ADVENTURE FUNDRAISING TOOLKIT
BIG CITY MOUNTAINEERS

ABOUT
At Big City Mountaineers, we bring the transformative power of time spent in nature to a generation of young people who face increased barriers to outdoor access and other systemic challenges in their lives. A BCM experience helps youth better connect with themselves, with nature, with their community, and with a sense of joy. By providing free, fully outfitted, and professionally led outdoor and backcountry trips, we’re able to give youth ages 12 to 18 the opportunity to strengthen their skills, improve their mental and physical health, promote their social-emotional well being, and help them become better stewards of our planet. We engage young people in six metropolitan regions across the country, including Boston MA, Minneapolis MN, Denver CO, Seattle WA, Portland OR, and the San Francisco Bay Area.

OUR MISSION
Big City Mountaineers provides transformative experiences through connections to nature that strengthen life skills and build community for youth from disinvested communities.
SUPPORT OUR MISSION
ADVENTURE FOR SOMEONE

FUNDRAISING CAMPAIGN

Many youth participants experience their first night under the stars on a BCM trip. Through a thoughtful culturally responsive curriculum and professionally led day hikes, overnight camping, and week-long backpacking and paddling expeditions, participants can access the mental, physical, and social-emotional benefits of spending immersive time outdoors that so many of us enjoy.

Our Adventure for Someone (AFS) program is a way to add a layer of purpose and meaning onto your next outdoor activity by turning your own adventure into a peer-to-peer fundraiser that enables BCM youth to have similar experiences outdoors.

We are thrilled that you are considering making your next outdoor adventure an Adventure for Someone!
THE BEST ADVENTURES ARE TRUE TO YOU

Any outdoor activity at any intensity level can become an AFS campaign! You pick the thing that feels right to you. AFSers walk, hike, pedal, paddle, ski, climb, stretch, and more. For some, AFS is the thing that helps give them that extra push to take on a bucket list adventure. For others, AFS is an easy and meaningful way to give back while doing what you love. Here are some ideas:

Walk, Run, or Hike
Most AFSers do it with their feet. Do a day hike, take on that longer trail you’ve been dreaming about; participate in a 5k, half marathon, or marathon; or decide to log a total number of miles over the course of a season!

Team Up
Everything is more fun when you do it with friends. Get a group together, take on something you all love to do, and share the experience!

Choose an Event or Milestone
Is your birthday coming up? Are you making a life change? Do you want to dedicate your adventure to someone in your life? These give AFS campaigns an extra bit of spirit and success!

Choose Your Own Adventure
Is it time to tackle that bucket list adventure you’ve been hesitant to start? AFS is a great way to get and stay motivated to knock out that once-in-a-lifetime project!
THE IMPACT OF YOUR FUNDRAISING

BCM PROGRAM COSTS

BCM relies on fundraising efforts like AFS to remove the most significant barriers to participation: all programming is 100% free for participants, fully outfitted, and professionally guided. BCM is able to cover the costs of permits, transportation, food, instructors, and more with your help.

BCM’s programming ensures that youth participants are physically and emotionally safe on trail. Trained professional instructors and adult volunteers ensure that youth have a welcoming, comfortable experience— which in many cases may be their first time recreating outdoors in this way.

Every dollar can make an impact. Just like choosing your own adventure, you can also choose your fundraising goal. To get you started, here are some program costs around which you can consider building your AFS goal.
LET'S GET STARTED!

Go to bigcitymountaineers.org/afs. Sign the waiver, and you'll be directed to our AFS campaign page.

Visit our site here and click register.

Select a registration option.

If registering as an individual, choose that option. If joining an existing team, search for that team's name in the search bar option. If creating a team, fill out the form that populates.

Big City Mountaineers uses Classy as our fundraising platform. Classy makes it easy to rally and update your network, and to collect donations. All donations on the Classy platform are secure and can be made by credit card, PayPal, Venmo, or Google Pay.
PERSONALIZE YOUR CAMPAIGN PAGE

• MAKE IT UNIQUELY YOURS: Getting creative and authentic with your fundraising page is how you will showcase your story and why you are supporting BCM. Don’t rely on the pre-filled text that Classy provides, customize the language so it sounds like you.

• SET A GOAL: Fundraisers with a specified target are more likely to reach their campaign goal and make a greater impact. Choose a goal that is meaningful and attainable for you!

• DONATE FIRST: Being the first to donate to your campaign will show your network how dedicated you are to creating positive change and hitting your campaign goal!

More Tips from Classy
THE BEST ADVENTURES

CONNECT WITH BCM’S IMPACT

The best part of participating in an Adventure for Someone campaign is knowing that you will very directly enable a young person to have an opportunity to experience a similar adventure. Engaging your network around this idea is very powerful! For many, this is more compelling than gear incentives.

You can learn more about BCM’s program impact here.
**SHARING YOUR JOURNEY**

**Remember the mission.** You're Adventuring For Someone! Your efforts will provide transformative experiences in nature for youth from disinvested communities.

**Share your Why.** Build a connection with your community by sharing why you chose to do an AFS campaign and why your chosen adventure is meaningful to you.

**Use pictures and videos.** Sharing pictures or videos of yourself on your adventure can help encourage your community to engage at an even deeper level. Your Classy page can accommodate this!

