



Waymakers Run or Walk Event Toolkit

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We are so excited for you to **#BeAWaymaker** for Immigrant Kids! Thank you for helping the Young Center raise essential funds to support immigrant children in detention by hosting your own local race through our annual **Waymakers Run/Walk/Roll Race**. Gather your community of friends, family, and coworkers to join your local team and ask them to bring a plus one or two.

Putting together a local race is simple with this short **step-by-step guide**. Being a **Waymaker** makes a difference to our core mission of closing the justice gap for immigrant children.

THE IMPACT YOU CAN HAVE WITH THIS EVENT:

- ★ You are providing independent Child Advocates to more than 1,600 unaccompanied and separated immigrant children in detention.
- ★ You are fighting to protect immigrant children's legal right to family, to be free from detention, to ensure they are not deported to danger.
- ★ You are reuniting immigrant children with their families after months or even years of separation.
- ★ You are ensuring immigration judges and asylum officers receive powerful Young Center recommendations to inform their decisions about individual children facing deportation.
- ★ You are investing in the struggle to create an immigration system that sees children as children and protects their rights.
- ★ You are supporting a stable and fiscally responsible organization that has existed for more than 19 years.
- ★ You are letting immigrant children in detention know they are not alone.

In this document, we'll share everything you'll need to know on how to organize a simple, yet effective **Waymakers Race** wherever you are. Everything here is optional and can be adjusted to your team's wants and needs. However, it's highly recommended to **have fun!**

Step-By-Step Guide on How to Organize a Waymakers Race

1. Register for the race:

- Choose a date between September 15 – October 1, 2023, for race day.
- Go to the race registration page. You will have the option to purchase this year's race T-shirt as an add-on. You can find the page [here](#).
- You can choose between 1-mile and 5-mile distances.
- Want to make a bigger difference?** Once registered, you will receive an email encouraging you to set a goal to raise critical funds to support immigrant children who are alone in detention facing deportation. Your community can make a big difference by fundraising together.

2. Choose a location and time for race day:

- TIP:** choose a public park with either a 1mi or 5k running route and parking. Scroll through our race map on *page 9* to find a potential route near you.
- TIP:** We've seen more participation for race events scheduled out of the 9am-5pm weekday schedule. Consider scheduling your race on a weekend or weekday evening.
- TIP:** Ideally, this public park may be located near a local business (restaurant, brewery, ice cream shop, etc.) that will be willing to host race participants after the race and build community. For template language for outreach to a local business, please see our sample talking points section on *page 5*.
 - If the park you decide on does not have any local business that race participants can walk to, consider inviting your local street vendor, such as an Eloterx and Paleterx, to bring snacks to you and support your local street vendors!

3. Build a Team:

- Use our social media sample posts on *page 8* to share with your network and build your team.
- Once you have a few people signed up, ask them if they would like to help you put the event together. You can then assign them roles to help you with participant recruitment, logistics, etc. (more on this in the next step).

- ❑ Don't forget to ask them to register for the race on our [website](#). This is a great way to ensure that your participants are also contributing to our work.

4. On Race Day:

- ❑ Check the weather forecast to inform participants and allow them to be prepared.
- ❑ Gather supplies for any pre-run or post-run activity.
- ❑ Gather light snacks, water, and a first-aid kit for race participants.
- ❑ **TIP:** you can bring a small, portable speaker to play music as everyone runs to make things more fun!
- ❑ Select **2-3 team captains** to help lead the event:
 - Decide on what roles each captain will take. Example roles:
 1. speaker role;
 2. lead pre-run activity;
 3. pass out water, snacks, and ensure everyone knows where to go;
 4. Timekeeper and person in charge of livestream/taking photos during the race and tagging the Young Center on social media.
- ❑ Welcome and Intro to the Young Center (**about 5 min**):
 - Have the captain in charge of the speaker role give a:
 1. Welcome & Agenda for the day.
 2. Brief introduction to the Young Center's work and the Waymakers Race. Please see our sample talking points page.
- ❑ Pre-Run Activity (**10-15 min**):
 - Choose whatever feels right for your group. It's a great way for your team to connect, get ready, and get excited for the race! Consider coming up with **one** simple, pre-run activity that lasts **no more than 15 minutes**. Example activities:
 1. Stretch/Warm-up (view this example [here](#) from our very own **Grants Officer, Lorena Gonzalez** 🌟)
 2. (if you bring a portable speaker) Dance exercise/Zumba (examples [here](#))
 3. Have a quick team-bonding activity to connect with your team (examples [here](#)).
- ❑ Post-Run Activity (**10-15**):
 - Do a short debrief! Ask questions like, how are you feeling about this run? Encourage everyone to continue to get involved with the Young Center.

