CorpsTHAT

trail-a-thon tool kit
SOL FEST 2022

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 a trail-a-thon meaning it is both CorpsTHAT's annual fundraiser and a way to encourage people to get outside during the darkest days!

TRAIL-A-THON TO DOS

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

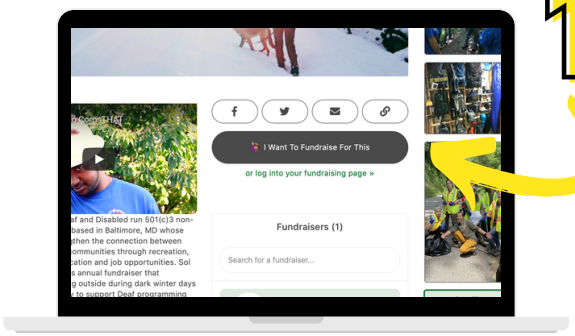
Follow the steps in our tool kit to set up your Sol Fest Trail-a-Thon and start collecting those donations to support CorpsTHAT and Deaf Outdoor Programming!

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!

1. SET UP YOUR FUNDRAISER PAGE

TO GET STARTED CLICK HERE
THEN FOLLOW THESE STEPS:



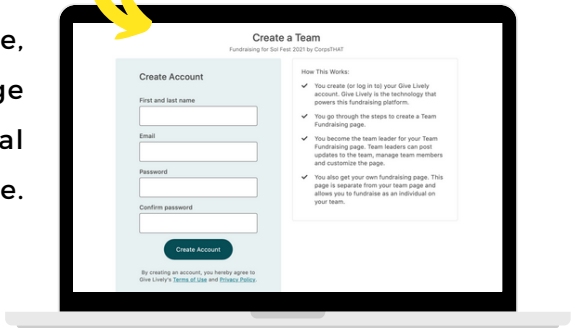
1 On our Campaign Page, click **I Want to Fundraise for This** button



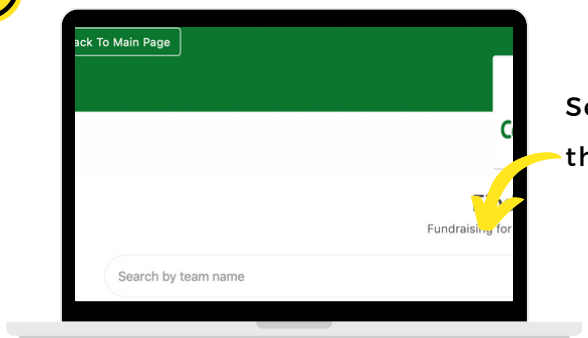
Then decide how you want to fundraise for Sol Fest with a **team** or on **your own**...

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.



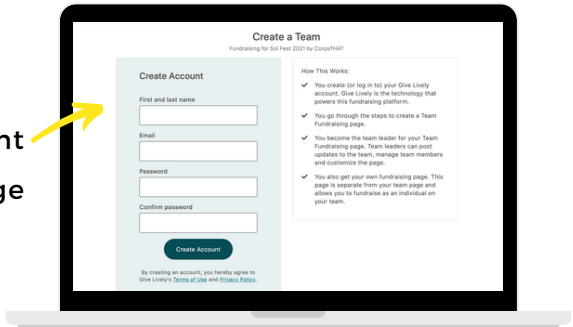
3 If you choose **Join** a Team



Search for your teams name and then join from there.

