coming to a trail near you

SOL FEST 2021

TRAIL-A-THON TOOLKIT

WHAT IS SOL FEST?

Sol Fest represents a celebration of the sun and the astronomical phenomenon known as the winter solstice. The winter solstice marks the shortest period of daylight and the longest night of the year and as the start of the days getting longer once again. Sol Fest is CorpsTHAT's annual fundraiser. Last year, with the pandemic going on, it became a Hike-a-Thon but this year we recognize that there are many ways to get outside, it is now a Trail-a-Thon!

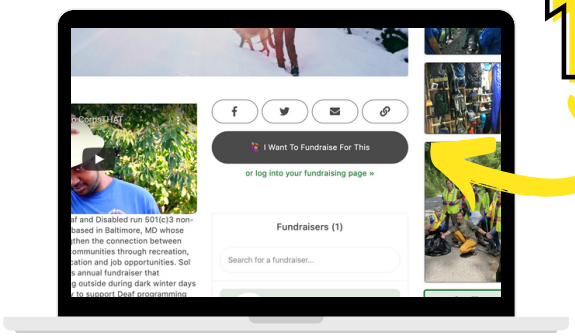
TOOL KIT OVERVIEW:

1. SETTING UP YOUR FUNDRAISER
2. PERSONALIZING YOUR PAGE
3. SET GOALS
4. TRAIL-A-THON ACTIVITY IDEAS
    A. RESOURCES
5. SHARE ON SOCIAL MEDIA
6. TRACK YOUR ACTIVITIES
    A. WIN PRIZES
    B. SOL FEST BINGO
7. SOL FEST CHECKLIST
8. SPONSOR SOL FEST



SETTING UP YOUR FUNDRAISER

TO GET STARTED CLICK HERE
THEN FOLLOW THESE STEPS:



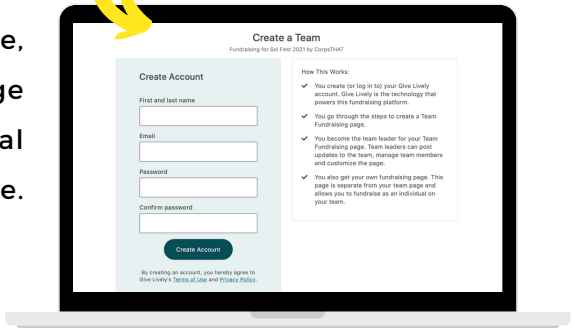
1 On our Campaign Page, click **I Want to Fundraise for This** button



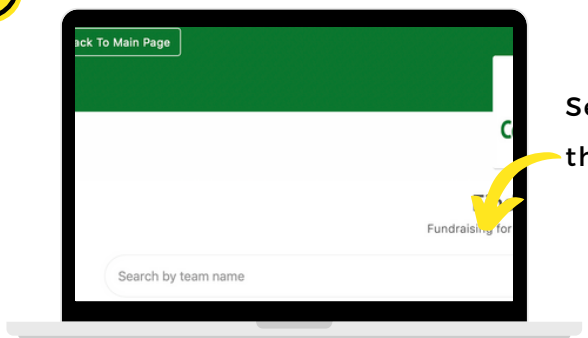
Then decide how you want to fundraise for Sol Fest **with a team or on your own...**

If you choose **Create** a Team 2

You will become team leader for your Team Fundraising page, where you can communicate directly with your team and manage team members. You still will be able to set up an individual fundraising page that you can personalize.



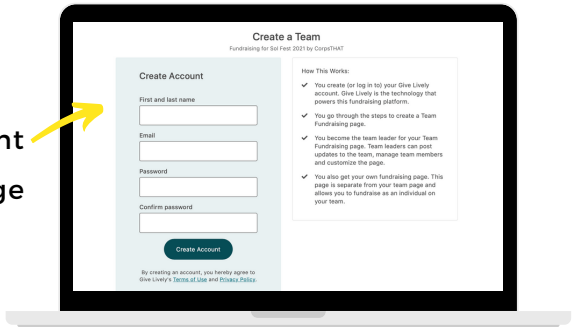
3 If you choose **Join** a Team



Search for your teams name and then join from there.