More Useful Resources

SAMPLE TALKING POINTS

Your event participants might want to know a little bit more about the Young Center and the work that we do with immigrant children. Here you can find some talking points to explain what we do and why you decided to become a Waymaker.

- **Intro to the Young Center:** Founded in 2004, the Young Center for Immigrant Children's Rights is a human rights organization that champions the best interests of unaccompanied immigrant children, making sure that wherever they land, whether here in the U.S. or in their home country, they are safe. The children they serve are fleeing violence, trafficking, abuse, extreme poverty, discrimination, and the effects of climate change. They advocate for the well-being of each child while they're detained, in court proceedings, and post-release. They stand for the creation of an immigration system that sees children as children.
- **The Story of the Waymaker:** Years ago, the Young Center had the honor of serving a girl from West Africa. When she was successfully released from custody, settled in, and enrolled in high school, she sent a letter to her Child Advocate, thanking her for being her Waymaker. The Young Center loved that word. Today, as children who arrive on their own are at risk of being deported to danger and those who come with their families continue to be separated at the border, we need Waymakers more than ever. This year, the Young Center is celebrating its 3rd annual Waymaker Run/Walk/Roll Race across New York, Los Angeles, Chicago, Washington, DC, Phoenix, Houston, San Antonio, and Harlingen, TX.
- **Why am I a Waymaker?**

Sample 1: I'm so proud to #BeAWaymaker with the Young Center. I'm helping raise funds for immigrant children in custody and guaranteeing they are treated first and foremost as children as they go through immigration proceedings.

Sample 2: Each day, kids are forced to escape war, persecution, violence, extreme poverty, and other atrocities as they travel thousands of miles to seek safety at our border. They are then placed in custody where they must prove they have a right to protection. The Young Center fights for every child as they go through immigration proceedings, advocating for their safety, well-being, and reunifying them with loved ones. By participating in the race/fundraiser, you are helping me be a Waymaker and raise funds to support immigrant children.

OUTREACH TO LOCAL BUSINESSES TEMPLATE

Getting local business involved can be a great opportunity to raise more funds, have a space to meet with your event participants or post flyers for recruitment. Here's a sample email:

Hello **[INSERT BUSINESS NAME]**,

I hope this message finds you well. I'm writing as a community member who is putting together a race near your business on **[INSERT DATE]** to help raise funds for the [Young Center for Immigrant Children's Rights](#), a national nonprofit that advocates for immigrant children who come to the United States alone or who have been separated from their families. The event I'm organizing is in support of the **Young Center's** annual [Waymakers Race](#).

I would love to partner with your business for this event and have our participants meet-up in your space after the race to celebrate, share drinks/food/community, and cool off. I believe your establishment would be perfect for this partnership. Partnering with your business would be mutually beneficial, since we will bring people who will purchase food/drinks. In return, you could offer space and a donation to the **Young Center** based on the business brought in (i.e. per beer or meal served, during our visit or for the day, etc). Please let me know if you'd be open to exploring this as a possibility. I'd greatly appreciate the opportunity to be in community with you, support your business, and support a good cause.

(Optional; 1-2 sentences) The Young Center's work is important to me because _____.

Thank you in advance for your support and consideration. I am available via **[INSERT EMAIL/PHONE]**. I look forward to hearing from you!

