

**SATURDAY, OCTOBER 26<sup>th</sup>**  
**@ JAMES RIVER PARK SYSTEM**  
**9:00 AM – 5:00 PM**



## **CORPORATE TEAM CHALLENGE KIT**

EVENT INFORMATION

PRINTABLE FLIER

RECRUITMENT TIPS & TEMPLATES

REGISTRATION HOW-TO GUIDE

RECRUITMENT IMPACT GOALS

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PAGE 3

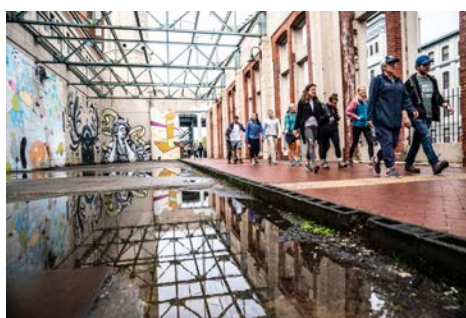
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## Rally your active and community-driven employees to join **BLUE SKY FUND** for the Dominion Energy Hike for Kids on Saturday, October 26th!



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### First things first - who's Blue Sky Fund?

Blue Sky Fund is on a mission to provide transformational experiences for urban youth through outdoor education. We help low-income children from the City of Richmond improve academic achievement, especially in the sciences, through active outdoor education. We also develop character and leadership through outdoor experiences that expand horizons, increase confidence, and build collaboration skills. Currently in our eleventh year, Blue Sky will reach over 3,000 youth in 2019.

### Cool, right? What in the world is Hike For Kids then?

This unique family-friendly event benefits the youth of Blue Sky Fund! Together with over 400 other hikers, we will hit the trails of the James River Park System to raise funds and awareness for Blue Sky Fund's outdoor education programs. Enjoy some of the best urban hiking in the country with either a 3-mile, 8-mile, or 14-mile loop around the James River - great for family and master hikers alike! We'll celebrate the hike with an after-party to enjoy beer, food and music.

### What's in it for us?

Each hiker makes a HUGE impact on kids in our community – the more people on your team, the more proudly your company can shout from the mountaintops that you are supporting our kids:

- **5 hikers** sponsors **TWO students** in our elementary school program for outdoor science experiences for the entire school year.
- **12 hikers** sponsors **TWO students** in our weekly Outdoor Adventure Clubs designed to teach middle school students outdoor skills, resiliency, and character.
- **20 hikers** sponsors **ONE student** in our year-long Outdoor Leadership Institute, which develops personal growth, servant leadership, and multicultural understanding in high school students.

### What are you waiting for?!

Use the following pages as a guide to register your team online at <https://secure.qgiv.com/event/h4k2019/>, Or contact Colvin Hedgepeth, Blue Sky Fund Development Director, at [development@blueskyfund.org](mailto:development@blueskyfund.org) with any questions about the event.







OCT. 26TH, 2019

# COME HIKE THE JAMES RIVER PARK SYSTEM

3, 8, AND 14 miles

CONNECT INNER CITY KIDS  
WITH THE OUTDOORS!

\$40 ADULTS  
\$15 YOUTH



START & FINISH FROM  
VIRGINIA WAR  
MEMORIAL



*For more details and to register, visit* [BLUESKYFUND.ORG](http://BLUESKYFUND.ORG)

To Join Our Team – Contact:

## HOW TO RECRUIT AN AWESOME CREW OF ADVENTURE BUDDIES!

Here are a few quick & easy ways to engage your coworkers:

1. Add your contact information to the event flier on page 3 & post it in your office – break room, bathroom, elevator – wherever gets the most traffic!
2. Send a personal email to coworkers using our template below
3. Schedule a team or company-wide meeting to share information about the event and encourage coworkers to participate
4. Challenge each coworker that registers to recruit 2 more participants for your team
5. Offer coworkers an incentive for signing up, such as paying for registration fee, treating to coffee, breakfast or lunch, providing extra paid volunteer hours – the sky's the limit!

### EMAIL TEMPLATE

*\*Note – see registration guide in following pages on how to invite others to join your team directly from system*

**Subject:** Join Our Team To Help Get More Urban Kids Outside!

**Message:**

Hello!