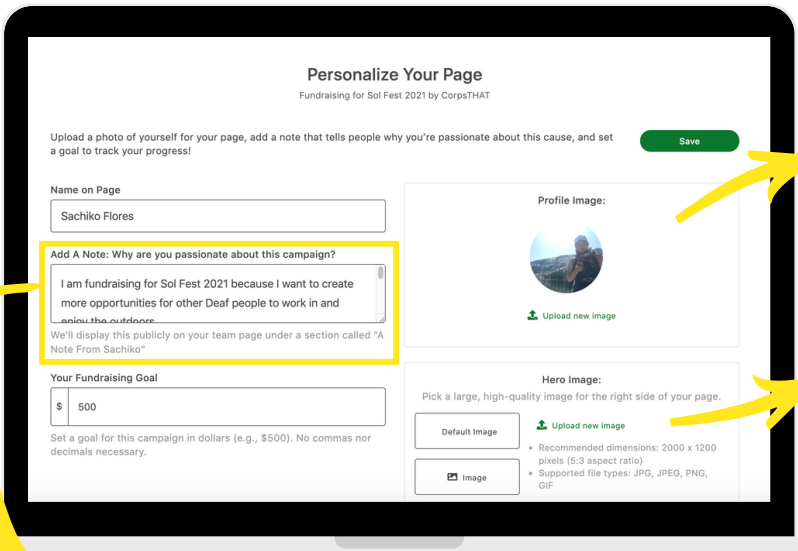
If you choose **Create my Own Fundraising Page** **4**

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



2. 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 in the outdoors or wearing a CorpsTHAT shirt!

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



Add a note:

I am fundraising for Sol Fest 2022 because [*tell your donors why supporting Deaf outdoor programming 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.

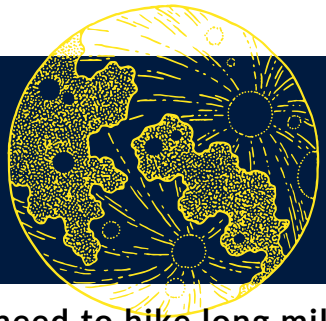
For every $20 donated to my page I will bird watch 1 hour with my goal to raise $500 and bird watch a total of 25 hours during Sol Fest.

Set your Fundraising Goal:

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



3. SET 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!**
Need motivation to be active outside? You can set a goal that correlates with your goals to get outside. ex. every $10 donated you will do 1 mile or ever $10 donated you will spend 1 hour outside.

TRAIL-A-THON ACTIVITY IDEAS

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 December. **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.

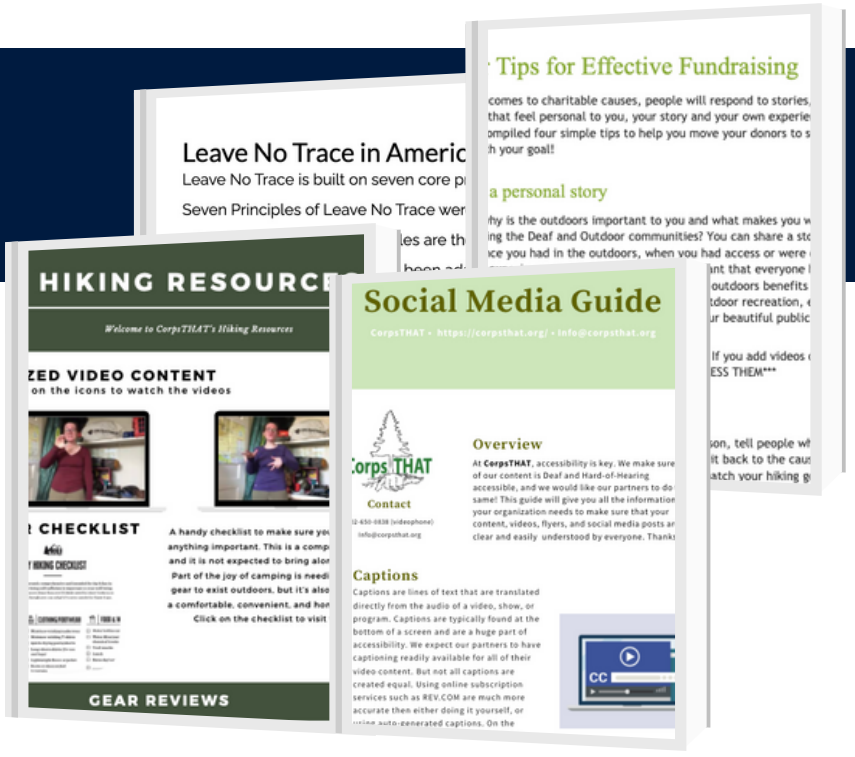
Here are some activity ideas to use for your Trail-a-Thon

Tracking Miles:
- *Hiking/Walking*
- *Paddling*
- *Biking*

Tracking Hours:
- *Star gazing*
- *Journaling Outdoors*
- *Bird Watching*

TRAIL-A-THON RESOURCES

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! 4.