[INSERT NAME]

[INSERT PHONE]

SAMPLE PITCH TO LOCAL MEDIA

Social media and your local media outlets, such as community radio, TV stations or newspapers, can be a great tool to use for participant recruitment! Here are some steps to follow if you plan to reach out to your local media:

- Make a short list of the newspapers, radio stations, or TV stations that you tend to follow to find out about local events (such as concerts, farmers markets or other community events).

- ❑ Look up their website and see if you can find an email or phone number to contact them. You can also email us at media@theyoungcenter.org and we can help you find those contacts!
- ❑ Use this sample pitch as an email, or as a script if you decide to give them a call:

Hello **NAME**,

I hope this message finds you well.

I'm writing as a community member who is putting together a race here in **[CITY OR NEIGHBORHOOD NAME]** on **[DATE]** to help raise funds for the [Young Center for Immigrant Children's Rights](#), a national nonprofit that advocates for immigrant children who come to the United States alone or who have been separated from their families. With immigrant children continuing to face unimaginable harm, especially along the border where it was [recently reported](#) that children have been trapped in barbed wire, forcibly pushed into the Rio Grande, and denied water in the deadly summer heat, it's important our community in **[CITY OR NEIGHBORHOOD NAME]** comes together to advocate for immigrant children's rights.

I would love to invite more community members to join this upcoming event and wanted to ask if I can announce it on your **[RADIO STATION, MAGAZINE, NEWSPAPER, NEWS SEGMENT]**. This event would be in collaboration with the Young Center's annual Waymakers Race, a nationwide event where people across the country can organize their own race to support immigrant children. You can find more information about the Young Center [here](#).

Here are more details about the event:

Date: [Event Date]

Time: [Start Time]

Location: [Event Location]

Walk distance: [1 Mile or 5 miles]

Registration Details: Participants can register [here](#).

Thank you for your consideration. I look forward to hearing from you or someone in your team.

[Name]

SAMPLE POSTS FOR SOCIAL MEDIA RECRUITMENT

<p>Facebook Post and/or Event: You can use this text with this graphic and also as the description of a Facebook event where you can track participants.</p> <p>Instagram Post: Use this text as a caption of this graphic. You can also use Canva.com to create your own graphic.</p> <p>TikTok Script: Use this text as a script and then record yourself for a short video post. Be sure to post the link as part of your caption.</p>	<p>Friends, I want to invite you to #BeAWaymaker2023 with me. The Young Center for Immigrant Children’s Rights has announced their yearly fundraising drive and I decided to organize a [WALK OR RUN] in support of unaccompanied immigrant children.</p> <p>Join me to show your solidarity and support. As children continue to be separated from their families at the border and children who arrive on their own are at risk of being deported to danger, we need Waymakers more than ever.</p> <p>The event will take place in [LOCATION] at [TIME]. You will first need to register at bit.ly/BeAWaymaker2023 and then come prepared to walk [1 mile or 5 miles].</p> <p>Are you in?</p>
<p>Twitter Thread: Use this text to create a thread with 3 tweets (or more if you run out of space). Be sure to add the graphic to one of the tweets for visual appeal.</p>	<p>Tweet 1: Friends, I want to invite you to #BeAWaymaker2023 with me. The Young Center for Immigrant Children’s Rights has announced their yearly fundraising drive and I decided to organize a [WALK OR RUN] in support of unaccompanied immigrant children. 📌👉 [ADD GRAPHIC]</p> <p>Tweet 2: Join me to show your solidarity and support. As children continue to be separated from their families at the border and children who arrive on their own are at risk of being deported to danger, we need Waymakers more than ever.</p> <p>Tweet 3: The event will take place in [LOCATION] at [TIME]. You will first need to register at bit.ly/BeAWaymaker2023 and then come prepared to walk [1 mile or 5 miles].</p>

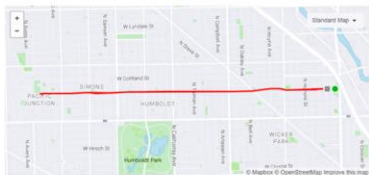
RACE MAP

Pick your distance (1K or 5K) and choose your route!

