

**THE INDIVIDUAL'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, 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 3-4*

INTRODUCTION  
HIKE-A-THON OVERVIEW

*Page 5-7*

PROCESS OUTLINED  
AND STEP BY STEP  
INSTRUCTIONS FOR  
PARTICIPATION.

*Page 8*

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

*Page 9-11*

FUNDRAISING SPECIFICS &  
ENCOURAGEMENT FOR  
YOU!

*Page 12*

PRIZES!



Page 02

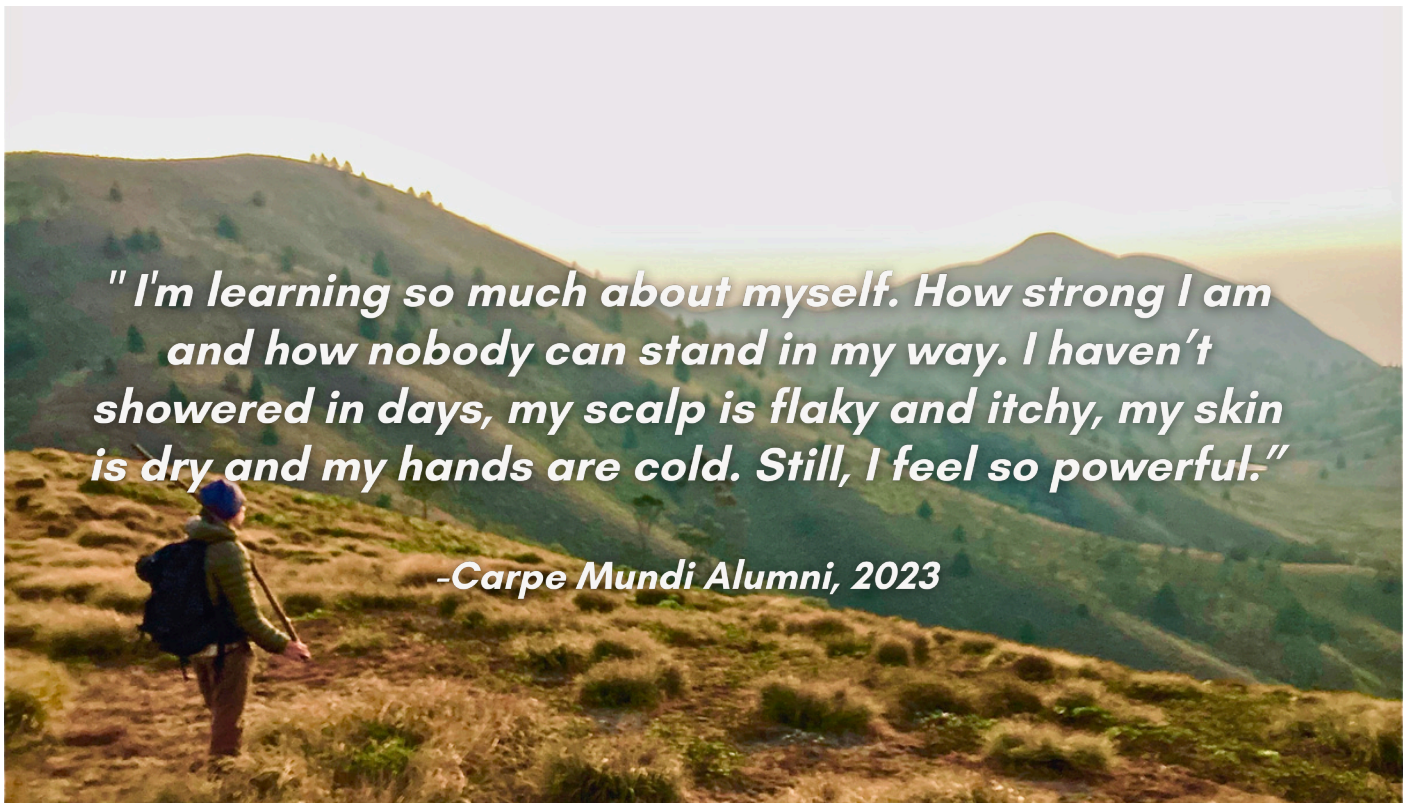


# INTRODUCTION

## 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.



*"I'm learning so much about myself. How strong I am and how nobody can stand in my way. I haven't showered in days, my scalp is flaky and itchy, my skin is dry and my hands are cold. Still, I feel so powerful."*

*-Carpe Mundi Alumni, 2023*

**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 all the people who are encouraging you and donating to your campaign from around the world.