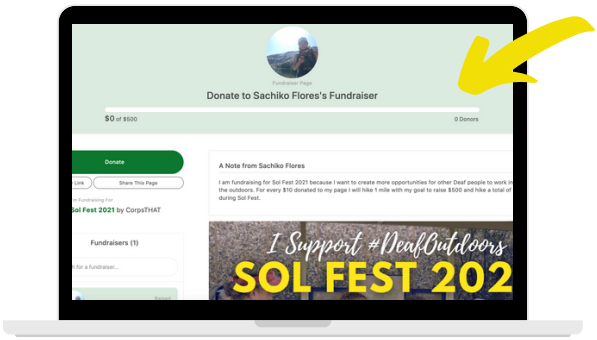
1 Use whichever social media account you have to share your fundraiser and goals feel free to use the templates we provide in the Toolkit Folder



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 _____(outdoor activity) _____(miles or time) between Nov 29th and January 1st! This cause is close to my heart because _____ (tell them why you are doing this!).
Please support me in getting outside this winter while also supporting Deaf Outdoor Programing!

3 Add how people can make donations for you! There are 2 different ways:



Submit donations on your fundraising page

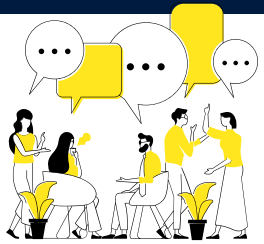
OR



MAIL CHECKS TO:
CORPSTHAT
1625 Covington St
Baltimore, Md 21230
Memo: Sol Fest (with your name)



NO SOCIAL MEDIA ACCOUNTS AT ALL!



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 5.

Every time you complete an activity towards your Trail-a-Thon goals between Nov 29th and Jan 1st, log in your miles in our Tracker Forms.

Track your Miles



Track your Hours



Tracking your activities helps us track Sol Fest's impact and 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



CONNECT WITH OTHER FUNDRAISERS 6

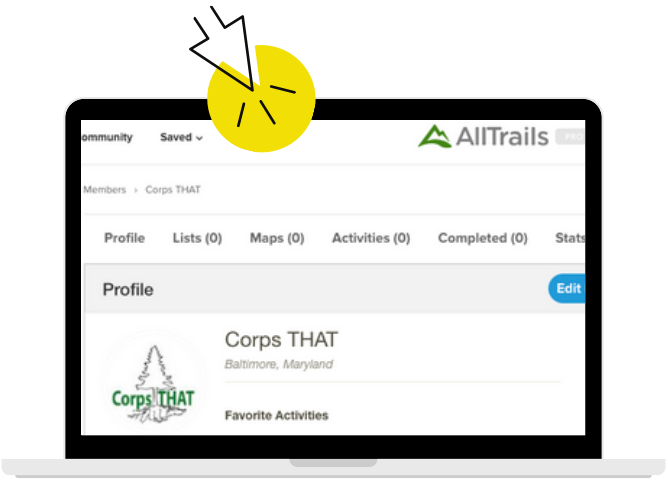
Do you want a way to connect with other folks who are also fundraising for Sol Fest?

STRAVA



Join CorpsTHAT's club on STRAVA to meet other folks and to have friendly competition. There also will be a Sol Fest challenge on strava where you can join and challenge yourself during this season.

ALLTRAILS



Add CorpsTHAT on AllTrails where you can share trails you explore on in the Community tab. AllTrails gives you the opportunity to know your trail better with information on mileage, difficulty, terrain, elevation, etc.

FACEBOOK GROUP