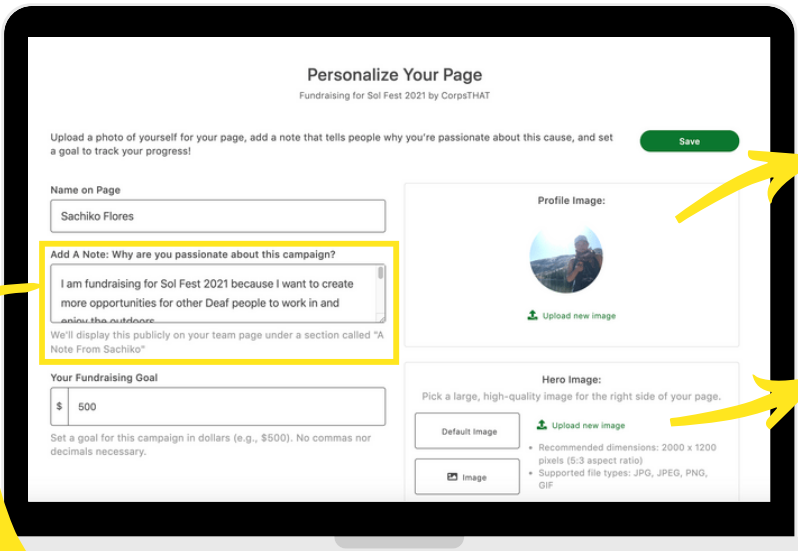
If you choose **Create my Own Fundraising Page** 4

You then follow the steps to create an account and setup your own fundraising page



PERSONALIZING YOUR FUNDRAISING PAGE

Personalize your fundraiser by adding details. We have helped you out with some suggestions and templates.



Add a cool photo of you hiking, wearing a CorpsTHAT Shirt, or of your favorite outdoor space.

Feel free to use one of our images for your banner or use a photo of you outdoors with a sign that says why you are joining Sol Fest 2021!



Add a note:

I am fundraising for Sol Fest 2021 because [*tell your donors why supporting Deaf outdoor programing is important to you!*].
My Trail-a-Thon Goals:
[*feel free to use some of our suggestions..*]

Trail-a-Thon Goals Examples:

For every $[x] donated to my page I will [hike] [x] [miles] with my goal to raise $[x] and [hike] a total of [x] [miles] during Sol Fest.

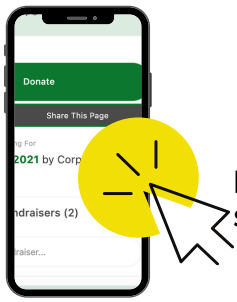
For every $10 donated to my page I will bike 5 miles with my goal to raise $250 and bike a total of 25 miles during Sol Fest.

For every $20 donated to my page I will bird watch 1 hour with my goal to raise $500 and bird watch a total of 25 hours during Sol Fest.

Set your Fundraising Goal:

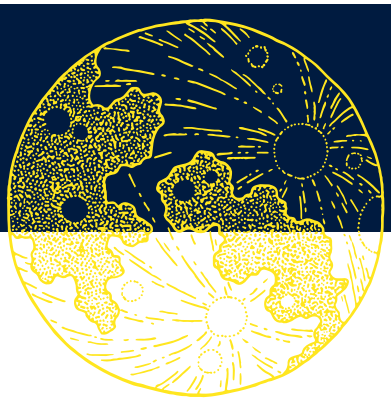
Once you decide your Trail-a-Thon Goals then don't forget to enter your fundraising goal here.





Don't forget to share in your social media networks and then start planning how you will get outside!!

SET GOALS



Setting your Fundraising Goals:

You can set your fundraising goals however best suits you!

- Need motivation to be active outside? You can set a goal that correlates with your goals to get outside. ex. $10 per 1 mile or $10 per 1 hour outside
- Or you can create a total number that has significance
  - $250 Hires one Deaf trainer to train Deaf Crew Leaders in diverse topics
  - $500 Provides job resources to help Corps Members find permanent employment
  - $2500 Hires one Deaf Leader in our Leadership Crew Program

Where does the money you raise go?

The money you raise goes to supporting our programs that connect the Deaf and outdoor communities through recreation, education, and career development.







