



2021 Spring Trails Challenge: Participant Resources

*Explore Napa County's parks and trails while
supporting the parks you love!*

Thank you for joining the Napa County Regional Park and Open Space District for our annual Spring Trails Challenge!

This annual event is a fun way to explore new trails, set a goal to find new adventures each week, and *Go Outside and Play*. This year we've added ways that you can help support NOSD's work while you complete your challenge. We'd love to have your help spreading the word about our work and raising funds to care for the parks and trails that we all love to use.

Why Fundraise for the Spring Trails Challenge?

2020 was an unexpected year and our parks' budgets will be drastically affected for the next several years because of the pandemic and fires. The reality is that we need your help to maintain and continue expanding our parks and trails. You can help by raising funds while doing the outdoor activities you love to do - and we've assembled resources below to make this a fun and easy experience.

You don't have to fundraise to participate in the Spring Trails Challenge - but your donations maintain and improve trails and we'd love your help!

All funds raised through the Spring Trails Challenge are tax deductible and feed into our [ReLeaf Napa Fund](#) campaign to help the District continue to manage and expand our regional parks and trails. All participants in the challenge that raise \$100 or more will receive an official 2021 Spring Trails Challenge t-shirt.

Read on below for tips and tricks to make fundraising simple and fun. If you need any help at all or have questions, please email us at info@ncrposd.org.

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Fundraising 101: Share your passion for the parks you love

Fundraising for causes you care about can be a fun way to share your passions with those in your social circles. We've tried to make this as easy to do as possible and the central idea is just to let everyone know that you care about our Napa Open Space District parks and trails - and that you'd love to have everyone's help supporting our work.

Most online fundraising is accomplished using links on social media or emails to friends and family, and most people participating in events like the Spring Trails Challenge discover that many of their connections are happy to support a cause they care about when asked.

Easy Fundraising Ideas and Starting Points:

Customize Your Fundraising Page: The fundraising platform we're using make customizing your page easy. You can change the banner image, add personalized text in the story section, and make it reflect the reasons you care about your parks and trails. *Pro tip: Participants who customize their pages receive many more donations than those that do not.*

Share the Why: People support causes that they care about, or that are important to you. Be sure to let everyone know why our local parks are important to you and why you're supporting NOSD's work. Adding photos of you out enjoying parks is a great way to visually show your love of trails. *Pro tip: Invite others to Go Outside and Play with us also! The Spring Trails Challenge is free to participate in and it's a great way to discover our parks.*

Social Media Spreads the Word Fast: Many online fundraisers use social media almost exclusively for their events. You've probably seen many posts asking for support as people get involved with causes they care about. Sharing a link and letting people know that you are passionate about our parks and would love to have their support is all it takes. We've included some [sample social media posts below](#) and have [downloadable photos](#) for you to use as well. *Pro tip: Posting your link frequently helps your effort. We all miss posts or see them when we don't have time to donate, so posting 1-2 a week helps people see your posts.*

Use Email: Don't underestimate the power of a simple email. Much like the social media post details above, many people in our lives are more than happy to support the causes that we care about. You can use the sample text we've included below, but it's best to personalize your note and let people know why you're passionate about our parks. *Pro tip: We never want to hound anyone by email, but a reminder email after a couple of weeks is often helpful. Also, don't forget to thank your donors!*

Be Direct and Thoughtful: Make things easy on your potential donors and ask them directly for their support. Always include a link to your fundraising page so that they can click and donate easily. *Pro tip: you can include a link to your fundraising page in your email signature with a message like "Support me in the 2021 Spring Trails Challenge!"*



Social Media and Email Tools

Social media is one of the easiest and most powerful tools for online fundraising. It's as simple as posting a link and short message to your social media pages 1-2 times a week while the challenge is happening. If you're not on social media, don't worry - we've included sample email text below also.

Sample Social Media Posts:

Sample post #1

I'm supporting the Napa Open Space District in the 2021 Spring Trails Challenge because parks and outdoor recreation are essential! Support me to help NOSD keep Growing Parks for People and keep our parks and trails available for everyone's use.

You can donate to my Spring Trails Challenge at:

<INSERT YOUR FUNDRAISING PAGE LINK HERE>

Sample post #2

Join me in supporting the Napa Open Space District in the 2021 Spring Trails Challenge! I'm supporting our parks and open spaces because outdoor recreation is essential for everyone in our community. We want to continue to have great parks, trails, and outdoor spaces that are protected and open for everyone's enjoyment!

Donate to my Spring Trails Challenge at:

<INSERT YOUR FUNDRAISING PAGE LINK HERE>

Sample post #3

I'm a supporter of the Napa Open Space District because I support more outdoor recreation and protection for our beautiful open spaces. Join me and support NOSD's work by donating to the 2021 Spring Trails Challenge in the link below.

Want to join me on the 2021 Spring Trails Challenge? Registration is free and it's a great way to Go Outside and Play and discover new trails and parks here in Napa!

<INSERT YOUR FUNDRAISING PAGE LINK HERE>

>>>>> [Get photos for your social media posts here.](#)





Sample Email Text:

Email can be a great way to send a note to people in your circles and ask for their support. Use the sample email text below and feel free to customize this however you'd like to.

Dear <INSERT NAME>

I'm excited to be participating in the 2021 Spring Trails Challenge for the Napa Open Space District this spring and I'd love to have your support!

As a participant in the Spring Trails Challenge, I'll be choosing 5 different trails in our local Napa County Regional Parks and completing these with many other parks lovers here in Napa. We're also raising funds for the Napa Open Space District so that we can help them keep Growing Parks for People and I'd like to ask you for a donation to support this great cause.

The Napa Open Space District was established in 2006 as a Special District, but has no stable funding source for its work. Since 2006, the District has steadily grown our local parks and trails and has protected more than 5,000 acres of watersheds, forests and other open spaces and manages and provides recreational access to another 8,000 acres.

They've done an amazing job of expanding outdoor recreational spaces and protecting our open space with very little funding and continue to provide ways for everyone to enjoy our beautiful area. The combination of the fires and pandemic this past year mean that NOSD's budget will be severely affected over the next few years and we're raising funds to help them continue this important work.

Parks have become even more important to everyone in our community over the past year during the pandemic and we want to be sure that the Napa Open Space District can maintain and continue to improve our local parks.

Any donation to my Spring Trails Challenge would be appreciated and you can donate quickly and easily here:

<<INSERT THE LINK TO YOUR FUNDRAISIGN PAGE HERE>>

Thank you for your support for open space and outdoor recreation here in our county!

<INSERT YOUR NAME>