

PARKS FOUNDATION OF HENDRICKS COUNTY

Summer Fun Run & Walk Series

Peer-to-Peer Fundraising Toolkit

Thank you for being a champion for parks, trails, and community wellness in Hendricks County! By joining the Summer Fun Run & Walk Series, you're not just hitting the trails—you're helping enhance outdoor spaces that connect, inspire, and enrich our community.

OUR MISSION

The Parks Foundation of Hendricks County (PFOHC) grows financial resources to support the development and enhancement of public parks and trails countywide. We believe in the power of outdoor spaces to promote wellness, strengthen communities, and preserve our natural environment.

THIS YEAR'S GOAL

Our goal is to raise \$70,000 during the Summer Fun Run & Walk Series to fund park improvements, increase accessibility, and support new outdoor experiences across the county. Every dollar raised will help us plant trees, improve trail systems, expand accessibility, youth programs, and more.

YOUR ROLE: BE THE REASON SOMEONE FALLS IN LOVE WITH A PARK

You already know how special our parks are. Maybe it's the Saturday morning trail walks with your dog. Or the sound of kids laughing on a playground. Or the way a sunset lights up the trees at your favorite park.

What if you could make moments like that possible for someone else? That's exactly what happens when you fundraise for the Parks Foundation of Hendricks County.

We rely on generous community members like you to protect, improve, and expand the parks and trails that make Hendricks County such a beautiful place to live, work, and play. Every step you take—and every dollar you raise—helps plant trees, build trails, and make our parks more accessible to everyone.

YOUR MISSION

As a peer-to-peer fundraiser for the Summer Fun Run & Walk Series, you'll help make a real, lasting impact.

HERE'S WHAT WE NEED FROM YOU

- Set a personal fundraising goal (we suggest \$200 to start!)
- Share your story—what parks mean to you
- Rally your people through email, text, and social media
- Invite friends and family to donate
- Celebrate your milestones and thank your supporters

Without the Parks Foundation of Hendricks County, many of the enhancements and amenities you enjoy—benches, bridges, outdoor classrooms, even safety equipment—simply wouldn't be possible. Government funding can't do it alone. But together, we can.

READY TO MAKE YOUR MILES MATTER?

Start fundraising today by setting up your page at summerfunrun.org and turn your steps into support for the parks you love.

TIMELINE

Kickoff: May 27 at Hummel Park

Fundraising Period: May 27–August 17

Final Day to Submit Donations: August 25

FUNDRAISING BASICS

1. Set Up Your Page:

Visit summerfunrun.org and find the “Donate” link to create your own fundraising page.

2. Identify Your Donors:

Make a list of 20+ people in your network. Start with family, friends, coworkers, and neighbors.

3. Use Multiple Channels:

- Email (great for personal appeals)
- Social media (great for broad awareness)
- Text or call (great for quick follow-ups)

4. Be the First to Donate:

Kick off your campaign with a personal gift. It shows your commitment and motivates others.

RESOURCES FOR FUNDRAISERS

Logos & Graphics

- Parks Foundation logo
- Summer Fun Run graphics
- Social media templates
- Printable flyers

Hashtags: Use **#SummerFunRunHC** and **#SupportHendricksParks** to boost your posts!

Social Media: Follow and tag us on Facebook [@pfohc](https://www.facebook.com/pfohc) and Instagram [@hcparksfoundation](https://www.instagram.com/hcparksfoundation).



YOUR IMPACT IN ACTION

You know that peaceful stretch of trail where you start your morning run? The shady bench where you stop for a break with your kids? The outdoor classroom where students learn about birds and bugs? That's the Parks Foundation of Hendricks County at work. The things you love most about our parks—the upgrades, the

accessibility, the amenities—exist because someone just like you cared enough to give back. Now it's your turn to pay it forward.

HERE'S WHAT YOUR FUNDRAISING SUPPORTS

2025 Project Highlights:

- *Archery Range at Pecar Nature Park* – Adding new ways to learn and play in nature.
- *Sound Garden at W.S. Gibbs Memorial Park* – A creative and inclusive play space where music meets the outdoors.
- *Virginia Rye Seed on the Vandalia Trail* – Restoring native ecosystems and creating greener places to explore.
- *Connecting Bridge on B&O Trail* – Making our trail systems safer and more connected.
- *Outdoor Classroom at Williams Park* – Supporting learning through nature play in Brownsburg.
- *Lifeguard Safety Equipment at Gill Family Aquatic Center at Ellis Park* – Keeping families safe during summer swim season.

2024 Impact Investments:

- *All-Terrain Mobility Wheelchairs at McCloud Nature Park* – Opening trails to those with limited mobility.
- *Mobile Nature Discovery Cart in Brownsburg* – Bringing educational exploration to local parks.
- *Park Enhancements in North Salem* – Accessible picnic spaces and improved infrastructure.
- *Vandalia Trail Amenities* – New benches and water stations for comfort on the go.
- *Glow Lab at Pecar Nature Park* – Hands-on science fun that lights up young minds.

And that's just the beginning. Every mile you walk or run this summer becomes a ripple of positive change. When you fundraise, you're not just supporting parks—you're building memories, encouraging health, and ensuring that outdoor spaces continue to inspire connection for generations to come.

COMMUNICATION TEMPLATES

Elevator Pitch:

"I'm participating in the Summer Fun Run & Walk Series to raise funds for the parks and trails I love. Every dollar helps improve accessibility, plant trees, and create more inclusive outdoor experiences in Hendricks County!"

Sample Email – Initial Ask:

Dear [Name],

I've joined the Parks Foundation of Hendricks County Summer Fun Run & Walk Series to support the parks and trails that make Hendricks County special. I'm aiming to raise \$200—and I'd love your help!

Every donation makes a difference. Just \$50 plants a tree or adds new amenities to parks throughout the county. Will you chip in to help us reach our goal?

[Link to your fundraising page]

Thanks for supporting our community,
[Your Name]

Social Post Example:

I'm lacing up my shoes this summer to support our local parks! Help me raise \$200 to enhance trails, plant trees, and make our parks more inclusive. Donate here: [Link]

#SummerFunRunHC #SupportHendricksParks #inhendricks

TIPS FOR SUCCESS

DO:

- ✓ Post weekly updates
- ✓ Thank every donor
- ✓ Use photos and stories
- ✓ Ask more than once

DON'T:

- ✗ Spam your followers
- ✗ Get discouraged by a no
- ✗ Forget to follow up

FAQ

Are donations tax-deductible?

Yes. All donations to the Parks Foundation of Hendricks County are tax-deductible to the extent of the law. EIN: 26-3956104

Can I accept in-kind donations?

This campaign is focused on monetary gifts to fund priority park projects.

Are there incentives?

Yes! Fundraisers who raise \$500+ will be recognized on social media and receive a park pack full of goodies!

Who do I contact with questions?

Katy Cummings, Executive Director
katy@pfohc.org
317-800-2396