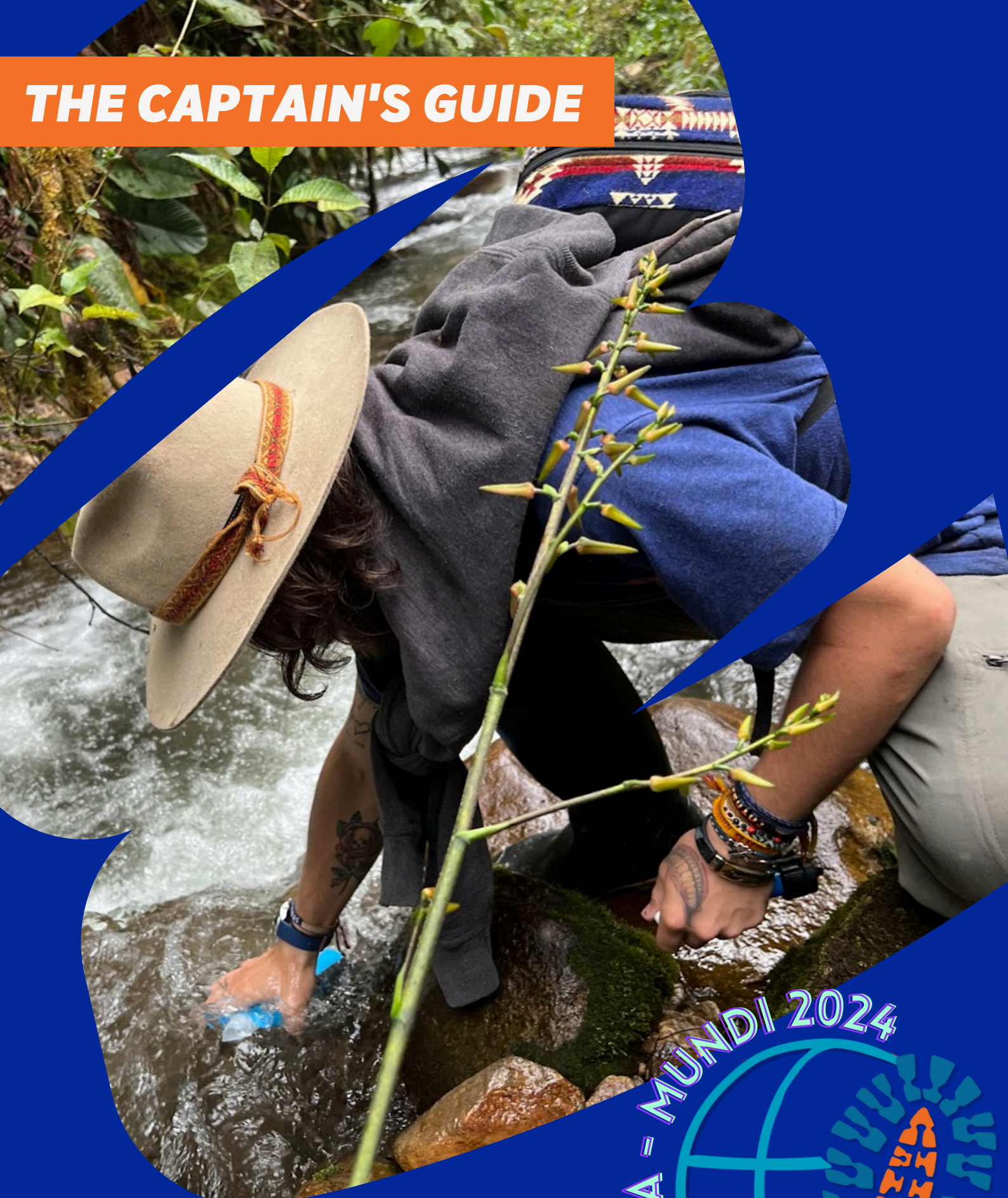
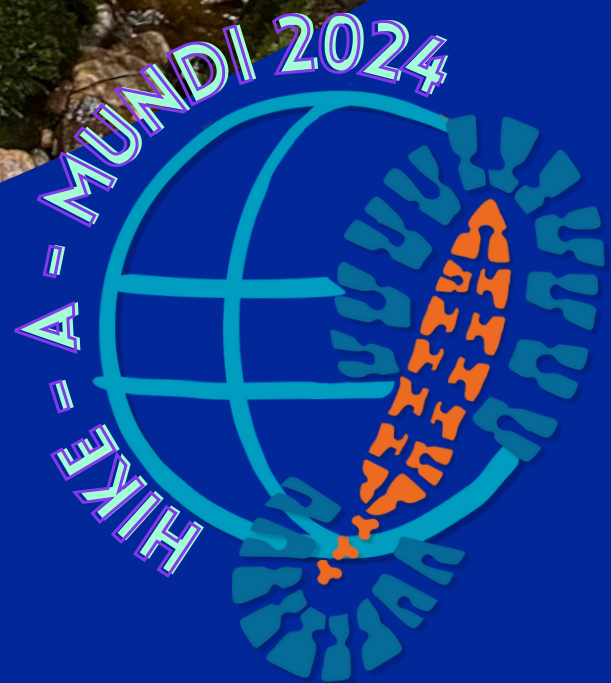