Last year we set up the first ever Deaf run conservation corps, this year we are working towards expanding the program. We hope to raise $20,000. These funds will go towards support the hiring of 20 Deaf and hard of Hearing corps members, providing needed training in leadership, technical and job skills, and find a physical space to store all our gear.

Setting your Outdoor Goals:

Set outdoor goals that are comfortable and meaningful for you! No need to hike long miles or do an activity that you haven't done before, any time spent outside during Sol Fest is an accomplishment! Set a goal that is within your fitness level, if you haven't hiked in a while start small with shorter hikes to start.

TRAIL-A-THON ACTIVITY IDEAS





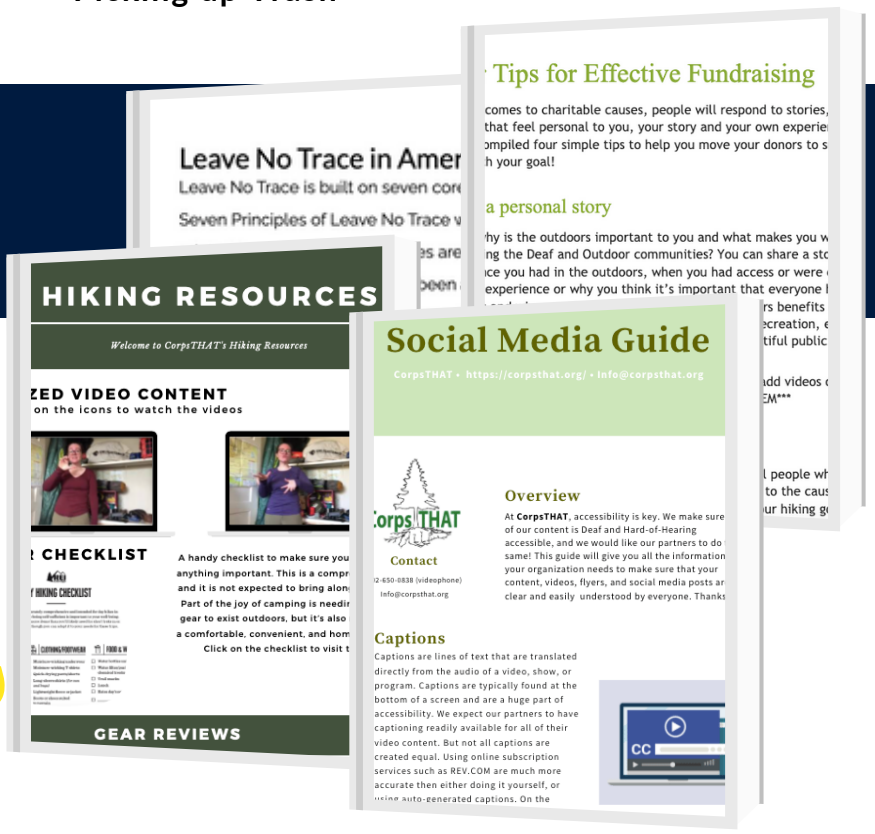

This year Sol Fest is a Trail-a-Thon because we recognize all the different ways there are to enjoy the outdoors. When trying to decide what activity to pick for your Trail-a-Thon goals we suggest picking just one to focus on for Sol Fest and to do something you have done before but maybe just need a bit of a push to keep doing during this month. Always remember your safety and those around you's safety is the number one priority. Before heading outdoors be sure to check the weather, dress appropriately, follow the local guides on social distancing or mask wearing and the Leave No Trace principles.

Here are some activity ideas to use for your Trail-a-Thon:

- Hiking
- Paddling
- Star gazing
- Journaling Outdoors
- Bird Watching
- Mountain Biking
- Skiing/Snowboarding
- Rock climbing
- Road Biking
- Snowshoeing
- Trail Running
- Orienteering
- Sledding
- Gardening
- Picking up Trash
- Forest Bathing
- Road Running
- Walking your neighborhood
- And more...!

TRAIL-A-THON RESORCES

Click on any of these resources to help you while you are completing your Trail-a-Thon. Be sure to check them out and if you have any questions feel free to contact info@corpsthat.org



SHARE ON SOCIAL MEDIA!

