

Happy Birthday Freerice



Years
Million people fed
Days of celebrations

Freerice Birthday 5 Day Challenge Toolkit

★ How to Create a Challenge

Congratulations! You've taken the first step by downloading this toolkit.

Next you will need to setup your challenge, submit your challenge and then, get people involved.

1. Setup Your Challenge

- Create a Freerice profile, [Freerice.com/user/register](https://freerice.com/user/register) (if you haven't already)
- You will receive a confirmation email with login details
- Login, [Freerice.com/user/login](https://freerice.com/user/login)
- Create your group, [Freerice.com/groups/create](https://freerice.com/groups/create)

2. Submit Your Challenge

Submit your challenge at [Freerice.com/birthday-submit](https://freerice.com/birthday-submit) to be added to our time map on [Facebook events](#).

You will need: a Freericer username and group, a start / end date and time, a short description of your challenge and select if it will be open or closed to the public.

Happy Birthday Freericers! 5 years ago, on 7 October 2007, Freerice launched.

So far, with your help (and smarts!), we've raised enough rice to feed over 5 million people.

In celebration, we're aiming to play Freerice for 5 days around the world. We want YOU to join the celebrations by organizing your own challenge!

From October 3 – 7, hold a Freerice challenge online or in your community, which we will add to our time map on Facebook.

Good luck and thank you for playing Freerice over the years!



★ Freerice Fast Facts

- Nearly 100 billion rice grains raised
- Over 5 million people fed
- Over 1.4 million registered Freerice players
- Over 47,000 questions published
- Over 40,000 groups registered
- Over 150 Youtube fan videos posted

3. Get People Involved

Share the link to your Freerice group so that others can join you!

Your group url can be found by **logging in** and going to “My Groups” (Freerice.com/groups/my). Click on the group name, you will be directed to your group profile, copy the url from your browser address bar.

To join your group, all your friends then need is a Freerice profile and to click “Join” on your group profile (If you created a closed group, you will need to provide them with an invite link.)

IMPORTANT. They should click “Play” for your group at the start of every session to ensure rice is counts towards your group.

How do you get the word out?

- Tap into your social media networks (Facebook, Twitter, etc)
- Speak with your school principal or teachers
- Speak with your manager at work about getting colleagues involved
- Send an email to your friends and family, and ask them to pass it on

★ Check out the goodies below to help build buzz for your challenge

The Freerice story

Our award winning site was created by John Breen (a Harvard professor passionate about fighting world hunger) as a learning tool for his kids’ college entrance exams in 2007.

In 2009, he donated it to the [World Food Programme](#).



★ Question to Ask Yourself While Planning

Q. Who will attend your challenge?

A. Students, family, friends, local sports teams, etc

Q. How long should your challenge run for?

A. 5 days, 5 hours or even 5 minutes! It’s up to you.

Q. Where should you hold your challenge?

A. Online is the easiest. But if you’re looking for a good place to host your challenge, check list for a great venue would include: seating, good internet connection, computers, as well as food and/or drinks to keep crowds energized!

Q. Do you need volunteers to help you?

A. A volunteer or two could help organize a venue, communicate with people attending the challenge, and even help spread the word with your local media and press.

Q. Who pays for the challenge?

A. While Freerice cannot provide financial aid, we can support you and help spread the word. It’s easy to create a challenge on a \$0 budget online. But if you want to host a challenge (and can’t avoid costs), reach out to a local business to see if they’d like to get involved.

Please be safe! Freerice does not take any liability. If you’re under 18 make sure you ask for parental or teacher supervision. Do not give out your personal contact details to strangers.

★ Freerice FAQs

Q. How does Freerice work?

A. Answer a question correctly and a sponsored ad automatically displays. The funds raised through this ad cover the cost of the grains of rice you just raised!

Q. Where is the rice bought?

A. Through the World Food Programme, rice is purchased in the same country to which we donate it (this saves us transportation costs, and supports the local economy for a long term solution to hunger).

Q. Where does the rice go?

A. Currently, rice goes to Cambodia. But other countries that have benefited include Haiti after the devastating earthquake in 2010, Myanmar after cyclone Nargis, Nepal to support Bhutan refugees, Bangladesh and Uganda.

★ Goodies to Help You Generate Buzz!

You can print, copy and adapt all these images and photos below to help get the word out about your challenge.

(Web banners and social media creative can also be found at Freerice.com/birthday#banners)

Just click on the image to download a larger version!



Freerice.com/birthday



Freerice.com/birthday



F R E E
Rice

Happy Birthday **5** Years!
Freerice
Million people fed!
Millions of celebrations!

★ Thank you!

Please email us with any questions you may have, at WFP.Freerice@wfp.org

Make sure to include “Freerice Birthday” in the subject, to ensure a quick response!



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