**Do you love kids, the outdoors, and our Richmond community?**

{Company Name} is joining [Blue Sky Fund](#) on Saturday, October 26th for this year's Hike For Kids event, in which participants hike along the James River to support the city kids that participate in Blue Sky Fund's outdoor education programs, and we'd love to have you join our team! {Company Name} is committed to serving our community and supporting causes that improve lives in Richmond.

**Please respond to let me know if you're interested in participating and I will send a registration invite for the team!** Click to [learn more](#) about the event, and note that each dollar raised goes directly to connecting kids across Richmond with the great outdoors.

**Together, we can help youth overcome challenges & move mountains.**

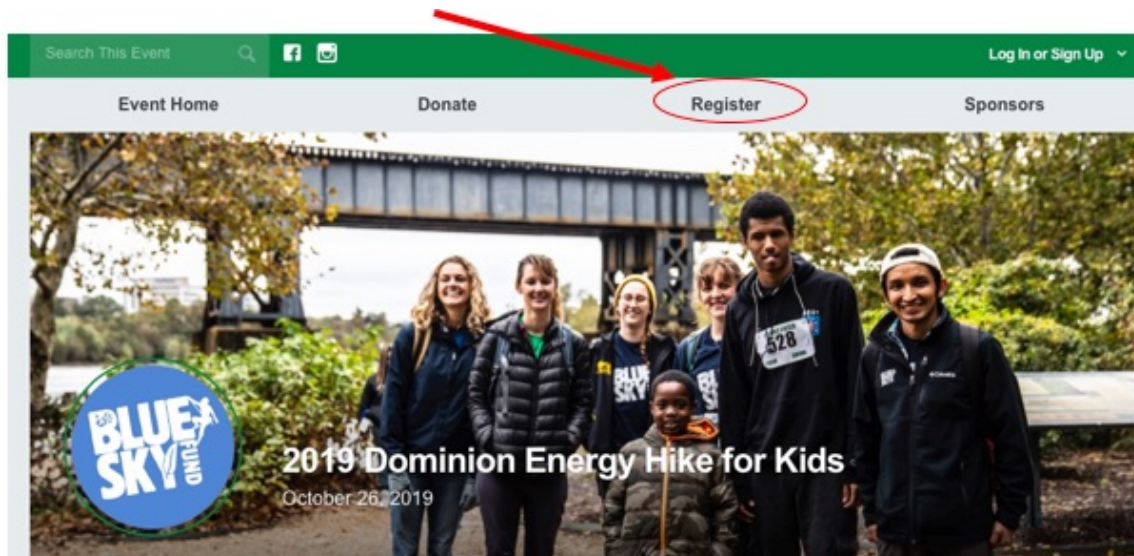
Thank you,  
{Team Captain's Name}



## HOW TO REGISTER A CORPORATE TEAM

**To start:** head to the event website at <https://secure.ggiv.com/event/h4k2019/>

1. Click **Register** at the top of the event page:



2. Click **Register as a Fundraising Participant** – enter email address & click continue:

Registration Details → Review and Billing → Thank You

1 Would you like to:

**Register as a Fundraising Participant**  
Create a fundraising page you share to help reach your fundraising goal. You'll also be able to join a team or create your own.

**Register as a Non-Fundraising Participant**  
You don't need to fundraise to participate in the event! Select this option to register without creating a fundraising page.

Your Email Address

name@example.com

Continue

Cancel

\*Note: even if you don't intend on fundraising for this event, you must register as a "fundraising participant" to create a team.

### 3. Click **Create Account** & complete account registration details:

[Registration Details](#) → [Review and Billing](#) → [Thank You](#)

**1** Would you like to:

**Register as a Fundraising Participant**  
Create a fundraising page you share to help reach your fundraising goal. You'll also be able to join a team or create your own.

**Register as a Non-Fundraising Participant**  
You don't need to fundraise to participate in the event! Select this option to register without creating a fundraising page.

**Create a New Account**  
Set up your account so you can log in to manage and share your fundraising page.

**Create Account**

**Cancel**

**Create an Account**

**Log in with Facebook**

**Sign in with Google**

or

Your First Name Your Last Name

janesmith@gmail.com

Enter a Password Confirm Password

**Create My Account**

By creating an account, you agree to our [Acceptable Use Policy](#).

