



All Trails Challenge 2021 Fundraising and Social Media Guide

Hooray! You accepted the All Trails Challenge, and you're ready to explore all of Wissahickon Valley Park's trails this fall. But what's all this about fundraising?

Here's the thing: we can't do all the work we do to conserve Wissahickon Valley park without the support of friends like you. Helping to spread the word about the ATC on social media and getting supporters for your challenge helps us take care of the trails you're travelling on. Every dollar raised in the All Trails Challenge works to create a cleaner and greener Wissahickon Valley Park for all. Plus, fundraising puts you in the running for awesome prizes at the finish!

Sample social media posts:

The Wissahickon Valley Park is important – share why this challenge means something to you! Here are some sample social media posts you can add to your story to get your challenge started.

Facebook:

- I love the Wissahickon and am looking forward to exploring it for the #FOWAllTrails challenge. Support my journey and help me preserve this amazing park.
- I'm taking the #FOWAllTrails Challenge to explore all 50 miles of trails in the Wissahickon Valley Park. Support my journey today!

Instagram:

- I love the Wissahickon and look forward to exploring it for #FOWAllTrails Challenge! Check out the link in my bio to support my journey.
- I'm taking the #FOWAllTrails Challenge to explore all 50 miles of trails in the Wissahickon Valley Park! Support me on the link in my bio.

Twitter:

- I love the Wissahickon and look forward to exploring it for #FOWAllTrails Challenge! Support my journey here: (link).
- I'm taking the #FOWAllTrails Challenge to explore all 50 miles of trails in the Wissahickon Valley Park. Support my journey here: (link)

Our fundraising tips:

1. Document Your Adventures

Take photos while you are out on the trails – then take more photos! Pictures of the landscape are great but also make sure to include pictures of yourself. The more you engage with your page, the more your community will engage! Really give everyone a behind the scenes look into your 50-mile journey. Always be sure to acknowledge the feedback you're getting. When your friends and family see your hard work they will be more likely to donate.



2. Use Email

Don't underestimate the power of your email address book. Let your friends, family, neighbors and co-workers know about the challenge. Share a personal update and a brief note about why you decided to take the All Trails Challenge. Make sure you include a picture and of course, your supporter link!

3. Ask Your Employer

Make sure to ask your employer if they can match your donation or are willing to donate to your ATC supporter page. It may be tax deductible! A large donation may inspire others to continue supporting you.

4. Be the First

Be the first to donate to your ATC supporter page! It really motivates others when you display your enthusiasm. Share, share and share your contribution! Also, be the first to contribute to a friend's page – send them your encouragement!

5. Have Goals

Set specific fundraising goals then let people know how much you would like them to donate. Having a defined target can make it feel reachable for yourself and your community. Energize the generosity with a clear objective.

6. Share Your Why

The Wissahickon Valley Park is important – share why this challenge means something to you! Whether it's because of FOW's restoration work, protection of drinking water, or habitat for wildlife, let everyone know why this is a cause worth supporting. Tell personal moments and stories that will help them understand why you are participating in the ATC. Beyond contributing to your page they may want to start the challenge themselves.

7. Be Direct (Literally)

Always give your supporters a direct link back to your page! Update your email signature to include your supporter page link! Ask your friends and family to include it in their email signature as well. Make the link your "dedicated website" on your Twitter, Instagram and Facebook profile. Be sure to always link to your page in any post you make.