

Hike-a-Thon Fundraising Toolkit



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Campaign Overview

United Way of Clallam County's mission is to strengthen our community by helping people live safe, healthy, and productive lives. The hike-a-thon is an important part of our annual campaign; thank you for being a part of that!

The 2025 United Way of Clallam County Hike United hike-a-thon will run from June 30 - August 1, and is designed to help supporters get outside, refresh their mind and body, connect with friends and family, and enjoy the beauty of the Olympic Peninsula, all while raising funds to support United Way of Clallam County's mission.

Your participation as a fundraiser is helping take this campaign to new heights! Your support will help children succeed in school, adults get good paying jobs, increase access to health services for individuals and families across Clallam County, and more!



We have prepared this toolkit to help you navigate our fundraising platform, GiveSmart; supply you with messaging related to United Way of Clallam County and our mission; and give you ideas and suggestions for peer-to-peer fundraising.

If you have any questions during the hike-a-thon, contact jaycie@unitedwayclallam.org | 360-457-3011

Your Fundraising Page

After you register as a hiker, we will email you the link to your unique fundraising page. From your fundraising dashboard you can change the following fields:

Impact - This tab is prepopulated with information about United Way's mission. Feel free to customize this section and tell donors why United Way's work is important to you and/or why you're participating in Hike United.

Goal - \$100 is the default fundraising goal. Feel free to make this any amount you want!

Photo - Upload a profile photo! Note that the file can't be bigger than 1MB.

How Donors Can Give

Donors can support your fundraising in the following ways:

- By donating online through your individual fundraising page. Share this link via social media, email, or text.
- Offline using cash, check, or Venmo. Make sure to log these donations so you can thank your donors at the end of the drive.

Fundraising Benchmarks & Prizes

As a thank you for your fundraising efforts, we're excited to offer prizes to hikers for reaching different fundraising milestones. Prizes are cumulative; the more you raise, the more you earn! Each prize has been carefully selected by our team to be both fun and useful to hikers.

Introductory Levels

\$10 - \$99

3" Olympic National Park
Vinyl Sticker



\$100 - \$249

26oz Vacuum Insulated
Stainless Steel Water Bottle



Olympic Giving Levels

\$250 - \$499 I Heart O' The Hills

Solar Power Bank with Dual USB Ports



Designed for Outdoors



\$500 - \$999 I Hurricane Ridge
Collapsible Trekking Poles



\$1,000 - \$2,499 I Mt. Angeles
Pot/Jet Burning Stove System



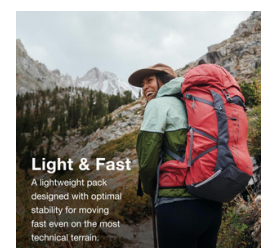
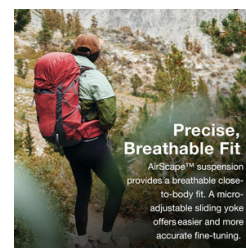
\$2,500 - \$4,999 I Elk Mountain
High Powered Binoculars with
Phone Adapter & Tripod



\$5,000 - \$9,999 I Mt. Olympus
GoPro HERO 4K



\$10,000+ I Summit Circle
Osprey Tempest 44L Hiking Backpack



Messaging Guidelines

We encourage you to use your best judgement in running your fundraising campaign. You know your networks best and they will give mostly because they support and care about YOU. However, we have provided a few messaging templates for social media, text, and email that you are welcome to adapt and use:

From strengthening local resilience, to advancing health, youth opportunity, and financial security, United Way of Clallam County is mobilizing communities to action so all can thrive. Our mission is to help everyone in our community live a safe, healthy, and productive life. We support Youth Opportunity, Financial Security, and Healthy Community initiatives to address urgent needs, like helping to keep the lights on, cover rent, or put food on the table. Through grant funding, we support local nonprofits that are doing incredible work on the front lines, making sure no one has to face those challenges alone. Every dollar we raise is a direct investment in a future where more people don't just survive—they thrive.

Our Impact Areas

HEALTHY COMMUNITY

Improving health and wellbeing for all

YOUTH OPPORTUNITY

Helping young people realize their full potential

FINANCIAL SECURITY

Creating a stronger financial future for every generation

Text Strategies

Text messaging is both the most personal and most immediate form of communication to use with your network. It's a great way to announce the launch of a campaign, share links to stories and videos, and encourage giving. It's also a great communication tool for reminders of important dates and campaign updates.

The key to successful texts is to keep messages **short and sweet** and always include links to more information.

Text Templates

“ I am raising money for United Way of Clallam County and their HIKE UNITED campaign. Can you help me reach my goal of \$[X]? You can find my story and my fundraising page here: **[Link]**

“ Can you help me reach the finish line? I'm [X]% of the way to my fundraising goal of \$[X] for United Way of Clallam County. Help me reach my goal by donating to my page! You can find me here: **[Link]**

Social Media Strategies

Social media is the best platform for sharing news and information accompanied by photos. Here are some more tips to help you connect with your network and stand out!