Already have an account? [Log in now](#)

### 4. Click **Create a Team** – enter team name (have fun with it!) & set a team fundraising goal:

*\*Note: you can update this fundraising goal once you've completed registration*

[Registration Details](#) → [Review and Billing](#) → [Thank You](#)

**1** Register as a Fundraising Participant

**2** Would you like to:

**Create a Team**  
Take the lead and create a team to supercharge your fundraising!

**Continue as an Individual Fundraiser**  
Create a fundraising page without joining or creating a team.

**Team Information**

Team Name required Team Fundraising Goal

\$ 0

**Continue**

### 5. Select **Registration Category** – register as an individual or child, note that you will be able to invite other members to join your team once your initial registration is complete:

**3** Select A Category

☐ **Individual Registration**  
Age 18 and older  
Early registration ends on August 31, 2018 at 11:59 pm  
\$40.00 \$30.00

☐ **Child Registration**  
Registration for children ages 4-18 years old. Age 3 and under is free.  
Early registration ends on August 31, 2018 at 11:59 pm  
\$15.00 \$10.00

## 6. Complete personal registration details, including:

- Personal Fundraising Goal: set a goal for you as an individual
- Optional Donation: kick off your personal fundraiser by making your own donation
- **Matching Donation: will your company match donations? If so, make sure to select this box!**
- Waiver: don't forget to read & accept the waiver

3

**Individual Registration**  
Age 18 and older  
Early registration ends on August 31, 2018 at 11:59 pm

~~\$40.00~~ **\$30.00**

4

### Personal Information

First Name <small>required</small>	Last Name <small>required</small>	
<input type="text" value="Jane"/>	<input type="text" value="Smith"/>	
Address <small>required</small> <input type="text"/>		
City <small>required</small>	State <small>required</small>	Zip Code <small>required</small>
<input type="text"/>	<input type="text" value="Select a State"/>	<input type="text"/>
Country <small>required</small>	Phone Number	
<input type="text" value="United States"/>	<input type="text"/>	

### Emergency Contact Information

#### Emergency Contact #1

First Name <small>required</small>	Last Name <small>required</small>
<input type="text"/>	<input type="text"/>
Phone Number <small>required</small>	Cell Phone Number
<input type="text"/>	<input type="text"/>
Email Address <input type="text"/>	

### Fundraising Goal

Your Personal Fundraising Goal

### Optional Donation

Optional Donation Amount

You can start your fundraising efforts today by making an optional donation that will be applied toward your fundraising goal.

### Matching Donations

☐ This donation can be matched

### Additional Questions

T-shirt Size? required

Hike Distance required

Age on day of event? required

How did you hear about event? required

### Waiver

☐ I agree and accept the terms and conditions.

#### AGREEMENT FOR RELEASE, INDEMNITY AND WAIVER OF LIABILITY

I request permission to participate in the Blue Sky Fund's "Hike for Kids," scheduled to take place on October 26, 2019 (the "Event").

I fully understand that outdoor activities, e.g. hiking, are potentially dangerous activities. I wish to participate in these activities knowing they are potentially dangerous. I ACCEPT AND ASSUME ALL THE RISKS OF INJURY (INCLUDING DEATH) TO ME AND INJURY OR LOSS TO MY PROPERTY AS WELL AS ANY LIABILITY FROM MY PARTICIPATION IN THE EVENT.

Continue

Cancel



7. Review registration details and **submit payment** to complete registration:

- Enter promo code if applicable

Registration Details → **Review and Billing** → Thank You

**Review and Complete Your Registration Below**

Registrations	Fees	Donation	Total	
Jane Smith Team Leader: Blue Sky Fund	\$30.00	\$5.00	\$35.00	
<a href="#">+ Add Additional Registrant</a>				

TOTAL **\$35.00**

**Personal Information**

Jane Smith  
P.O. Box 8108  
Richmond, Virginia 23232  
US

**Payment Information**

**Billing Information** ☒ Same As Personal Information



Card Number required

Expiration Date required CVV required  
07 - July 2018

☐ Save payment for future use

**\$35.00** TOTAL AMOUNT TO BE CHARGED

**Complete Registration**

Go Back

Cancel

8. Click **Complete Registration** to officially sign up for Hike For Kids – hooray!





Now the fun part ...

