

40 YEARS
→
40 MILES

HIKER'S GUIDE

Set a Goal

Setting a goal can be a powerful motivator. Be sure to pick a specific goal, whether miles hiked, dollars raised, or both. Whatever you choose, make sure it's attainable between now and the end of September. Personalize your Rally Up page with a photo of yourself, and write updates along the way so your friends and family can track your progress.

Ask for Support

Let your people know what you're up to and how they can help out. You can do this in person, over email, or with your social media accounts. See page two of this guide for examples of how you can ask your network for support.

Keep Your Supporters Updated

Your supporters want to know how you're doing! Take photos and short videos when hiking and post them to your social media. Give updates on how many miles you've hiked and how close you are to your fundraising goal. We recommend giving your network two to three updates along the way. To reach your supporters directly, compose an update on your personalized Rally Up page. Your post will automatically be sent to everyone who has pledged to your hike.

Invite Others to Join

Host a group hike and invite others to become a hiker as well. Make it a friendly competition to see who can hike the most miles, raise the most money, or just team up and enjoy your days in the woods with some of your favorite people.



Asking by email

Greetings, Friends and Family!

I have accepted the challenge to raise money for MountainTrue's 40th-anniversary event: 40 Miles for 40 Years Hike-a-thon. The Hike-a-thon takes place from June until the end of September 2022. Hikers (that's me!) raise money for every mile hiked during this time. My goal is to hike **"insert #"** of miles and raise **"insert \$amount."**

<Why MountainTrue's work is important to you>

Every dollar raised through the Hike-a-thon supports MountainTrue's work creating and sustaining a healthy environment by ensuring resilient forests, advocating for clean waters, building healthy communities, promoting sustainable living and clean energy, and increasing civic engagement in policy-making. You can find out more about MountainTrue and their important work here: <https://mountaintrue.org/>.

Please support me in celebrating MountainTrue's 40th anniversary! You can make a pledge for my miles or a one-time gift here: **"insert your personalized link" (don't forget to make it a hyperlink)**. Donating through the site is simple, fast, and secure. You can also send a check at the end of the Hikeathon to MountainTrue 29 N Market St., Suite 610 Asheville, NC 28801.

Many thanks for your support — and please consider forwarding this to others who might want to donate too!

Sincerely,

Social media ask

Hey friends! I have accepted MountainTrue's 40 Miles for 40 Years Hike-a-thon challenge. **<Why MountainTrue's work matters to you>**. My goal is to hike **"insert #"** of miles and raise **"insert \$amount."**

Please support me in celebrating MountainTrue's 40th anniversary by pledging your support! You can make a pledge for my miles or a one-time gift here: **"insert your personalized link."**

**Post with a photo of you hiking or enjoying the outdoors.*

