

BIG CITY MOUNTAINEERS

# ADVENTURE FUNDRAISING GUIDE



## LET'S BREAK DOWN BARRIERS TOGETHER

We're excited for you to join us in our goal to break down barriers to outdoor access for students from disinvested communities. Successful fundraising isn't just about money. It's a way to spread the word about BCM and the impact on youth from disinvested communities. Let's get started!

### STEP 1: BECOME A BCM AMBASSADOR

- Review BCM Language (page 02)

### STEP 2: PREPARE TO COLLECT DONATIONS

- Set up Classy Page (page 03)
- Review Fundraising Tips (page 04)

### STEP 3: RAISE MONEY!

- Get creative with strategy (page 06)
- Leverage BCM templates (page 06-07)

## BECOME A BCM AMBASSADOR

You're not just a fundraiser. You're an ambassador who is increasing awareness and passion for Big City Mountaineers!

Before you begin your adventure fundraising journey, take some time to get to know BCM better so you can be a more confident ambassador! Whether you're new to the BCM community or have been here for a while, we recommend starting by reading through the [About Us](#) section of our website. Our Facebook and Instagram pages are also great resources for getting to know our community better.

Lastly, before you get started making your fundraising plan please take some time to get to know our preferred language and [JEDI 101 Toolkit](#). [This blog post](#) explains the reasoning behind our preferred language in more detail. While fundraising you can also reference our preferred language summary on page 8.

### BCM Youth

#### Program Goals:

- Work alongside the transformative powers of Mother Nature to leave a lasting impact on the lives of youth
- Help to get youth out of their comfort zone and into the wild
- Improve self-esteem, sense of responsibility, group communication and decision-making skills





## PREPARE TO COLLECT DONATIONS

This section will help you get familiar with how to set up, kick off, and maintain your fundraising campaign.

You'll find lots of action steps that you can take to break your efforts down into smaller, manageable goals, along with plenty of tools and resources to jump start your own brainstorming process. Remember, there are an infinite number of ideas for how to generate interest in your donation campaign... what will be the most fun and engaging for YOU?

### Set up your Classy Page

Once you've prepared to be a BCM Ambassador and determined your personal fundraising strategy, it's time to set up your Classy fundraising page. Take some time to familiarize yourself with Classy, the fundraising platform Big City Mountaineers uses for managing donation campaigns. Once you get a feel for the platform and [create your page](#), you can build your own fundraising page and kick off your campaign. You can find past pages for inspiration [here](#).



### Helpful tips for building out your Classy page:

- **Share your why.** Build a connection with donors by sharing why you choose to do an adventure fundraiser for BCM and why your chosen adventure is meaningful to you.
- **Use pictures.** Sharing pictures of yourself out on the trail from past adventures or of your chosen activity can help liven up your classy page.
- **Include details.** Help your donors learn more about your chosen adventure by sharing a little about what you plan to do.
- **Use preferred language.** As an ambassador for BCM make sure you're using language that aligns with the organization's work and mission. A detailed overview of preferred language can be found [here](#) and a summary can be found [here](#).



## Personalize your approach

The more you can bring to life your personal story and motivation for pursuing this adventure, the more your network will be moved to contribute.

- Get started with the full library of fundraising and storytelling tools and resources available to you on the BCM website!
- It is important for you to decide what methods will best fit each of your donors so that you can maximize the amount of support you raise for the cause. BCM can accept checks and cash on behalf of your personal fundraising campaign.

## Remain consistent

Small, consistent efforts to gain and keep momentum go a long way. Stay consistently in touch with your base with quick, fun updates throughout your campaign.

- The key to successful fundraising is to start early—we recommend to start at least 3-4 months out!
- Consider having initial donors lined up in advance. Campaigns that are 30% funded in the first few days are more likely to succeed.
- Talk about it! The more you talk about your effort and the cause, the more interest you will generate.
- Stay positive. Not everyone is going to donate, but the more people you ask, the more donations you will get. If you don't hear "no" a couple times a week, you are not asking enough people.