# THE CAPTAIN'S GUIDE



Carpe Mundi's 2nd Annual  
**HIKE-A-THON**  
May 15 - June 1, 2024



# TABLE OF CONTENTS

Welcome to the second-annual Carpe Mundi Hike-a-Thon, and thank you for participating! This guide will give you instructions on registering, recruiting a team, participating, and spreading the word as you get outside and have some fun raising funds for next year's Carpe Mundi Students.

Please reach out to [carole@carpemundi.org](mailto:carole@carpemundi.org) if you have further questions or need assistance.

*Page 3*

INTRODUCTION

*Pages 4-6*

HIKE-A-THON OVERVIEW  
FUNDRAISING SPECIFICS

*Page 7-9*

PROCESS OUTLINED  
AND STEP BY STEP  
INSTRUCTIONS FOR  
PARTICIPATION.

*Page 10-11*

E-MAIL, TEXT, AND  
SOCIAL MEDIA TIPS AND  
TEMPLATES

*Page 12*

PRIZES!



Page 02



# INTRODUCTION

## pushing comfort zones

Since 2012, Carpe Mundi has supported 155 incredible young students from low-income backgrounds (70% of whom identify as BIPOC) to push their comfort zones! As a result they grow to be more adaptable and self-confident.

This year is no different for our current students who ventured to Bolivia, Peru, India, and Nepal. They are living with homestay families, speaking different languages, doing daily life activities in rural villages, traveling in a group and pushing themselves to get outside on hikes and treks.



### Getting outside into nature and reaching new limits can be powerful!

Inspired by student experiences outdoors, this spring, we're hosting our second Hike-a-Thon. It is dual purpose:

**TO HELP YOU FEEL ALIVE OUTSIDE & TO RAISE FUNDS SO MORE STUDENTS CAN STRETCH THEIR LEGS AND THEIR HORIZONS.**



# hike-a-thon IN A NUTSHELL

## WHO?



### You!

And a team of up to 10 people. Friends and family around the world can join your team - You don't have to hike together for it to count.

## WHEN?



May 15th to June 1st, 2024

## WHERE?



During this event you can hike from wherever you are!

## WHAT?



Raise money through friends, family, and work as you work towards hiking/walking/running your ideal number of miles.

## WHY?



To help you get outside and to raise funds that support future Carpe Mundi students stretching their legs and horizons.

## HOW?



1. Set a goal for how many miles you want to hike and how much money you want to raise.
2. Ask people to donate based on your goal!
3. Log your miles and share your progress.

Choose whatever goal that works for you! If you need help, we're encouraging individuals to consider hiking 15 miles and raising \$300.