DO

- Use the “Share” buttons on your fundraising page
- Tag @unitedwayclallam in your posts
- Tag any friends you’re hiking with and locations you visit
- Use hashtags including: #HIKEUNITED #HIKEUNITED25 #HIKEUNITEDFundraiser
- Share why you love to hike and your hike-a-thon goals
- Share why you support United Way of Clallam County

DON'T

- Post the exact same content in multiple places or multiple times
- Make every post an ask

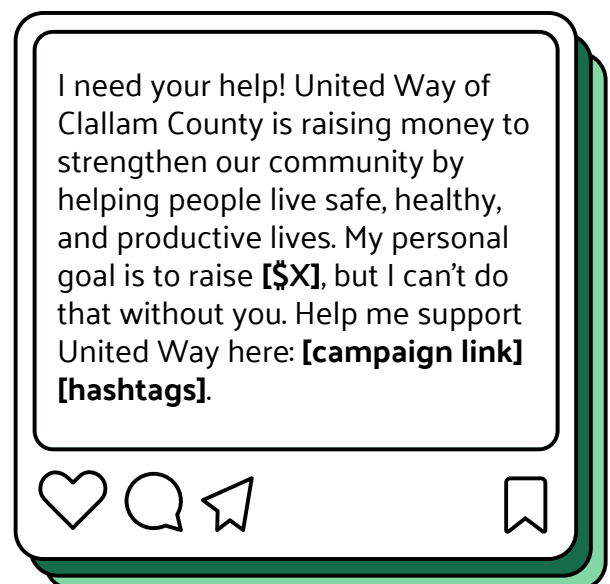
Social Media Templates

“

I’m fundraising for United Way of Clallam County who helps people in our community who are working hard but can’t make ends meet. These families have to make impossible choices like between rent and groceries, gas and a medical bill. Contribute to my fundraising page. Every dollar counts! **[campaign link] [hashtags]**.

“

Today I am fundraising for United Way of Clallam County as they continue to address urgent needs in our communities. Together we can help struggling individuals and families like keep the lights on, cover rent, and put food on the table. Please consider donating to my fundraising page. Your gift will make a large impact! **[campaign link] [hashtags]**.



Email Strategies & Templates

Email is a high-performing way of communicating with friends, family, and colleagues. We encourage you to use email as an additional way of getting in touch and sharing news about the campaign. This channel is best used for longer messages detailing United Way's mission, your connection to the HIKE UNITED campaign, storytelling, and campaign updates.

Subject Line: I need your help!

Hi **[Name]**,

I am fundraising for United Way of Clallam County during their Hike United hike-a-thon. Together, we are working to strengthen our community by helping people live safe, healthy, and productive lives. So many of our neighbors are struggling to make ends meet and have to make impossible choices, like between transportation and school supplies, healthy food and rent.

I support United Way because **[your impact statement]**.

Can you help me achieve my personal fundraising goal of \$**[X]**? You can find my campaign page here: **[Link]**

Thank you for your consideration and generosity. Your support means more than you know!

All the best,

[Your Name]

Subject Line: Can you help me reach my goal?

Hello **[Name]**,

I am currently fundraising for United Way of Clallam County during their Hike United hike-a-thon. I have until August 1 to raise \$**[X]** and reach my goal!

\$50 can provide a child with one high quality book each month for 2 years.

\$100 can cover essentials like new bedding, food, and a hygiene kit for a homeless veteran.

\$250 can help a victim of domestic violence cover basic needs like utilities and prescriptions.

\$500 can fund a month of transportation for someone rebuilding their life.

\$1,000 can provide rental assistance to a family facing homelessness.

If you'd like to give, you can find my fundraising page here: **[Link]**

Thank you for your support,

[Your Name]

Thanking Donors

Thanking donors is important not just as a polite gesture but also because it presents another opportunity to share why United Way of Clallam County's work matters to you and to our community. Here are thank you templates for text, social media, and email that you are welcome to adapt and use:



Thank you for your support! Together, with United Way of Clallam County, we are investing in a future where everyone in our communities doesn't just survive - they thrive! Your support means more than you know!



Thank you to everyone who has helped me reach my goal for the Hike United hike-a-thon! Your support will allow United Way of Clallam County to continue to help keep the lights on, cover rent, and put food on the table for hard working but struggling individuals and families in our communities. I appreciate your support so much! **[hashtags]**.



Subject Line: Thank you SO much!

Dear **[Name]**,

I cannot thank you enough for contributing to my fundraising campaign for United Way of Clallam County. Together, we raised \$**[X]**! This money will help struggling single moms who are working multiple jobs to make ends meet, couch-surfing teens still trying to show up for school, retired couples having to choose between medication and groceries, and so many more. Every dollar raised through the Hike United hike-a-thon is a direct investment in a future where more people in our communities don't just survive—they thrive. Together, we made a difference!

I couldn't have done it without you!

[Your Name]

Thank YOU!!!

Finally, let us say again how grateful we are to YOU for supporting Hike United as a fundraiser! **Every dollar that you raise during this campaign is making an impact right here in Clallam County.** Please contact us if you have any questions, concerns, or issues - we are ready to help!

Thank you so much for your support!

Development Director | jaycie@unitedwayclallam.org | 360-457-3011