## Key reminders:

- **Ensure all adventure details are accurate** including dates, pledge goal, activity specifics, and how to donate.
- **Make it easy for donors** through your personal Classy page, and remember to mention that donations are tax deductible.

### 4+ months from trip

Sign up for SFS or AFS challenge

### 3-4 months from trip

Set up Classy page and start fundraising

### 6 weeks from trip

Check in on fundraising plan to make sure you're on track

### 2 weeks from trip

Start the final push for donations!

## Remember the mission

You're fundraising to break down barriers to outdoor access for students from disinvested communities. We can provide you with photos and inspiring stories of our youth to help you with your efforts.

- Don't feel bad about asking people for money. Remember that you are not asking for money for yourself: it is going to a great cause. The more people you ask, the easier it becomes.
- Remember you are not in this alone. Enlist the help of the Big City Mountaineers support staff, your family, friends, and coworkers.
- Ask big – Don't ask for just a \$10 donation, ask for \$50. You may get \$50, or you may get nothing, but if you ask for only \$10, that is probably all you will get.





## RAISE MONEY!

Now, you're ready to start fundraising. Get creative and use strategies best suited for you and your donors.

In this section, you'll find inspiration for how you might go about fundraising in-person, online, or through your employer.



### In-person fundraising ideas

**Letter Writing Campaign:** Who doesn't love snail mail? Consider writing to friends and family to see if they'd be interested in donating to your adventure fund. Find a letter writing template [here](#).

**Garage Sale:** Get rid of items you don't use anymore by putting on a garage sale. Consider letting people know why you are having the sale and they might even donate more money to the cause!

**Restaurant Fundraiser:** See if a favorite restaurant of yours will donate a certain percentage of sales for customers that mention "Big City Mountaineers". Don't forget to promote via social media, emails and word of mouth! Find social media templates [here](#).

**Happy Hour:** Call a local bar or establishment you frequent and ask them if they would let you have a fundraiser there. Ask if they will donate drink tickets that guests can donate money in exchange!

**Run or Walk for BCM:** Organize a 5K, half marathon or marathon for your friends, family and community. Have participants pay an entry fee and you design the course. This could be organized online as well!

**Sporting Event Gathering:** Invite friends and family over for an event like the Super Bowl, NBA Finals, or the Masters, and ask for a minimum donation for entrance into the party.

**Climbing Tournament:** Contact a local climbing gym and ask if they are willing to host and create routes of different difficulties, rated and assigned various points. Charge an entry fee per climber that covers their climbing time and donation!

**Benefit Concert:** Have any musical friends? Ask if they will play a show for your fundraiser. Host it in a backyard or large room and require an entry fee to the show that will go toward your fundraiser for BCM.

## Digital fundraising ideas:

**Social media campaign:** Friends and family may be willing to donate to your cause, even without a formal event. Consider sharing information about BCM to raise awareness and make it clear where they can donate if they want to support your journey. Find templates for this strategy [here](#) and access to photos and videos [here](#).

**Online auction or sweepstakes:** Ask your friends and family to donate or bid for each entry, then raffle or sell off donated items or gift cards through your social media or on a site like [32auctions.com](https://www.32auctions.com).

**Host an online 'class':** Have a skill you want to share with others? Knitting, baking, or how to play an instrument, for example? Consider having a live digital class via social media or video meeting, and asking class participants to donate in order to join.

## Tips for fundraising through you company:

- **Find out if your employer has a matching program:** Also consider asking your friends or family if their employers match so their donations to BCM could be doubled. Documentation for tax-deductible donations can be found [here](#).
- **Seek company sponsorship:** Even without a full matching program, you can consider asking your employer to sponsor each BCM youth for \$25, \$50, or \$100 on their expedition.
- **Consider a vacation day raffle:** Who doesn't like time off work? Talk to your manager or Human Resource department about raffling off a day off. Specify the amount for each raffle ticket and sell them to your co-workers.



