

*A peer-to-peer fundraiser to benefit
the C&O Canal
National Historical Park*

Towpath
GO!



The TowpathGO Challenge

Every dollar raised supports vital programs and projects in our local national park.

Get Started

1. Choose your challenge.
2. Set your fundraising goal.
3. Create your fundraising page.
4. Share your campaign.
5. Get moving!



1. Choose Your Challenge

2. Set Your Fundraising Goal

Refer to the TowpathGO webpage for a list of challenge and fundraising suggestions

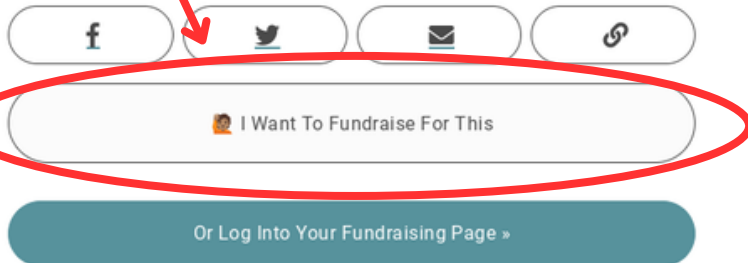


3. Create Your Fundraising Page

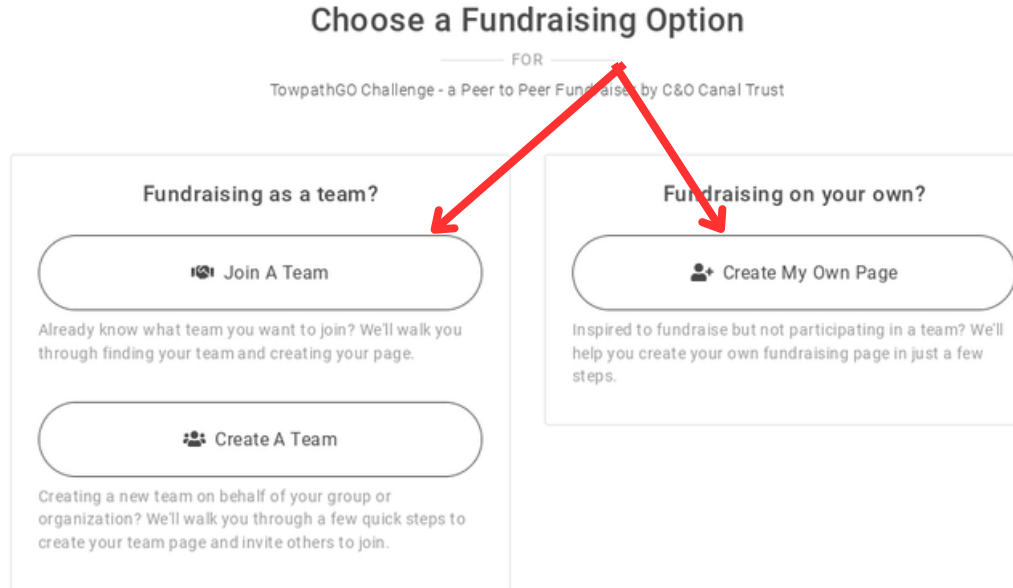
1. Click the “Get Started” button on the TowpathGo webpage or below

Get Started

2. Then, Click “I Want To Fundraise For This”



3. Then, create your own page, or a team page if you are doing a joint challenge with someone



Set Up Your Page

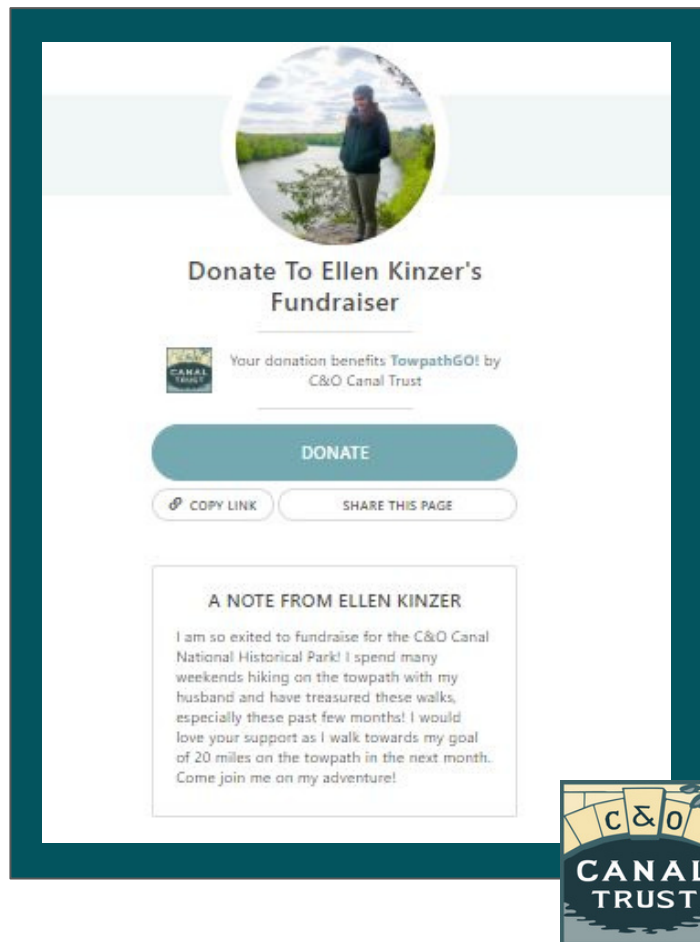
This is where people can donate to your fundraiser, so save the link and share it often via email and social media!

Personalize your page to explain to your friends and family why the C&O Canal is important to you. Check out other fundraisers' pages and see what inspires them!