## HOW TO RECRUIT AN AWESOME CREW OF ADVENTURE BUDDIES FOR THE TRAILS:

1. **Share on social media** that you just created a Hike For Kids team with your friends! Click to share on Facebook or Twitter and customize our template post:

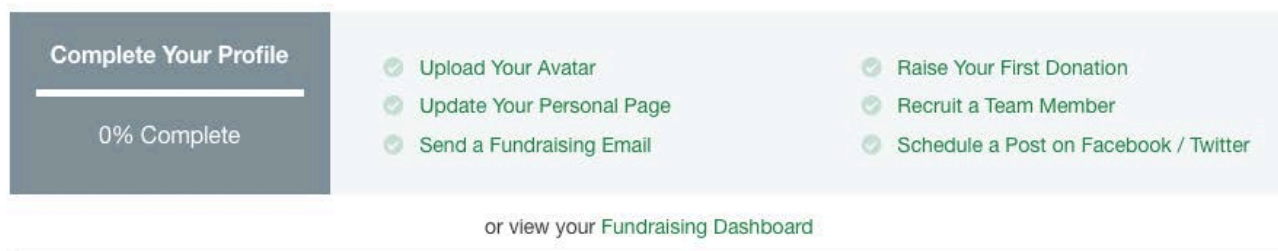


2. **Complete your profile** to set up your team:

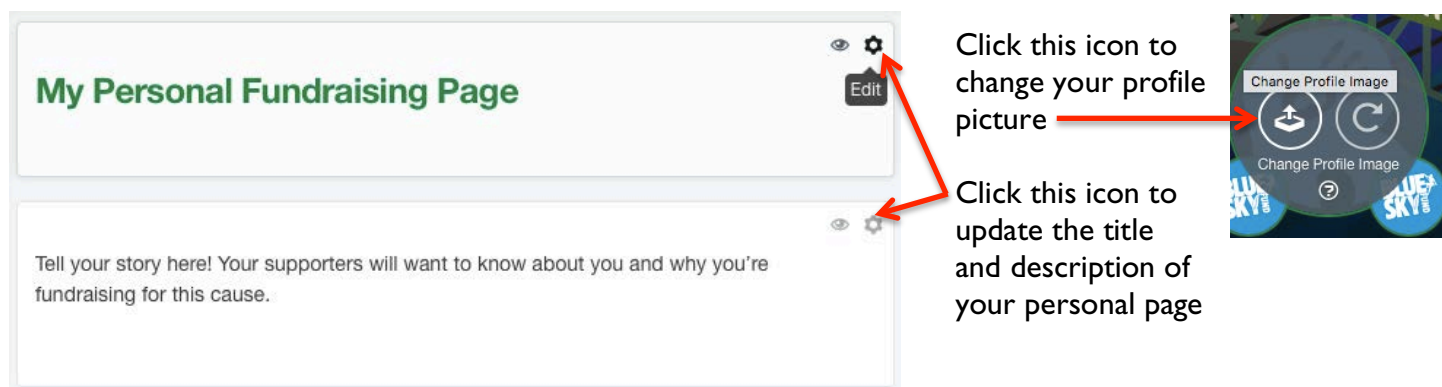
*\*Note that the fundraising center will be your new best friend as you navigate building your team!*

### Now complete your profile!

Make the most of your fundraising efforts by completing your profile. The Welcome Quest will guide you through some of the most important features of your fundraising page and help raise more donations!



2. We encourage you to set the hiking pace for your team by personalizing your fundraising page – click **Upload Your Avatar** and **Update Your Personal Page** to add a profile photo and your personal story of why you chose to support Blue Sky Fund through Hike For Kids.




3. Start building your team by clicking **Our Team** on the left navigation pane to access your team's dashboard. From here:

- **Update Team Fundraising Goal:** each individual will be required to pay registration fee separate from the team fundraising goal, so it's up to the team captain / company representative to determine how much your team will seek to raise – remember, every dollar raised goes directly to connecting Richmond kids with

the outdoors!