Whether you're on the trail, in a local park or even around your neighborhood - if you're outside, and getting around on your feet, it counts!

*\* Hiking/Running/Jogging/Walking is great.  
Biking/ Scooting/Roller blading/Skating/Skate boarding does not count.*

## MADE POSSIBLE THANKS TO OUR sponsors



NW Portland Hostel

# how it works

## MINDI'S TEAM EXAMPLE

[STEP-BY-STEP INSTRUCTIONS AND LINKS ON THE NEXT PAGE]



- 1 Mindi registers a Team for the Hike-a-Thon, and chooses a goal for miles hiked and dollars raised that works best for her.
- 2 Mindi sets up her Team Givelively Fundraising page, AND her individual fundraising page. She then invites friends to join her Team. These friends will create their own fundraising pages as well.
- 3 Excited about the Carpe Mundi Hike-a-Thon, Mindi and her teammates message people to either donate \$5 for every mile they hike or to provide a flat donation of \$25 (or more). They each share their goal of hiking 15 miles and raising \$300 dollars.

In their messages, Mindi and her teammates give their friends two options:

- 1) They can make a donation right away of any amount through their Givelively page.
- 2) or they can use a different link to pledge \$5/mile and wait to see how many miles they hike

- 4 While Mindi and her teammates spread the word, they are also working hard to hike as many miles as they can before the fundraiser ends. Mindi and her teammates live in different cities, but that's ok! They can all hike wherever they are and their miles will be added together. They post updates on social media, talk about it, and send e-mails. Carpe Mundi also sends Mindi an e-mail to let her know who has pledged to her campaign.



- 5 Mindi and her teammates keep track of their progress through the Carpe Mundi mileage log, which they can access on the Hike-a-Thon page. There they are also able to view updates, the leaderboard, upload photos and more.



- 6 On June 2nd, Mindi checks the leaderboard and finds that her team hiked a total of 60 miles - each person hiked 15 miles! She gets an e-mail from Carpe Mundi reminding her of the people who pledged to her campaign. She sends a message to each per-mile pledger celebrating how much she's hiked and letting them know they can donate their pledge through her Givelively fundraising page link. She also thanks all of her supporters.

She makes sure donations will be received by June 5th and awaits Carpe Mundi's announcement of winners on June 6th!

# Your role as TEAM CAPTAIN

## **Recruit team members by inviting your friends and family**

Geography is no longer a limitation! Invite all family and friends to join your team, no matter where they live. This is an opportunity to get a conversation going about education, equity, and global citizenship!

## **Encourage team members to donate**

It's hard for team members to ask for donations if they haven't given themselves. Ask your team members to donate to their personal pages online once they've signed up!

## **Make being part of your team fun!**

Host a virtual or in-person team party, hike, or get-together. Might we suggest a "trail mix mixer"?! Create a team t-shirt! Brainstorm on the design and colors to get everyone involved.

## **Get the word out**

Share the link to your personal Givelively Fundraising page through e-mail and social media. Let them know you're hiking to raise funds and ask them to contribute. (Tips on the next page!)

## **Educate your team about registering, personalizing their pages, and tracking miles!**

Encourage your team members to register and personalize their fundraising pages by following the link to the fundraising platform guide that was sent to them in their confirmation email. Once they're registered, they can begin to complete different tasks such as uploading their profile picture or making the first donation on their page.

## **See if your company has a matching gift program**

You can double or triple the impact of your generosity by getting your employers to match your gifts. It never hurts to ask!

## **SETTING GOALS FOR MILES & MONEY**

**SET WHATEVER GOAL FEELS BEST FOR YOU AND YOUR TEAM. THAT SAID, HERE ARE SOME SUGGESTIONS TO GET YOU STARTED.**

### **Suggested goals for an individual:**

- Hike 15 miles between May 15th and June 1st
  - That's less than a mile per day! There are three weekends between June 1 and 18, so you could also aim to hike 5 miles a weekend.
- Aim to raise \$20 dollars per mile.

