



INTRODUCING OUR NEW PEER-TO-PEER TREK THE TRAILS CAMPAIGN A GUIDE FOR CHAMPIONS, VOLUNTEERS, AND FRIENDS OF SEVEN PONDS NATURE CENTER

Dear Seven Ponds Community,

For decades, Seven Ponds Nature Center has been a sanctuary where our community connects with the natural world. From the peaceful boardwalks along the lakes to the environmental educational programs that spark wonder in local schoolchildren, this preserve thrives because of people like you.

Today, we are thrilled to announce a brand-new way to champion our mission: our first Peer-to-Peer (P2P) Fundraising Campaign - Trek the Trails. Instead of just donating yourself, P2P empowers you to become a project storyteller. By setting up a personal, customized fundraising page, you can invite your friends, family, and networks to pitch in and support local conservation. Get out there and champion Seven Ponds through this healthy hiking challenge while helping to raise much needed funds.



SEVEN PONDS NATURE CENTER

CONNECTING PEOPLE TO NATURE

WHY PEER-TO-PEER?

- **Expand Our Circle:** Most new donors discover Seven Ponds because someone they trust introduces them.
 - **Fund Critical Projects:** Every dollar directly maintains our 7+ miles of trails, protects wildlife habitats, and funds educational programs.
 - **Increase Your Impact:** A single advocate sharing their personal connection often raises 4x more than an individual standard donation.
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3 SIMPLE STEPS TO GET STARTED

STEP 1: SET UP YOUR PAGE

Visit secure.sevenponds.org/campaigns/trek-the-trails-2026 and click 'Create a Fundraising Page'. It takes less than 3 minutes to add your photo and set a goal (we suggest starting at \$250 or \$500!).

STEP 2: ADD YOUR 'WHY'

Tell people why Seven Ponds matters to you. Whether it's birdwatching, hiking with family, or supporting youth education, your personal story is what moves people to act.

STEP 3: SPREAD THE WORD

Use the communication templates provided below to reach out via email, social media, or text message.

YOUR P2P TREK THE TRAILS OUTREACH TEMPLATES

Feel free to copy, paste, and customize these messages for your own network. Always remember to insert your unique personal fundraising page link!

OPTION A: EMAIL TEMPLATE (BEST FOR CLOSE FRIENDS & FAMILY)

Subject: Help me protect the magic of Seven Ponds Nature Center!

Hi [Name],

If you know me well, you know how much I love spending time outdoors—especially walking the serene trails and watching the wildlife at Seven Ponds Nature Center. It is truly a hidden gem in our community, offering miles of beautiful trails, observation towers, and critical environmental education for thousands of local school children each year.

To ensure this magical place stays protected and accessible for generations to come, Seven Ponds is launching a brand-new community peer-to-peer Trek the Trails campaign. I have personally set a goal to raise [\$Amount] to support their work of connecting people to nature.

Can I count on you to help me reach my goal? Even a small contribution makes a massive difference in keeping Seven Ponds' prairies, forests, and ponds thriving.

Support my fundraiser here: [Insert Your Personal Page Link]

Thank you so much for your kindness, [Your Name]

OPTION B: QUICK TEXT / DM TEMPLATE

"Hey [Name]!

I'm helping Seven Ponds Nature Center launch their community fundraising campaign - Trek the Trails today. It's a place that means a lot to me, and my personal goal is to raise [\$Amount] to keep their beautiful trails and youth education programs thriving. Would you consider pitching in \$15 or \$25 to help me hit my target? You can donate directly through my link right here: [Insert Link] Thank you!"

OPTION C: SOCIAL MEDIA POST (FACEBOOK / INSTAGRAM)

From peaceful morning walks along the boardwalks to watching kids discover the wonders of wildlife, Seven Ponds Nature Center is an absolute treasure. Today, I am proud to step up as a community champion for their peer-to-peer campaign - Trek the Trails! My goal is to raise [\$Amount] to directly fund habitat preservation, maintain over 7 miles of hiking trails, and ensure their sanctuary remains here for generations to come. If Seven Ponds has ever brought a smile to your face or a moment of peace to your week, please consider supporting my personal fundraiser page: [Insert Link] #SevenPondsNatureCenter #NatureLovers