## Preferred Language Summary

More details and explanations of the reasoning behind the language choices in this summary can be found in [\*this post on our blog\*](#).

### Preferred Goal Statement

Our goal here at Big City Mountaineers is to break down barriers to outdoor access for students from disinvested communities. By providing free, fully-outfitted, and professionally-led backcountry trips, we're able to give young people ages 8-18 the opportunity to connect with nature and reconnect with their strengths, skills, and resilience.

#### Preferred Terms

Students  
Disinvested communities  
Marginalized communities  
Young people/youth  
Meaningful/Joyful experiences  
Building/Strengthening  
Tap(ing) into/Reconnect(ing) with  
Strength, Skills, & Resilience

#### Terms to Limit

Under-resourced/Under-privileged  
Instills  
Mentoring  
Transformative  
Inner-city  
At-risk  
Kids  
Critical Life Skills







Fundraiser

Share [f](#) [t](#) [✉](#)

## Ben Gipson

\$3,087 Raised

\$2,500

[DONATE](#)

It's Oktoberfest! Beer, brauts, and lederhosen, all in support of the great work of Big City Mountaineers!

Campaign

BCM Custom Challenges 2018  
\$75,225 / \$40,000

STORY

UPDATES 1

### Thanks for supporting Big City Mountaineers!

As most of you know, for years I've caused myself physical pain in support of BCM. I've climbed mountains, run marathons, and biked long distances, all in hopes of convincing my amazing community to support an organization I care so much about. And all of you have always stepped up, helping thousands of kids have life-changing wilderness mentoring experiences throughout the US, and I can't thank you enough for all you've done.

And now, of course, I ask for your support again, this time not as I do something completely stupid, but instead to celebrate the end of my time as Board President of BCM at our first annual Honey Badger / Baby Wookie Collaboration Oktoberfest on October 20.

There are a few things I can promise at our Oktoberfest:

**First**, there will be beer, all homebrewed in fabulous Culver City just for the occasion.



**Second**, there will be brauts. I've been scouring the greater Los Angeles area, looking for the best sausages for our guests, because I am just a giver.

**Third**, I will be lederhosen, so there will be lots of chances to make fun of me.

I am also working on some favors for people who can attend in person, and while I don't know for sure what those will be yet -- I think it's fair to say, if you show up, you won't go home dry.

So what am I asking for in return for all this awesomeness? Please give what you can, either here or in person, and do what you can to help get even more kids out into the wilderness on the incredible program that BCM puts together. You can make an investment in the growth of an under-resourced teen by making a donation to our team. And thank you as always, for all that you do, and all the support you've given over the years!

[♡](#) [💬](#) [↗](#)Ben Gipson  
Latest Update

### You all are awesome!

Update #1 | October 9, 2018

We are two weeks out from Oktoberfest, and you all have already crushed my original goal, so let's take it up a notch -- Let's try to make it up to \$2,500, and get even more kids out for BCM's amazing wilderness mentoring adventures! We've also added a food truck, so anyone who pledges gets a...

[♡](#) [💬](#) [↗](#)[READ UPDATE >](#)

ALL

COMMENTS

DONORS

T

Todd and Johna Miller donated \$100.00

2 years ago

S

Stephen Odonnell and Kathleen Odonnell donated \$100.00

2 years ago

S

Stephen and Marcie Schiff donated \$50.00

2 years ago

H

H. Mark Wild and Gabriella Zadra donated \$250.00

2 years ago

A

ANDREW HEAD donated £200.00

Great event thanks for organizing

2 years ago

[Show more](#)



fundraiser

## Becca & Zach's Pacific Crest Trail Hike to Benefit the Big City Mountaineers Charity

\$4,434 raised \$2,610 [DONATE](#)

Campaign  
BCM Custom Challenges 2018  
476,326 / 140,000

Join us on our 2,650-mile trek from Mexico to Canada to benefit the Big City Mountaineers charity!