**Include details.** Help your donors learn more about your chosen adventure by sharing some specifics about what you plan to do. Enable your community to visualize it.

**Use preferred language.** As an ambassador for BCM, please make sure you're using language that aligns with the organization's values. In general, be sure you are speaking about BCM's youth participants in an asset-based, non-tokenizing way. Borrowing language from the BCM website or BCM social media posts is 100% fine! If you have questions about what language is better to use, please reach out to us at afs@bigcitymountaineers.org.
SAMPLE CAMPAIGN TIMELINE

Day 1: Set up your page! Share your campaign with your network via social media / email

Day 10: Share progress on your preparation / training and encourage followers to join and donate

Day 20: Share how you are feeling about your adventure, encourage followers to join / donate

Day 30: Adventure Time! Big push for engagement and donations

Day 35: Share reflections and photos, thank your supporters

SHARING YOUR STORY

Include the following links, tags & hashtags in your posts:

Hashtags:
- #AdventureForSomeone
- #AdventureForBCM
- #Adventure4Youth

Tags:
- @bigcitymountaineers (Facebook, Instagram, TikTok, Twitter)

Link:
- Your AFS page will have a unique link that you get to choose. Don't forget to post a link to your specific campaign when sharing with your community!
SAMPLE POSTS

Example 1:
Now more than ever, more young people spend the majority of their time behind screens. Between [date] - [date], I am participating in an #AdventureForSomeone fundraising campaign to support @bigcitymountaineers, a nonprofit that is actively working to get youth outside so they can unlock the full transformative power of time spent in nature. Every dollar I raise will support another young person to spend the night under the stars for the very first time in their lives. Consider donating to my fundraiser here: [LINK]. #Adventure4Youth

Example 2:
Looking for something meaningful to donate to this summer? I'm creating an Adventure For Someone campaign with @BigCityMountaineers, a nonprofit that provides transformative experiences in nature for youth who may not otherwise have an opportunity to spend immersive time outdoors. For every $125 my campaign raises, costs for one young person's day hike are covered. For every $875, costs for one person's week-long expedition in the backcountry is covered. You can donate here: [LINK]. #AdventureForSomeone

Example 3:
Hey friends, I'm holding a fundraising campaign in support of Big City Mountaineers, a nonprofit working to break down barriers to outdoor access for young people in our community. On [Insert date and time] I will be [insert adventure] as a way to raise money for BCM's youth programs. My fundraising goal is [insert amount], which I hope to reach by [insert date]. I would love for you to join me on my adventure or consider supporting my campaign here: [LINK]!
Dear Family & Friends,

I am writing to you today about an organization and effort that is close to my heart: Big City Mountaineers (BCM), a nonprofit that offers free, fully outfitted, and professionally guided experiences in nature for youth who face systemic barriers to accessing the outdoors, and their Adventure for Someone program.

As we reflect on the state of the world we live in, and what will be inherited by the next generation, we may feel some sadness or despair. Climate change, inequality, and social isolation weigh heavy on all our minds, and this has only seemed to get worse in the past few years. But still, there is hope for a better future, and I want to choose hope. Even in the most challenging circumstances, humanity has the fundamental ability to meet the challenges of the moment.

Helping young people cultivate a connection to themselves, to their community, to nature, and to joy by spending immersive time outdoors is where I find hope. That’s the work that BCM has been doing for over 30 years, and something I find a lot of meaning in supporting. I hope you do too. It is increasingly clear that the need for recreational opportunities in nature for youth is crucial. Spending time in nature helps young people improve their mental and physical health, their social-emotional well being, and pushes them to be better stewards of the planet. BCM is working to not just break down barriers of access to the outdoors for youth from disinvested communities, but is planting the seeds for a generation of young people to access their internal assets, unlock their full personal potential, and become the best possible versions of themselves.

That’s why I am participating in BCM’s Adventure for Someone program this year. I will be [insert Adventure activity], and I want to invite you to join me. My goal is to raise [insert fundraising goal] through the Adventure for Someone program, and if you can’t join me on the actual adventure, making a donation is a very meaningful way to participate. All donations are tax deductible and will go directly to BCM’s youth programming across the country. You can make a donation here: [LINK TO FUNDRAISING PAGE], it’s fast, secure, and easy. I am humbled and incredibly grateful for your support.

Sincerely, [NAME]
Dear [NAME],

My Adventure for Someone campaign for Big City Mountaineers has wrapped up, but the impact of your contribution lives on. I am humbled and very grateful for the support you have shown me as I [INSERT ADVENTURE] in support of the next generation of outdoor enthusiasts. With your support, I have raised [$X] to support outdoor recreation programs for youth who may otherwise not have an opportunity to spend a night under the stars! I encourage you to follow Big City Mountaineers on Facebook and Instagram to stay up to date on their work, and I thank you again for your generous support.

[INSERT PICTURE FROM ADVENTURE]

Sincerely,

[NAME]
THANK YOU

Your support is improving the world one person and one hike at a time. And we are here to help and celebrate all you are about to do! Reach out to us at afs@bigcitymountaineers.org or through our social media channels with any questions you have or support you might need for your Adventure.