### **Suggested goals for a team:**

- No more than 10 people can be on a team
- Each individual on your team sets a personal goal and the whole team can aim to hike 40 miles between May 18th and June 1st.
- Your team aims to raise \$600 for 40 miles

Once you set your personal mileage goal - ask your friends and family to donate to your team! You can get 20 people to donate \$1 for every mile you plan to hike. Or 1 person to donate \$20 per mile. Or 4 people to donate \$5 per mile. Whatever feels most feasible for your network.

# STEP BY STEP instructions



1

**The first step of the fundraising process is to register.**

Click the 'REGISTER' button to complete the registration form in a couple of minutes.

**REGISTER**

2

**Second, you'll set up your Team & Personal Fundraising page!**

Click the 'CREATE A PAGE' button to go to [www.carpemundi.org/donate](http://www.carpemundi.org/donate). From there, as pictured to the left - click the button that says "*I want to Fundraise for This.*"

**If you have fundraised for Carpe Mundi before**, select '*log into existing account*' and enter your credentials. Clicking "*I want to fundraise for this*" while signed in, will build you a page under this fundraiser.

**Follow the prompts to customize your Team AND Individual pages.** Enter a team name, upload images, enter fundraising goals, etc. As a team leader, you manage the team page, but you are also a fundraiser, so you'll automatically have an individual fundraising page that can be accessed from the drop down button containing your name. Your individual fundraising page will appear on the team page and allow family and friends to feel more comfortable donating or joining!

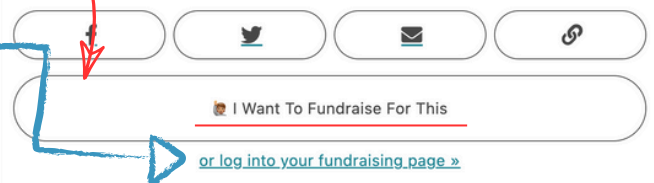
- Make sure to enter your "Why Carpe Mundi?" in the Add Note section. Share why you're excited about Carpe Mundi and/or the campaign. \*We included sample content on p 7.

**CREATE A PAGE**

June 1 to June 18. Encourage your friends and family to make donations for your miles hiked.

**You don't have to be a "big hiker" or "fitness person" to get involved.** Our hope is to get people moving in whatever capacity feels best for them, from wherever they are in the world!

**Not interested in hiking?** That's ok! You can still make a donation to support future Carpe Mundi students.



**Choose a Fundraising Option**

FOR

Hike-a-Thon 2023 by International Carpe Diem Foundation

**Fundraising as a team?**

**Join A Team**

Already know what team you want to join? We'll walk you through finding your team and creating your page.

**Create A Team**

Creating a new team on behalf of your group or organization? We'll walk you through a few steps to create your team page and invite others to join.

**Fundraising on your own?**

**Create My Own Page**

Inspired to fundraise but not participating in a team? We'll help you create your own fundraising page in just a few steps.



Dead Poets Society

### 3 RECRUIT TEAMMATES

Reach out to friends, family, neighbors, coworkers, or any other select groups of people that will help you grow your team of up to 10 people! Make sure you include the link for your team in your outreach! Remember, they can be from anywhere. You **DON'T** have to hike together to be a team but all of your miles get totaled in the final tally for prizes.

### 4 START FUNDRAISING

Just like Mindi, you'll want to set goals for how much you want to raise and how many miles you aim to hike and ensure your teammates do the same. Share these goals with friends and family. Ask them to donate a flat amount via your personal Givelively fundraising page, or per mile with the respective pledge form.

**See if your company has a matching gift program.** You can double or triple the impact of your generosity by getting your employers to match your gifts. It never hurts to ask!

### 5 SHARE IT WITH FRIENDS AND FAMILY

Use social media, e-mail, text, or in-person conversations to give people updates on how much you're hiking and how much you're raising. See tips and templates in the Social Media & Outreach section (next page).

