



Together for Togo – the Miles & More charity run

How we got the Miles & More community running to build hope and a better future.

3 million miles earned

The assignment

For over 25 years, **help alliance**, the aid organisation founded by Lufthansa Group employees, has been committed to enabling young people around the globe get access to quality education. In 2023, one project involved the **construction of a modern training centre in Togo**, one of the poorest countries in the world. The aim of the centre is to empower people through education and help them lead a meaningful, independent life. As with all NGOs, however, help alliance is dependent on every single donation. But **how do you get people to donate?**

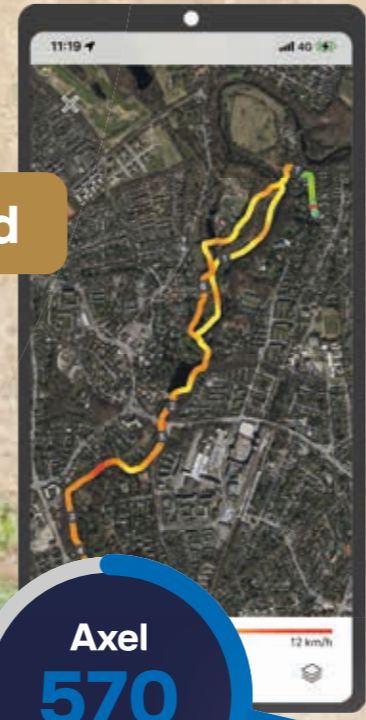
The idea

Miles & More, the loyalty programme of the Lufthansa Group, celebrated its 30th anniversary in 2023. It was a fitting occasion to celebrate our members. But we didn't just want to celebrate, we wanted to make a **genuine difference**. So we came up with an idea that **literally got the community moving**. We called on our members to donate to the training centre in Togo. Instead of money, however, we asked them to donate the kilometers they ran. And for **every kilometre they ran, Miles & More donated miles**. All the runners had to do was run and send us screenshots of their running apps. This launched the largest and most international charity run in the Miles & More community's history.

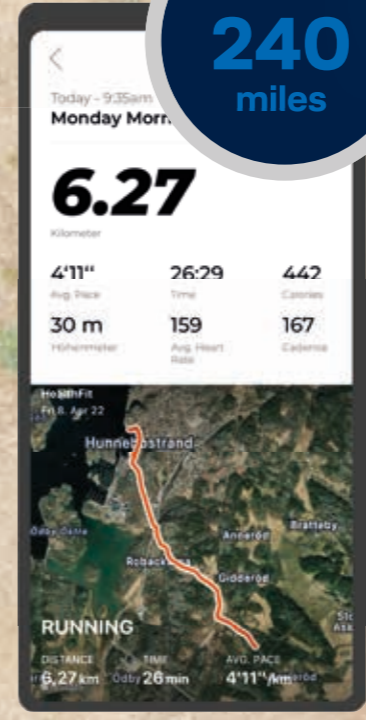
The success

We motivated our members to **run twice around the world** in just two months. And best of all, they raised the equivalent of **3 million miles** for the **training centre in Togo** – for more teachers, classrooms and teaching materials.

79,707 km = 2 x around the world



Axel 570 miles



Britta 240 miles