- **Update Team Recruitment Goal:** we understand that tasking your team with raising a certain amount of funds might be a big ask – so instead, how about challenging your team to recruit as many members as possible – the more the merrier out there on the trails!

- **Recruit Team Members:** ask others to join your team by sending a custom message via email or social media



Dashboard

Share Event

My Donations

Resources

My Registration

Manage Registrations

Our Team

Edit My Page

Blue Sky Fund

Change Team Name

\$0.00

TOTAL RAISED

\$0.00

TOTAL ONLINE

\$0.00

REGISTRATION(S) TOTAL

\$0.00

OFFLINE VERIFIED

\$0.00

OFFLINE UNVERIFIED

100%  
80%  
60%  
40%  
20%  
0%

\$0.00

achieved

\$1,000.00

goal

0%

of your goal reached

Update My Team's Goal


Your Team's Recruitment Goal

1 registered0 goal

0%

Set a goal to recruit new fundraisers to your team. Recruiting more people can help you raise more money so you can reach your fundraising goal faster!

Update Our Recruitment Goal



View Team Page

Ask Others To Join

Change Teams

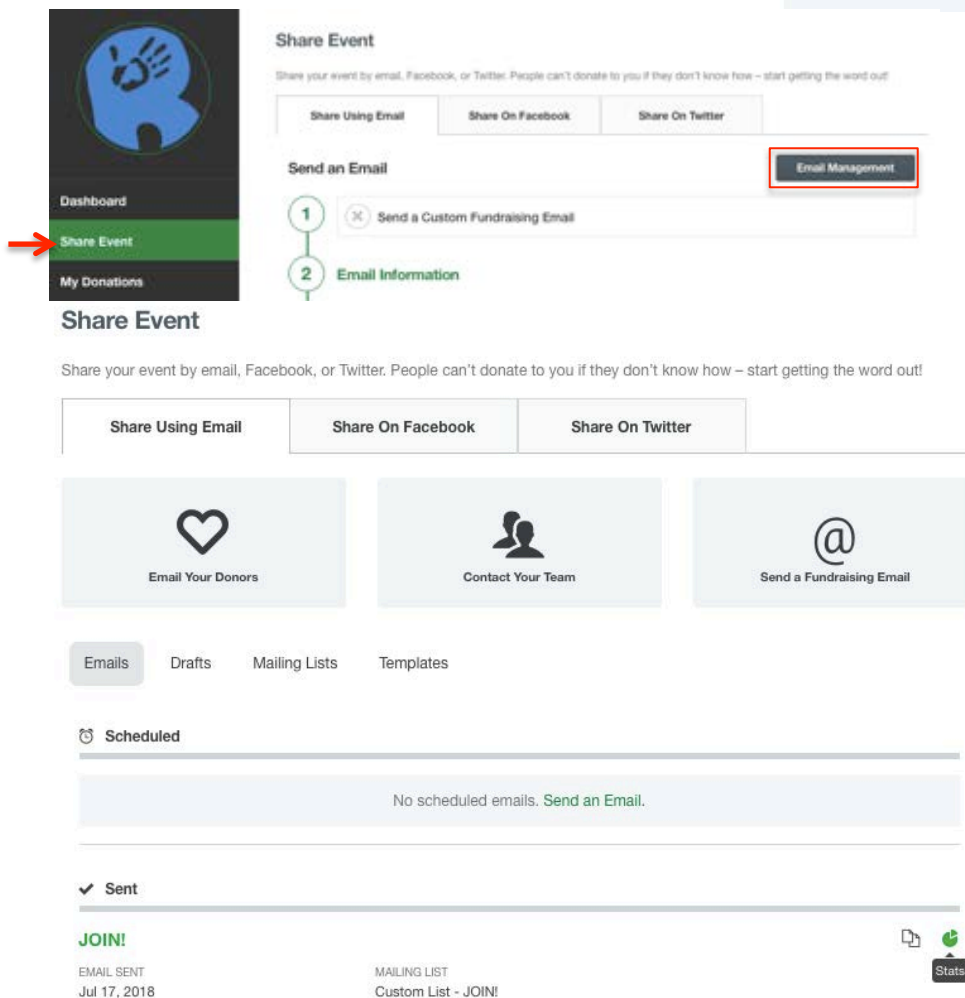
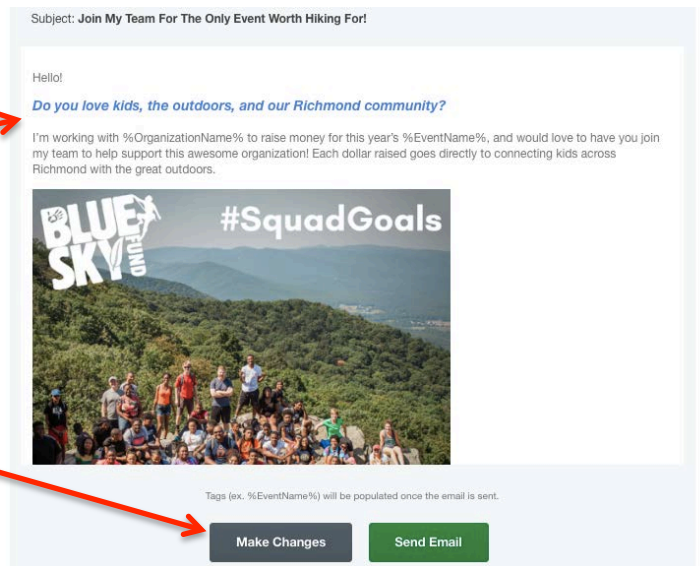
Leave Team