### 6 KEEP TRACK OF YOUR MILES

Use the mileage log on the Carpe Mundi hike-a-thon page to keep track of your progress

Go to [www.carpemundi.org/hike-a-thon](http://www.carpemundi.org/hike-a-thon) to find the Mileage Log and keep track of your miles.

We're using the honor system here, so keep track of your miles as best you can. We trust you to be accurate.

The form should only take a minute or two to fill out post hike.

On this page you'll also find a leaderboard for fundraising and miles hiked to stay up to date on the competition.

While you're at it, you can also upload photos!

### 7 FINAL UPDATE ON JUNE 5TH

Submit your final log and send a message to each per-mile supporter celebrating your accomplishments and letting them know how much to donate via your Givelively page link. You can also send a message of gratitude to all your supporters!



**HIKE-A-THON PAGE**

[Direct Link to Mileage Log](#)



# Messaging TEMPLATES

## **SAMPLE CONTENT FOR YOUR individual fundraising Page, e-mails, texts**

Join me in raising funds for Carpe Mundi – an organization that I'm really passionate about. Carpe Mundi provides mentorship and scholarships for Pell-eligible students to access life-changing opportunities to study abroad. I believe everyone should have access to these types of experiences, regardless of their background or income level. During their programs, they push their comfort zones so I'm going to push mine during the Carpe Mundi Hike-a-thon. I'm hoping you'll join me in one of two ways:

1. Option 1: Make a pledge to donate **\$xx (i.e., \$5)** for every mile I hike. My goal is to hike **xx miles (i.e., 15 mi)** between May 15th and June 1st. Reply to this message and let me know what you'd like to pledge, or fill out this quick [Pledge Form](#).
2. Option 2: Donate a flat amount of **\$xx (i.e., \$75)** through my individual fundraising page ([insert link if applicable](#)) to demonstrate your faith in me!

Of course, any amount you can donate is hugely appreciated!

Share a sentence or two about what personally connects you to the mission. That could be talking about your own travel experiences, or something you know about a Carpe Mundi student or alumni.

Looking forward to your support and encouragement!

## **SOCIAL MEDIA POST TEMPLATES**

HERE ARE TOOLS FOR SPREADING THE WORD AND GETTING YOUR FRIENDS AND FAMILY TO SUPPORT IN YOUR FUNDRAISING EFFORTS. HAPPY HIKING, AND THANK YOU SO MUCH FOR YOUR SUPPORT!

## **SOCIAL MEDIA TAGS**

### **Carpe Mundi Accounts**

Facebook - [@carpemundipdx](#)

Instagram - [@carpemundipdx](#)

LinkedIn - [Carpe Mundi](#)

### **Carpe Mundi Hashtags**

[#hikeamundi](#)

[#carpemundihikeathon2024](#)

[#carpemundipdx](#)

Click [HERE](#) for Social Media visuals. You're free to use any of these, or photos of your own from your hikes!

### **Social Media Caption Samples:**

- We enjoyed a little taste of the **Oregon** sunshine on our adventure out to **Pittock Mansion** over the **weekend**. And, logged some good mileage for the **@carpemundipdx** hike-a-thon. It's a win-win! Check out the link in our bio to get involved. **#carpemundipdx #hikeamundi #carpemundihikeathon2024 #2024carpemundihikeathon**
- I'm participating in the 2024 **@carpemundipdx** Hike-a-Thon fundraiser to push my comfort zones so more Pell-eligible students have access to opportunities that do the same. Carpe Mundi works to provide year-long mentorship, scholarship, and a study abroad semester for pell-eligible students in the Portland area. Head to my bio link to make a donation. **#carpemundipdx #hikeamundi #carpemundihikeathon2024 #2024carpemundihikeathon**

# WHY *fundraise?*

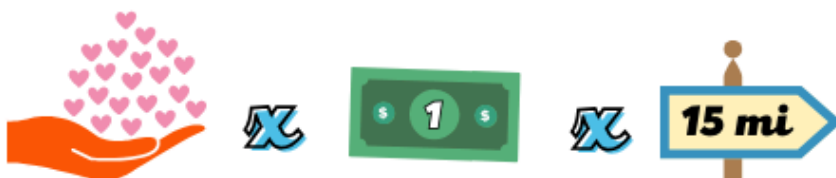
PEER TO PEER FUNDRAISING IS AN ONLINE FUNDRAISING PRACTICE THAT EMPOWERS INDIVIDUALS TO RAISE MONEY FOR A CAUSE THEY BELIEVE IN.