STORY UPDATES

### Hello family and friends, we are raising money to benefit the Big City Mountaineers Charity!

We're excited that you want to be a part of our adventure. We've decided to drop everything and follow our dream to thru-hike the Pacific Crest Trail. Over the next several months as we hike, we will be hosting this fundraiser for an amazing charity and very much appreciate any and all contributions to our goal. We're partnering with **Big City Mountaineers**—an organization that provides transformative wilderness excursions to under-resourced youth—to help raise money for their impactful programs. **Our personal outdoor experiences have influenced our lives in extraordinary ways, and we're thrilled to have the opportunity to give back to a charity whose mission is to open nature's door to all.** Check out Big City Mountaineer's website if you are interested in learning more: <https://www.bigcitymountaineers.org>



- **Our goal is to raise \$2,650 (\$1 per mile on the Pacific Crest Trail)**  
Update: We've reached our goal! With the generous donations from our friends and family, we're very proud to say that together we've raised enough money to fund the entire week-long outdoor expeditions for 2 kids! But it doesn't have to stop there, **let's keep this thing going!**
- **But remember: "The Sky's the limit!"**
- **Every cent will go directly to Big City Mountaineers**
- **The more money that we raise the more children benefit**

We've been preparing and saving up for the trip over the past year and we can't wait to take our first steps on April 22! Please feel free to follow us on Facebook and Instagram for updates on our progress, or shoot us an email:

- Zach:
- Email: [zach4692@gmail.com](mailto:zach4692@gmail.com)
  - Facebook: [www.facebook.com/zach.adelemon.54](https://www.facebook.com/zach.adelemon.54)
  - Instagram: [@zachuly92](https://www.instagram.com/zachuly92)

- Becca:
- Email: [becca2a@gmail.com](mailto:becca2a@gmail.com)
  - Facebook: [www.facebook.com/becca.2a.85](https://www.facebook.com/becca.2a.85)
  - Instagram: [@bye\\_bee](https://www.instagram.com/bye_bee)

No donation is too small! We appreciate all of your support and look forward to seeing what the future has in store!

Love,  
Becca & Zach

\*All donations will go directly to the Big City Mountaineers 5291623 tax-exempt organization. Donations are tax-deductible within the guidelines of U.S. law.\*



*If you want to go fast, go alone. If you want to go far, go together.*

Zach & Becca  
Fundraiser Update

We've finished editing our videos from the trip!

Updated 4/10 | November 24, 2018

Hi all,

We are pleased to announce that we have completed our trip videos! Their youtube links are listed below. Make sure to enable Closed Captioning and to select 720HD video quality before watching them.

Trip overview video: <https://www.youtube.com/watch?v=39uA8DMu2Jg>  
Daily selfie video: <https://www.youtube.com/watch?v=ng8heppjccw...>

[READ UPDATE](#)

ALL COMMENTS DONORS

- L** Lauren Nest donated \$500.00  
Wow! Your dad told me about your adventure over lunch at your Aunt Sarah's home. What an incredible achievement and a great cause. Congratulations!  
2 years ago · 1
- K** Kathy Frankforter donated \$75.00  
Becca & Zach - I know we are late in donating but wanted to say Congratulations to both of you for completing this long journey. What a memory this will be for both of you. GREAT JOB! Wonderful charity as well.  
2 years ago · 2
- C** Carrie Rodgers donated \$105.20  
So very proud of Becca and Zach's Pacific Crest Trail hike completion and of their support for Big City Mountaineers Charity. What a wonderful experience and accomplishment!  
2 years ago · 2
- J** Jeffrey Rubin donated \$200.00  
2 years ago · 1
- B** Bea, All and Courtney Gorman donated \$50.00  
Dad, Zach and Becca We celebrate you and Becca's accomplishments your Uncle Jim always knew you could accomplish anything! He is watching over you, love Bea, All and Courtney.  
2 years ago · 1