- Review email & addresses

- Click **Send Email** to deliver to your squad, or **Make Changes** to edit your message



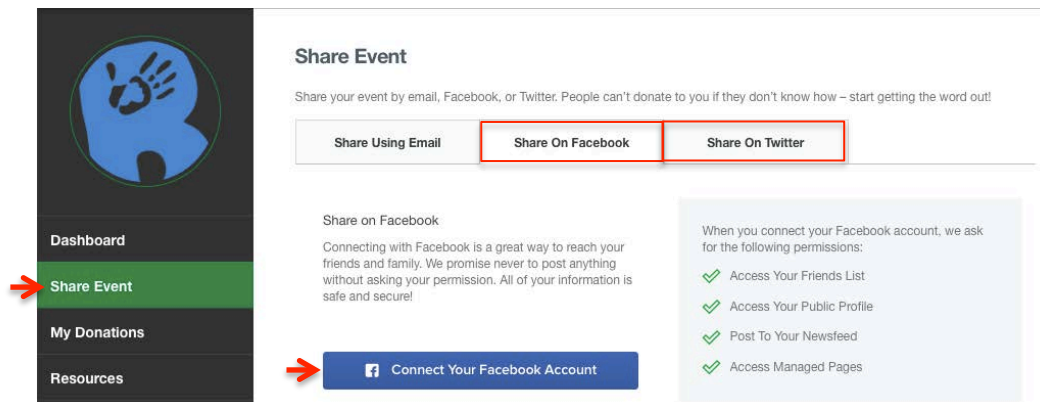
- Click **Share Event** on the left navigation, and then the **Email Management** button to view all of your emails on the platform, check statistics or schedule future emails to your squad!

### Additional Email Templates To Use:

- From Participant – Asking Others To Donate
- From Participant – Custom Thank You To Donors
- From Team Captain – Custom Thank You To Team Donors

## To Share With Your Squad on Social Media:

- Click **Share Event** on left navigation
- Click either **Share on Facebook** or **Share on Twitter**
- Follow the steps to connect to your social media account to post fundraising updates from your page



## Who's ready to HIKE FOR KIDS?!

Here's some motivation to get your squad out on the trails:

- **5 hikers** sponsors **TWO students** in our [Explorers](#) elementary school program for outdoor science experiences for the entire school year.
- **12 hikers** sponsors **TWO students** in our weekly [Outdoor Adventure Clubs](#) designed to teach middle school students outdoor skills, resiliency, and character.
- **20 hikers** sponsors **ONE student** in our year-long [Outdoor Leadership Institute](#), which develops personal growth, servant leadership, and multicultural understanding in high school students.

**Join Us In Hiking For A Good Cause Supporting Youth Across Richmond!**