### WHAT?



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

### 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.

### WHEN?



May 15th to June 1st, 2024

### WHY?



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

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

### WHERE?



During this event you can hike from wherever you are!

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 EXAMPLE

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



1

Mindi registers 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 Givelively Fundraising page.

3

Excited about the Carpe Mundi Hike-a-Thon, she messages people to donate \$5 for every mile she hikes or to provide a flat donation of \$25 (or more). She shares her goal of hiking 15 miles and raising \$300 dollars.

In her message, she gives her friends two options:

1) *They can make a donation right away of any amount through her Givelively page.*

2) *or they can use a different link to pledge \$5/mile and wait to see how many miles she hikes*

4

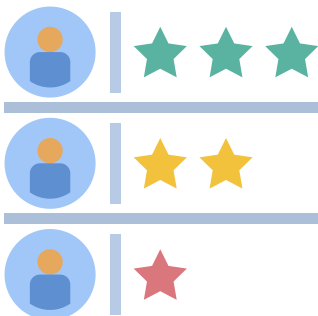
While Mindi spreads the word, Mindi is also working hard to hike as many miles as she can before the fundraiser ends. She posts updates on social media, talks about it, and sends e-mails.

Carpe Mundi also sends her an e-mail to let her know who has pledged to her campaign.

5

Mindi keeps track of her progress through the Carpe Mundi mileage log which she can access on the Hike-a-Thon page.

There she is also able to view updates, the leaderboard, upload photos and more.



6

On June 2nd, Mindi checks the leaderboard and finds that she hiked a total of 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 pledgers 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!

# STEP BY STEP SET-UP FOR THE individual champ

## 1 The first step of the fundraising process is to register as an individual.

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

**REGISTER**

## 2 Second, you'll set up an Individual 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 page in a few short minutes and complete this step.

- Enter your name, choose a color
- Upload your own profile picture
- Upload a "hero image" which will be displayed prominently on your page. You can choose the default image or one of your own.
- Enter a fundraising goal that you are comfortable with.

Enter your "Why Carpe Mundi?" in the Add Note section. Share why you're excited about Carpe Mundi and/or the campaign.

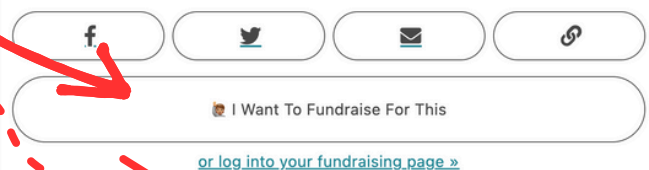
\*We included sample content on p 7.

**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 quick 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.

**NEED MORE DETAILS?** Use this [link](#) to access additional information, instructions, tips, or even sample messaging for setting up your fundraising page and/or team.

### 3 **START FUNDRAISING**

#### **Get the word out**

Just like Mindi, you'll want to set goals for how much you want to raise and how many miles you aim to hike. Share these goals with friends and family. Ask them to donate a flat amount or per mile. If they want to donate per mile, please share the [pledge form link](#). For flat amount donations, please make sure to include a link to your personal Givelively Fundraising 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!

### 4 **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).

### 5 **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 the Hike-a-Thon Base Camp 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!

### 6 **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!



# 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.

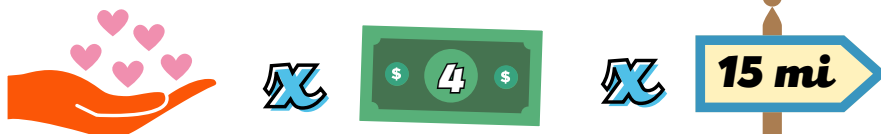
As members of this community, you know that through Carpe Mundi's programming students from low-income communities grow in self-confidence, and are empowered to make positive change personally, for their communities in Portland, internationally, and for the future as a whole. Peer to Peer fundraising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