Carpe Mundi is proud to receive support from our community via fundraising. It takes all of us to ensure a strong and sustainable mentorship, scholarship, and international immersion program.

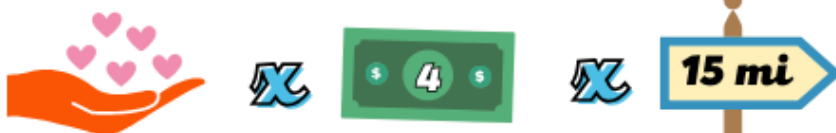
As members of this community, you know that through Carpe Mundi's programming students from low-income communities grow in self-confidence, and are empowered to make positive change personally, for their communities in Portland, internationally, and for the future as a whole. Peer to Peer fundraising is an invitation to your community to be part of it with you!



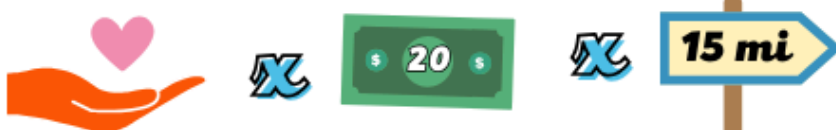
**AS AN INDIVIDUAL THINK ABOUT THE NUMBER OF PEOPLE YOU CAN GET TO SUPPORT YOU - YOUR NETWORK IS LARGER THAN YOU THINK! IT'S ALSO SIMPLER THAN YOU THINK TO WALK 15 MILES OVER 18 DAYS AND RAISE \$300 FOR EDUCATIONAL EQUITY AND LIFE CHANGING EXPERIENCES.**



