ goal here>> to help support Free Wheelchair Mission and lift <<INSERT number of lives here>> lives off the ground. I wanted to share this organization with you because it is especially meaningful to me. If you are also moved by what they do, would you consider partnering with me as I strive to give <<INSERT number of lives here>> people a wheelchair. You can donate here <<Place fundraising link here>> through my fundraising page – every gift matters! Thank you for your friendship and your willingness to listen to me share about [FWM!](#)

With Gratitude, <<INSERT Your name here>>



Thanks for Helping Us Transform Lives!



Questions?

Email Us: info@freewheelchairmission.org

Call Us: (949) 273.8470