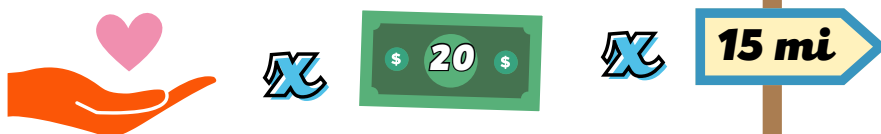
**AS AN INDIVIDUAL THINK ABOUT THE NUMBER OF PEOPLE YOU CAN GET TO SUPPORT YOU - YOUR NETWORK IS LARGER THAN YOU THINK! IT'S ALSO SIMPLER THAN YOU THINK TO WALK 15 MILES OVER 18 DAYS AND RAISE \$300 FOR EDUCATIONAL EQUITY AND LIFE CHANGING EXPERIENCES.**



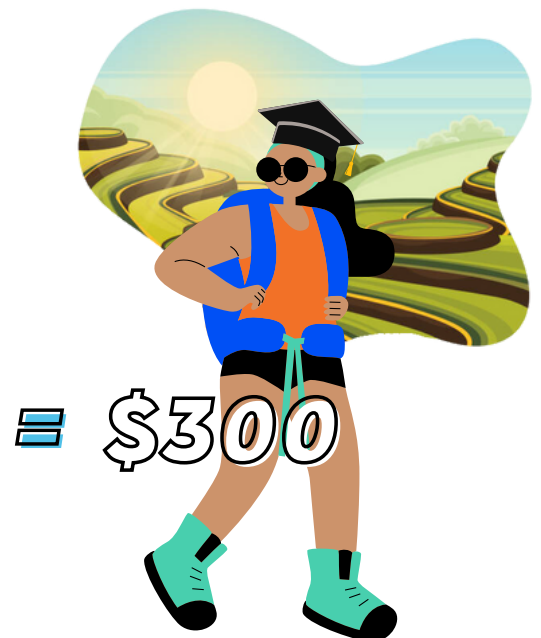
**20 hearts each donate \$1 per mile**



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



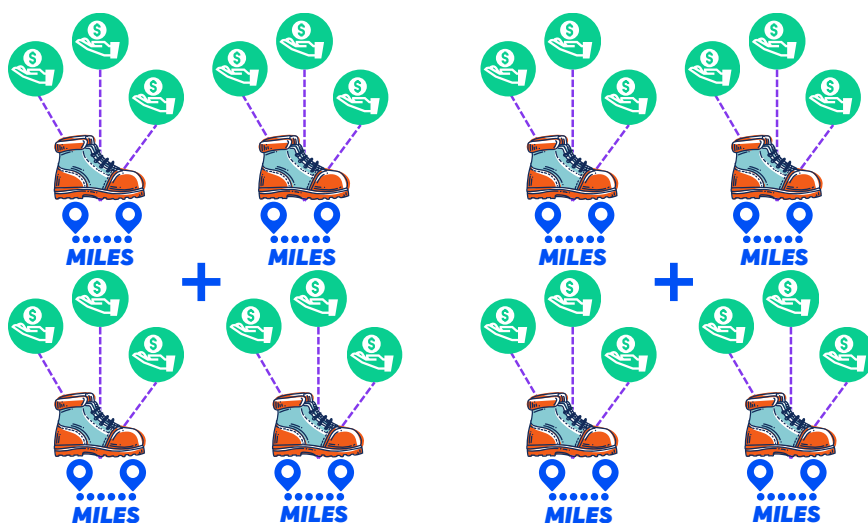
**1 heart donates \$20 per mile**



**\$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. And thank you.



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

***\*only individuals who are not on a team are eligible for the individual prizes on the next page.***

# Individual PRIZES!

**TOP INDIVIDUAL:  
FUNDS RAISED**



### Cotopaxi Gear Tote

the Allpa 60L Gear Hauler Tote makes getting your gear from point A to point B easy, whether you're skiing, climbing, camping, hiking, or just grocery shopping. Two sets of handles let you carry over the shoulder or by hand, tons of interior and exterior pockets organize essentials, and top compression straps keep your gear secure.

**TOP INDIVIDUAL:  
MILES HIKED**

### Cotopaxi Luzon Backpack

The 18L Luzon Backpack is your easy-going and spontaneous adventure companion. Featuring a hardy yet lightweight ripstop nylon shell and ultralight, mesh shoulder straps, the pack is durable and extra comfy to carry. Thanks to its roomy main compartment, it can fit just about anything.



**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**

**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-athon](http://www.carpemundi.org/hike-athon)