The Young Center has eight locations across the United States: **Chicago, Harlingen, San Antonio, Houston, Phoenix, Washington D.C., New York City, and Los Angeles**. Below are some routes throughout these cities. *Please note that these routes are only suggestions; this is a virtual event so you can feel free to participate in any way that works for you.*

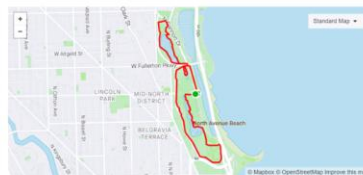
The routes below range from 1 to 5K. These routes were found through Strava, Trail Link, All Trails, Map My Route, and other online resources.

Chicago Routes



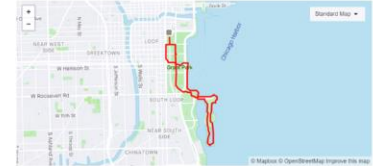
The 606-5k Route

Run/walk/roll through the 606; This route brings together an elevated trail with a scenic landscape. Great for a mile or 5k route. The 606 is a 2.7-mile trail with multiple access points.



Lincoln Park Zoo-5k Route

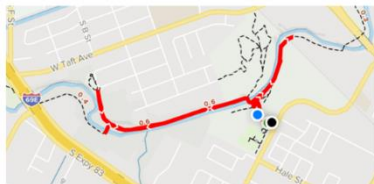
Just off the beaten path of the Lakefront pathway, you will find Chicago runners zigzagging along the many winding trails through the Lincoln Park Zoo and surrounding park areas. Lincoln Park is a wonderful natural habitat tucked into the heart of a booming metropolis. The zoo is free and open to the public year-round so it creates a unique opportunity to see some interesting wildlife on your adventure. Great for a mile walk or 5k route.



Grant Park-5k Route

For 5k, you are able to do half of this route. The "front yard" of Chicago, Grant Park is the expansive green space nestled between towering skyscrapers and Lake Michigan. Grant Park is also home to the start and finish of the Chicago Marathon. The finely manicured gardens provide an attractive landscape set against the iconic skyline of Chicago. You'll recognize the Willis Tower (formerly the Sears Tower), which at 1,451 feet tall is now the second tallest building in the U.S.

Harlingen Routes



Arroyo Route-5k Route

Arroyo Hike and Bike Trail is a 3.7 mile moderately trafficked out and back trail located near Harlingen, Texas that features a river and is rated as moderate. The trail offers a number of activity options and is accessible year-round. Dogs are also able to use this trail but must be kept on leash.



Hugh Ramsey Nature Park

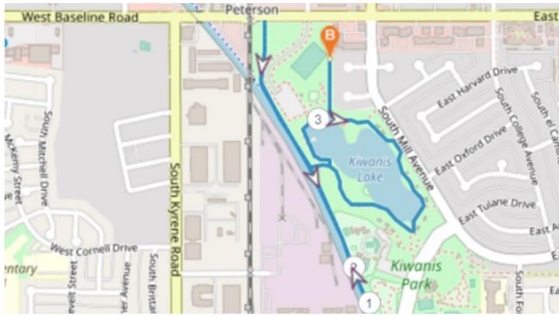
One lap around Hugh Ramsey Nature Park is equivalent to 1-mile, in order to complete the 5k you will need to complete a little over three laps. This route is rated as easy.



Palm Valley-5k/10k Route

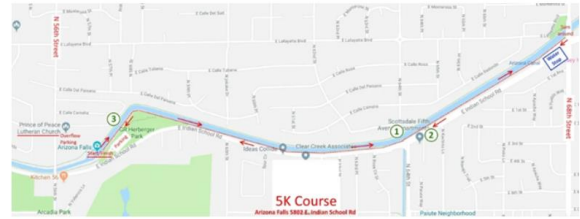
Palm Valley is a 3-mile route located near Harlingen, Texas, USA. To complete a 5k on this route, you will need to trek 3.1 miles. This route has an elevation gain of about 0 ft and is rated as easy. To complete the 10k (6.2 miles), you will need to take a little over two laps around Palm Valley Park.