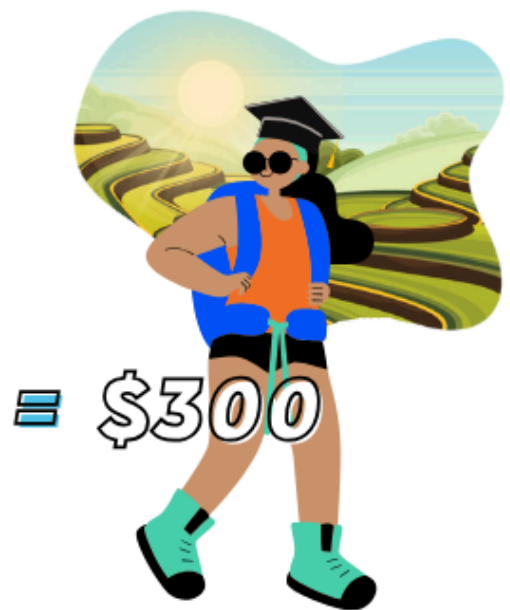
**20 hearts each donate \$1 per mile**



**5 hearts each donate \$4 per mile**



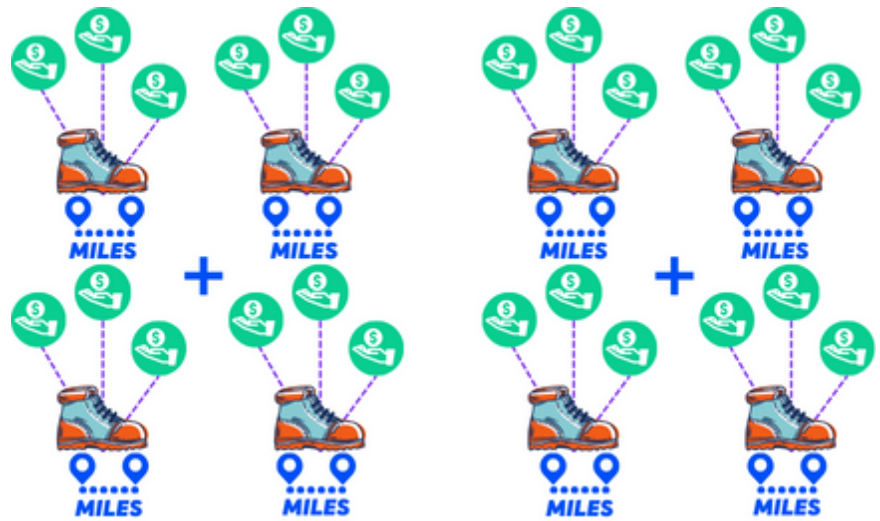
**1 heart donates \$20 per mile**



**\$300 is the cost of an educational 3-day trek abroad for 1 student.**

# Network POWER

Now imagine a  
**TEAM** of  
individuals  
tapping their  
network...



## Collecting Donations

### TYPES OF DONATION:

PLEDGE DONATION: GOOGLE FORM

FLAT AMOUNT DONATION: YOUR PERSONAL GIVELIVELY URL

### DONATION METHODS

- **Online Donation:** As much as possible, encourage your donors to contribute through your GiveLively page. This provides a fast and secure way to ensure the funds get to Carpe Mundi
- **Cash donations:** should be deposited into a bank account and sent to Carpe Mundi via a check (see below). Make sure you include the names of the donor(s) and how much they gave, if you have that information.
- **Check Donations:** If you receive check donations, they can be made out to "Carpe Mundi" and have "your name: hike-a-thon" in the memo line. Please post checks by June 1st!
- Mail them to: 1529 N. Killingsworth St. Portland, OR 97217

# ***Fundraising can be fun and rewarding!***

## ***Just remember...***

- Don't decide for someone else that they are going to say no and rob them of the opportunity to say YES!
- Show appreciation! When someone supports your fundraiser, make sure you express gratitude and update them on how your hike goes. Send pictures to go the extra mile!
- A donation is not the only possible positive outcome of an invitation to give! Everyone who learns about the mission of Carpe Mundi can help us build a stronger local and global society.
- You are doing a great job! Keep it up.



**WITH ALL OF THE MILES IN BY JUNE 1ST AND PLEDGED FUNDS IN BY JUNE 5TH, WE'LL ANNOUNCE WINNERS ON JUNE 6TH.**

# Team PRIZES!



## TOP TEAM: FUNDS RAISED

Every team member will receive a **Cotopaxi Bataan 3L Fanny Pack - Del Día**. The Bataan 3L Fanny Pack keeps your necessities secure, organized, and close at hand. Wear it up front, on the side, in the back, or across your body. Like all of Cotopaxi's Del Día items, no two Bataans are alike.



## TOP TEAM: MILES HIKED

Every team member will receive a Cotopaxi **Classic Dad Hat** that features a brim made of recycled fishing nets in the lovely deep blue color of maritime.

**Any individual that fundraises \$300 gets a Hike-a-Thon T-shirt!**



**Any individual that meets our hiking goal of 15 miles gets a Carpe Mundi sticker!**



## SPECIAL PRIZES FOR PARTICIPATING INDIVIDUALS

*Raise \$300 and get a Limited Edition Carpe Mundi Hike-a-thon T-Shirt*

*Hike 15 miles and get this alumni designed Carpe Mundi Sticker!*

Thank you for your support of Carpe Mundi! Please reach out if you need any additional support.

## **ENJOY THE JOURNEY**

📞 503-610-2723

📷 @carpemundipdx

✉️ carol@carpemundi.org

🌐 [www.carpemundi.org/hike-a-thon](http://www.carpemundi.org/hike-a-thon)