1 Use whichever social media account you have to share your fundraiser and goals feel free to use the templates we provide in the Toolkit Folder



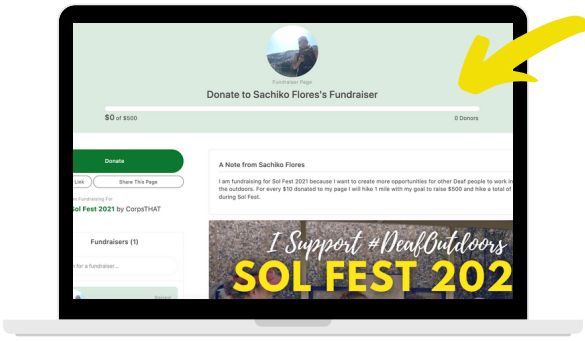


Share why you are raising money for CorpsTHAT: **2**

Feel free to use this as a template-
I am participating in CorpsTHAT's Sol Fest Trail-a-Thon fundraiser. I hope to raise $____ to support CorpsTHAT in making the outdoors more inclusive to the Deaf community. If I reach my fundraising goal I will _____(hike, bike, bird watch..etc) _____(miles or time) between Nov 30th and Dec 21st! This cause is close to my heart because _____. Please support me in getting outside this winter while also supporting Deaf Outdoor Programing!

and make sure you add how people can make donations for you!

3 There are 2 different ways people to make a donation:



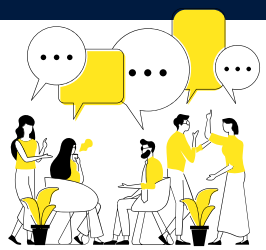
Submit donations on your fundraising page

OR

MAIL CHECKS TO:
CORPSTHAT
1625 Covington St
Baltimore, Md 21230

NO SOCIAL MEDIA ACCOUNTS AT ALL!





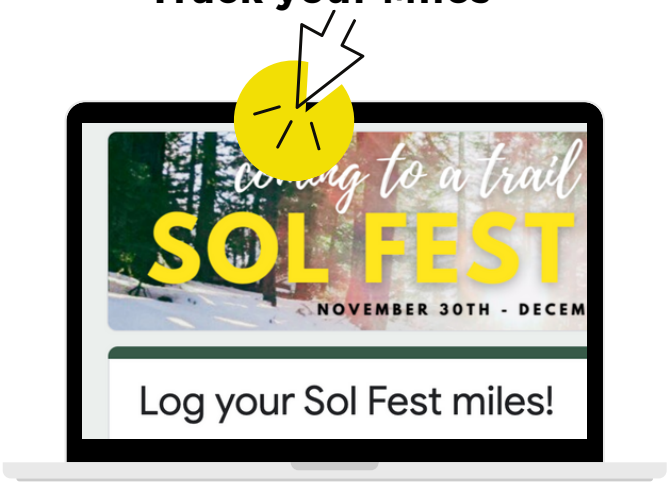
No worries we understand being 'off grid'

Email, text, video chat, in person...
How ever you connect, share your Trail-a-Thon with them and ask for their support!

TRACK YOUR ACTIVITIES

Every time you complete an activity towards your Trail-a-Thon goals between Nov 30th and Dec 21st, log your miles in our Tracker Forms. In addition to these forms you also can keep track of your activities offline as well **here**.

Track your Miles



Track your Hours



Tracking your activities helps us but also gives you a chance to win prizes!

WIN PRIZES!!

Participating in Sol Fest enters you to win some great prizes!!

Check out the prizes we are offering for the different categories listed. The week after Sol Fest, we will tally everyone's results and announce the winners!

If you would like to make a donation to our prizes please contact info@corpsthat.org





PLAY SOL FEST BINGO

Print out or save a photo on your phone of our Sol Fest Bingo Card and mark off the things you see or experience during your Sol Fest Trail-a-Thon activities. Be sure to take a picture of each Bingo square you mark and once you make Bingo! send the card and your photos to info@corpsTHAT.org with the subject "Sol Fest BINGO!" for a chance to win a prize!

