**Face the Challenge Virtual Race Across America**

***Saturday, September 4 – Saturday, September 11, 2021***

The 2021 Face the Challenge Virtual Race Across America, hosted by JFCAC, is a great way to show your support for Community Action across the country. Imagine Community Action agency staff and supporters running 10k, 5k or walking 1 mile over the course of a week. What a show of unity that would be! Here’s how to participate in the virtual race and get your state involved:

**HOW IT WORKS**

**1 – Pick Your State’s Race Day**

A virtual race can be run any day between September 4 and September 11. However, we’re encourage states to pick their race day to encourage participation from Community Action Agencies. Pick which date your state will run. Participants can run individually or independently organized small group runs.

**2 – Promote to Agencies in Your State**

Share your state’s virtual race day with your CAAs! Use the email copy and social media graphics below to spread the word.

**3 – Support Community**

Show your support from Community Action on race day! Run the race, track your time, and post a self on social media. One half of all proceeds from those who register in your state are yours to use for ongoing COVID relief in your community!

**HOW TO USE THIS PROMO KIT**

**1 – SOCIAL MEDIA GRAPHICS**

Open these social media templates in Canva and change the date to your state’s race day to share on social media.

* [Social Media Graphic 1](https://www.canva.com/design/DAEhFWYMBcM/a0Y-QAAFmuDXleWVXRDl6Q/view?utm_content=DAEhFWYMBcM&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)
* [Social Media Graphic 2](https://www.canva.com/design/DAEhel2UDVU/qUJBBKJqkheRF1b4qeUlxA/view?utm_content=DAEhel2UDVU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)
* [Social Media Graphic 3](https://www.canva.com/design/DAEher5cB3w/Wh5xoNKG3y_8PGog6TvUJA/view?utm_content=DAEher5cB3w&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)
* [Social Media Graphic 4](https://www.canva.com/design/DAEhevb3kDo/G3HCfPcKDVG3DMPXLzCCmg/view?utm_content=DAEhevb3kDo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

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**2 – PROMO EMAILS**

* Use the following email content to promote the virtual race to CAAs in your state. Email header, preheader, and body copy are all provided.
* Simply add information specific to your state and distribute to your mailing list!
* Link CTA (call-to-action) buttons to: https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica

**PROMO EMAIL 1**

HEADER: Run the 2021 Virtual Race Across America and Support Ongoing COVID Relief  
PREHEADER: Run (or walk) to support your communities

Kick off your Sketchers and lace up your Nikes—Community Action is running a race.

This year’s 2021 Face the Challenge Virtual Race Across America, hosted by Jefferson Franklin Community Action Corporation, is your chance to hit the pavement to support COVID relief in your community. The race will be held Sept. 4 – Sept. 11, 2021.

[INSERT YOUR STATE HERE (i.e. Missouri’s)] virtual race is [INSERT DATE OF YOUR STATE’S RACE]. With three options—10K, 5K, and 1 mile walk—anyone at any fitness level can participate. Run, jog, walk, or even skip (we do not recommend skipping, but hey, who’s gonna stop you!).

Participating is easy:

1. Register [here](https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica).
2. On the day of the race, run. With a virtual race, you can log your miles at any point in the day. Just make sure to record your time (we’re using the honor system—we trust you). You can also snap a photo of you going the distance, which will be featured on the virtual race website.
3. Celebrate supporting Community Action. Awards will be given to the top five times in each category. All proceeds will be split among agencies to be used for COVID relief.

Even as America puts the pandemic behind it, many families are still struggling. The virtual race is another way you can help your communities. And you’ll get your steps in.

Register today to join the 2021 Virtual Race Across America.

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REGISTER FOR THE RACE

Link to:

https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica

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**PROMO EMAIL 2**

HEADER: Pull on your running shoes, Community Action is running a race

PREHEADER: 2021 Face the Challenge Virtual Race Across America

How far would you go to help your communities? One mile? Three miles? Six?! Find out by signing up for the 2021 Face the Challenge Virtual Race Across America!

This year’s race, hosted by Jefferson Franklin Community Action Corporation, is Sept. 4 – Sept. 11, 2021.

[INSERT YOUR STATE HERE (i.e. Missouri’s)] race day is [INSERT DATE OF YOUR STATE’S RACE]. Join agency staff across the state as they feel the burn to support COVID relief in their communities.

It’s easy to participate. Register [here](https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica) and pick from three options: 10K, 5K, and 1 mile run. Registration is $35

On the day of the race, get to running (or walking). Make sure to record your time and log it into the website. Snap a picture and share it with us. And don’t forget to [carbo load](https://youtu.be/8zQWubk8SDQ).

Community Action helps people in need. The pandemic hit families with low incomes the hardest. Many are still struggling to get back on their feet. This year’s virtual race is your chance to give a little more back to your community.

Sign up today to save your spot in this year’s 2021 Face the Challenge Virtual Race Across America!

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REGISTER TODAY

Link to:

https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica

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**PROMO EMAIL 3**

HEADER: A friendly [INSERT YOUR STATE HERE] CAA Competition  
PREHEADER: 2021 Face the Challenge Virtual Race Across America

Let’s answer the age-old question once and for all: which agency in [INSERT YOUR STATE HERE] is the fastest?

Sign up for this year’s 2021 Face the Challenge Virtual Race Across America and compete against agency staff in [INSERT YOUR STATE HERE]. All proceeds go back to participating agencies to help their communities recover from the pandemic.

The virtual race is Sept. 4 through Sept. 11, 2021. You can run at any time during this period. [INSERT YOUR STATE HERE] will hold its race on [INSERT DATE OF YOUR STATE’S RACE]. There are three options—10K, 5K, or 1 mile walk. The cost is $35.

Participating is easy. Register [here](https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica). On race week, hit the road. You can run or walk whenever and wherever you like. Just make sure to record your time and log it on the race website. Snap a photo, too, and share it with us (preferably not while running, but you do you!).

Awards will be given to the top 5 times in each category.

You won’t just be competing against [INSERT YOUR STATE HERE] agencies, though. Every state can take part.

Are you up to the challenge? Register today!

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SIGN UP TODAY

Link to:

https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica

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**PROMO EMAIL 4**

HEADER: Last chance to register for the 2021 Virtual Race Across America  
PREHEADER: Run (or walk) to support COVID relief

Hit the pavement to support your community by running in this year’s 2021 Face the Challenge Virtual Race Across America, hosted by Jefferson Franklin Community Action Corporation. The race will be held Sept. 4 – 11, 2021. You can race at any time that week.

[INSERT YOUR STATE HERE] will hold its official race day on [INSERT DATE OF YOUR STATE’S RACE]. This is your chance to log some miles for a good cause. All proceeds will be divided among agencies for COVID relief.

Participating is simple. Register [here](https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica). The price is $35. The agency that signs up the most staff will be given an award, and each registration comes with a free 20 oz. Cabo bottle.

You can choose between 10K, 5K, and 1 mile walk. On race week, get out and start moving. Make sure to record your time and log it on the race website. Awards will be given to the top five in each category. Don’t forget to take a picture and post it, too.

Many families are still struggling financially after the pandemic. The race is another opportunity for you to support your community. Sign up today!

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RUN THE RACE

Link to:

https://runsignup.com/Race/MO/Hillsboro/FacetheChallengeVirtualRaceAcrossAmerica

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