Phoenix Routes



Kiwanis Park-5K Route

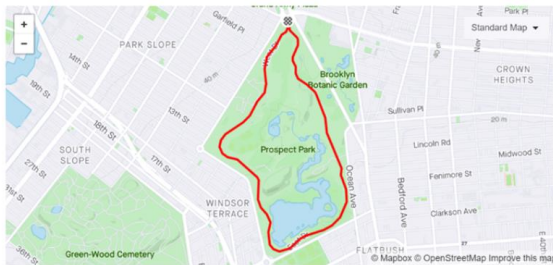
Kiwanis Park offers a number of activity options and is best used from September until May. Dogs are also able to use this trail but must be kept on a leash. Bring your furry friend along to complete your adventure!



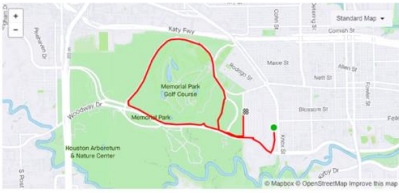
Arizona Falls-5k Route

This 3.1 mile route has a mixed terrain and has an incline of 200 feet.

New York Routes

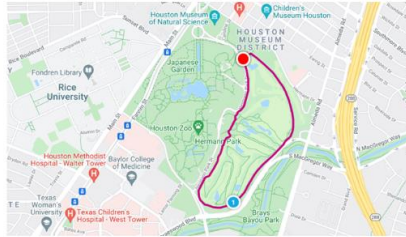


Houston Routes



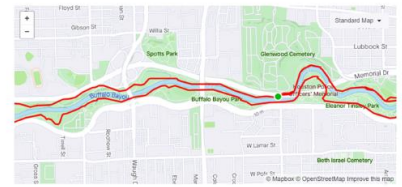
Memorial Park

Memorial Park is one of the largest urban parks in the United States. It is the heart of Houston's running community, offering great routes with wonderful views of the Houston Skyline.



Hermann Park

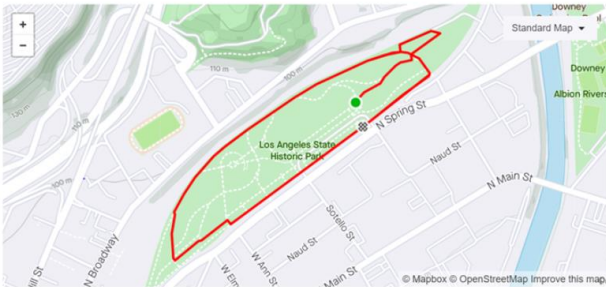
Hermann Park is a great place to come and stretch your legs. Joggers love following the 2-mile Marvin Taylor Trail under the shade of the Park's historic live oaks. Check out a bike at the B-Cycle Station near Lake Plaza and ride over the Bill Coats Bridge to the Park's Urban Forest at Bayou Parkland. For a longer adventure, (5+ miles) cross Main Street at west side of the Hermann Park and combine with the Rice University loop (above) with Hermann Park trails.



Buffalo Bayou

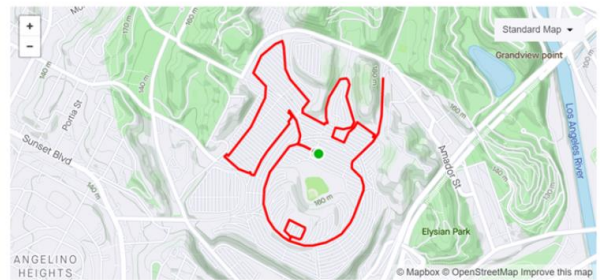
The Buffalo Bayou Trail, also referred to as the Sandy Reed Memorial Trail, cuts across Houston and meanders through the many parks that line the waterway, as well as the historical Glenwood Cemetery. It stretches 15 miles and is fully paved, offering a pleasant outdoor escape in an urban setting.