SOL FEST CHECKLIST

TO DO:

1. CREATE CAMPAIGN PAGE
2. SET A GOAL
3. PERSONALIZE YOUR PAGE
4. SHARE ON SOCIAL MEDIA
5. GET OUTSIDE
6. TRACK YOUR MILES OR HOURS
7. PLAY BINGO
8. SUPPORT DEAF OUTDOORS

Click here to go to our Sol Fest Fundraiser Campaign Page to get started making your own page.

Click here to go to the Mile Tracker Form or Hour Tracker Form and be sure to track your activities so you are eligible for prizes!



Would your company, organization, or group like to become a sponsor of Sol Fest 2021? Click here to learn more.

Many companies match participation in cause-related events. Check with your employer's HR department. Some companies will match your hours spent towards your Trail-a-Thon campaign. If so, the donations made on your behalf by your company will count towards your Trail-a-Thon fundraising goal.

Bingo
SOL FEST 2021

BIRD	TRAIL CONSTRUCTION	SOMEONE PICKING UP TRASH	HIKING IN THE RAIN	PEOPLE SIGNING IN THE OUTDOORS
A TRAIL SIGN	SOMEONE USING A MAP	SOMEONE GARDENING	INVASIVE PLANT	A CAT ON A LEASH
A DEER FROM 100 FT AWAY	A SAFE CAMPFIRE	FREE	SOMEONE WITH BINOCULARS	A NATIONAL FOREST SIGN
SOCIAL MEDIA POST WITH #CORPSTHATSOLFEST2021	NATIVE PLANT	A BUG	SOMEONE IN THEIR SOL FEST SHIRT	IG/FB POST IN ASL ABOUT YOUR TRAIL-A-THON
YOUR FAVORITE OUTDOOR GEAR	ANIMAL TRACKS	THE NIGHT SKY WITH STARS	AN ANIMAL IN THE WATER	MUDDY BOOTS

BINGO instructions:

During your outdoor activities for Sol Fest mark off the bingo squares that you see or experience. When you mark a square of be sure to take a picture of it. Once you have made BINGO! Send in all your photos and a copy of your checked off BINGO card to info@corpsthat.org with the subject line "Sol Fest BINGO" and you will have the chance to win BINGO prize!

Bingo Key

Trail Construction?- Any work being done to improve a trail, can be a picture of a trail closure sign, people cleaning up a trail, or a flyer advertising work being done on trail.
Bird- Any bird, flying, sitting or eating from a safe distance away from you
Someone picking up trash- you or a friend picking up trash you found outside be sure to dispose of it properly
Hiking in the rain- You or a friend talking a walk, ride or hike in the rain
People signing outdoors- you and a friend signing on a trail, in a park or in your back yard
A trail sign- Any signage that is used to mark a trail or has info of a trail
Someone using a Map- You or a friend using a paper map, digital map or map at the trail head.
Someone gardening- You or a friend gardening
Invasive Plant- A non-native plant that is harming the local ecosystem
A cat on a leash- Any cat that is safely on a leash in the outdoors
A deer from 100 ft away- Make sure you always stay 100 feet away from deer and remember DO NOT FEED WILDLIFE! Make sure you are taking a photo from a safe distance.
A safe campfire- Be sure to follow all local regulations and the campfire is in a designated campfire ring
Free- Free space
Someone with binoculars- You or a friend using binoculars
A National Forest Sign- the sign at the entrance or with the name of a national forest
Social Media Post with #corpsthatsolfest2021- Post on your social media page and tag us
Native Plant- a plant that originated from the area and is balanced in the ecosystem
A bug- Any bug in the outdoors
Someone in their Sol Fest Shirt- You or a friend wearing this year or last year's sol fest shirt
IG/FB in ASL post about your Trail-a-Thon- Share your trail-a-thon experiences in ASL, don't know ASL, take our ASL class for Outdoor professionals!
Your favorite outdoor gear- You using your favorite outdoor gear in the outdoors!
Animal Tracks- Any animal tracks in the mud, dirt, snow or on the sidewalk
The night sky with stars- Get a photo of the stars at night
An Animal in the water- Any animal big or small in any amount of water
Muddy Boots- Your muddy boots from enjoying the outdoors!