Make it personal with your own photos, stories, and updates along the way.

Set a goal that works for you! We suggest starting at \$500, but feel free to change it to suit your comfort level.

Donate first! Being the first one to donate to your campaign shows others how dedicated you are to your challenge.



4. Share Your Campaign

Social media is a powerful tool to get the word out! Be sure to use your social media channels to tell your friends and family why you are excited about this challenge and ask them to support you by donating to your fundraiser.

Post updates along the way, with pictures and messages showing your progress! We suggest posting at least once a week, but you can do every day or every other day too! Most people won't see every single post you create, so don't worry about overwhelming your friends and family.

Be sure to always link your fundraising page so they know where to find you! And please include the following hashtags and tags in your posts so we can follow along with you!

Use the hashtags: #TowpathGO | #1845MileChallenge | #CandOCanalTrust

Tag us:



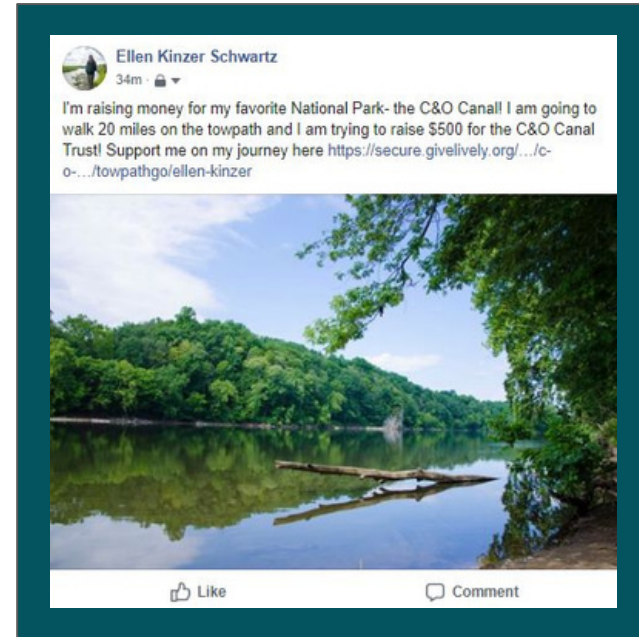
Facebook: @canalfriends



Instagram: @canaltrust



Twitter: @canaltrust



Sample Post

Feel free to copy and paste these messages directly on to your social media pages, use them as a general outline, or get creative and create your own posts! Make sure to use the hashtags #TowpathGO and #1845MileChallenge, and tag us!

* Example 1: I am so excited to share that I am participating in TowpathGO, a fundraiser to support the C&O Canal. I will be walking/biking X miles and raising funds along the way to preserve the C&O Canal National Historical Park's historic and natural resources now and into the future. Go to [LINK] to support me!

* Example 2: I just walked/biked X miles of the towpath! With X more to go, I could really use your support! Please to go [LINK] to help me reach my goal!

* Example 3: These last few months, more than ever, I have been able to explore the C&O Canal National Historical Park. This place has been such a respite from the stresses of life and a great way for me to exercise safely. I am raising money for its continued preservation, but I need your support! Can you help me reach my goal of raising [\$AMOUNT] by the end of the week? That will get me so much closer to my goal of [\$AMOUNT] by [DATE]! Go to [LINK] to donate now!



Sample Email

Feel free to copy and paste this email (changing your mileage and financial goals to match yours), use it as a general outline, or get creative and create your own email! Make sure to always include the link to your fundraiser page!

Dear Family and Friends,

As some of you know, my family and I frequent the C&O Canal and love spending time with each other there. I have an opportunity to give back by challenging myself to bike all 184.5 miles of the park! I will be doing it in sections, over a number of weeks, and I am asking you to support me by making a donation to my TowpathGO fundraiser. Not only will you inspire me, you will also help me to give back to the Park I love!

The C&O Canal Trust is the official nonprofit partner to the C&O Canal National Historical Park, and the funds I raise will go directly to support the work done by the C&O Canal Trust to preserve and protect the Park. Will you help me reach my goal of [\$AMOUNT] by [DATE]? Check out my fundraising page by clicking here [LINK].

Any amount will help me reach my goal. Thank you for your support! I can't wait to update you on my progress!

Thank you,

[NAME]



Saying Thanks!

Saying thank you is one of the most important parts of being a fundraiser! Use the following template or find your own way to say thanks to your supporters!

Dear [NAME],

I wanted to reach out to personally thank you for donating to my TowpathGO fundraiser! With your help, we are contributing to the preservation and protection of the C&O Canal National Historical Park! You can learn more about the difference your support makes [HERE].

I really enjoyed being able to give back to the C&O Canal, after I have spent so much time there. If you haven't made it to the canal, I really encourage you to explore my favorite part, [YOUR FAVORITE PART OF THE PARK].

Check out the C&O Canal Trust website and social media platforms to keep up to date with how your gift is being used! Thanks again for your generosity.

Best,
[NAME]



5. Get Moving

FAQ

Do I need to report my mileage to the Trust?

No, you do not need to report your mileage for this challenge. This is a personal challenge and you are competing against yourself.

Do my miles count only on the towpath?

Nope! We think the towpath is the perfect place to do this challenge, but your towpath miles can be “virtual” and your actual miles can be completed anywhere that you feel comfortable -- in your neighborhood, your driveway, or even on the treadmill in your basement.

What if I don't complete my challenge, or reach my \$ goal, within 6 months?

There is no penalty for not completing your mileage or reaching your fundraising goal within the 6-month time frame. Just do the best you can! We are cheering you on!





Thank you for
supporting the C&O
Canal Trust!

Other questions? Email the Development Team, at development@canaltrust.org
for help setting up your page, advice about social media, or any other support.