Los Angeles Routes



LA State Historic Park

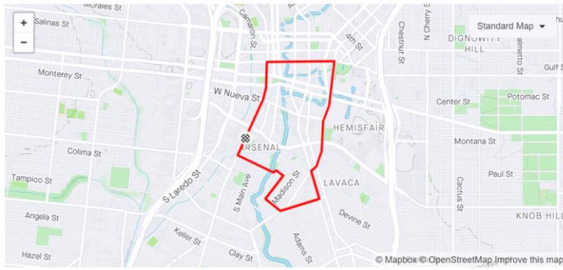
The LA State Historic Park is a great running route in Los Angeles. It features an elevation gain of 54ft over 3.15mi. Los Angeles State Historic Park provides an extraordinary opportunity to walk and learn about Los Angeles. Adjacent to Chinatown (and close to the Metro Gold Line), park visitors can wander pathways and enjoy views of downtown, as well as discover the natural and cultural heritage of Los Angeles and enjoy art pieces.



Dodgers-5k Route

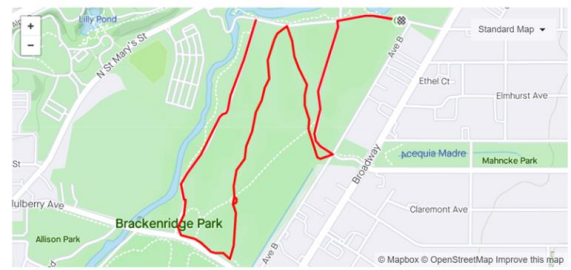
Dodgers 5k is a running route in Los Angeles. It features an elevation gain of 165ft over 3.56mi. Notable roads/trails that you'll be traveling on: Solano Avenue and Stadium Way.

San Antonio Routes



San Antonio-5K

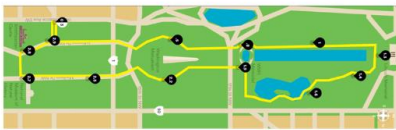
This route features an elevation gain of 38ft over 3.11mi. Notable roads/trails that you'll be traveling on: East Houston Street, Pereida Street, Alamo Plaza, King William Street, and South Saint Mary's Street.



Witte-5K

Witte 5k is a running route in San Antonio. It features an elevation gain of 31ft over 3.16mi. Notable roads/trails that you'll be traveling on: Red Oak Road, Brackenridge Road, Tuleta Drive, and Wilderness Road.

Washington, D.C. Routes



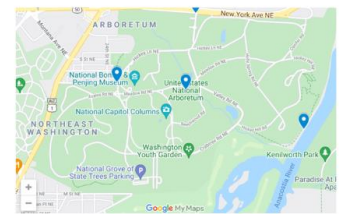
National Mall-5k

All runners should clock some miles on the National Mall. Not only is jogging past grand monuments, memorials and museums a truly unique DC experience, there are other benefits: The Mall is mostly car-free and the paths and monuments are illuminated at night.



Capital Crescent Trail-5k

If you plan to run or walk to the end, Georgetown has several cafes for grabbing a post-run coffee or breakfast. There are also a few running shops if you need anything running-related. Like the other trails in the busy and car-heavy D.C. Metro area, the Capital Crescent Trail gives people an option of getting out and enjoying the beautiful weather and scenery without a vehicle.



National Arboretum-5K

The entrance off of R Street NE is the most pedestrian-friendly access point, though the 8 a.m. – 5 p.m. hours can be an impediment to runners on weekdays who work standard schedules. Once you get there, you have about six miles of road, mostly bereft of cars despite nearly half a million visitors annually.

DISCLAIMERS AND SAFETY TIPS

It is important to note that the race/fundraiser you will put together is **NOT** a Young Center event. You may refer to it as a “Race to Raise Funds for the Young Center,” “Waymakers Race for the Young Center,” or “Fundraiser for the Young Center.” The Young Center is not responsible for the planning and execution of any of the races put forth to raise funds for the Young Center.

We highly encourage every participant to practice safety and be aware of and follow local laws and regulations while they participate in the planning and execution of their race. We also encourage race hosts to have water, snacks, and a first-aid kit available for participants.

? QUESTIONS? CONNECT WITH OUR YOUNG CENTER TEAM

If you have any questions as you try to plan your Waymakers Race, reach out to us via email or phone:

Jad Bekdach
jbekdach@theyoungcenter.org
(347) 588-5523

 THANK YOU FOR BEING A WAYMAKER 