



Ride. Rally. Raise.

A Peer-to-Peer Fundraising Guide for the Olympic Discovery Trail Through the Peninsula Trails Coalition's Tour de Lavender Bicycle Event

Welcome!

Thank you for choosing to support the **Peninsula Trails Coalition's** work on the **Olympic Discovery Trail (ODT)** through the **Tour de Lavender!** By becoming a peer-to-peer fundraiser, you're doing more than riding, you're helping expand and maintain one of Washington's most beautiful and beloved community trails.

Your fundraising efforts help:

- Complete new trail segments that connect the communities of the Olympic Peninsula
- Maintain the trail so that it stays safe and accessible
- Promote healthy outdoor recreation
- Support sustainable transportation
- Develop the trail as the western anchor of the cross-country Great American Rail-Trail

We are deeply grateful for your commitment. This guide will walk you through everything you need to know to become a successful fundraiser for the Olympic Discovery Trail by using the **BikeSignUp.com** platform to become a peer-to-peer fundraiser.



☀️ Why Peer-to-Peer Fundraising Works

When you ask friends, family, and colleagues to support your ride, they're not just donating to a trail—they're supporting **you**. Personal connections make a powerful difference.

Most people are happy to give when:

- They understand the mission
- They see your personal commitment
- They are directly asked

You don't have to be a professional fundraiser—just be authentic!

What makes the Olympic Discovery Trail special? And what does it take to keep it special? It takes a lot of time and resources (including financial) to support the hundreds of volunteers that work hard to maintain the trail. Sign maintenance, mowing, trimming, sweeping all year round, the trail volunteers work to keep the trail in great shape, knowing how much joy it brings to residents and visitors, and how much economic development the trail brings to local communities. The Peninsula Trails Coalition also provides matching funds for trail construction grants, letters of support, and anything else it can do to keep the momentum going. They distribute information, maintain the Olympic Discovery Trail website, financially support trail improvement and maintenance projects, and so much more - and this is your chance to shine and help make all of that happen!



How to Become a Fundraiser on BikeSignUp

Using the BikeSignUp Fundraising function makes seeking and collecting donations extremely easy! Gone are the days of manually carrying around donation cash or checks, which frankly, many people don't have handy these days anyways. Fundraising via BikeSignUp allows donations to be made digitally with donated funds going directly to the Olympic Discovery Trail. The system also helps you generate informational emails, and keeps track of your progress toward your fundraising goal.

Follow these simple steps to activate your fundraising page:

Step 1: Register for the Tour de Lavender (*you can also become a Fundraiser without riding - see below)

1. Go to the Tour de Lavender event page on [BikeSignUp.com](https://www.bikesignup.com)
2. Click **Register**.
3. During registration, select the option to **Become a Fundraiser** when you get to the Donation page of the registration process.
4. OR, if you want to become a Fundraiser without riding - click on **Become a Fundraiser** in the top menu bar.

Step 2: Set Your Fundraising Goal

Choose a goal that inspires you (and feel free to choose one even higher than our reward levels!)



Raise \$250

Get a Tour de Lavender T-shirt
Artwork by local artist Todd Fisher



Raise \$500
Get a Tour de Lavender T-shirt
Artwork by local artist Todd Fisher
PLUS a TdL or ODT hat (your choice)



Raise \$1,000
Get a TdL or ODT jersey (your choice of 3 different designs)
PLUS a T-shirt or hat (your choice)

Step 3: Personalize Your Fundraising Page

After registering:

1. Log into your RunSignUp account.
2. Go to your **Profile**.
3. Scroll down to your **Fundraiser Dashboard**.
4. Edit your page:
 - Add a personal story (Why do you love the Olympic Discovery Trail?)
 - Upload a photo (training ride, scenic trail shot, or family photo)
 - Explain why their support matters. A heartfelt message makes a big difference.

How to Share Your Fundraising Page

On your **Fundraiser Dashboard** you will find a **custom link** that is just for your fundraiser that you can send to anyone who you think might like to support your fundraising effort.

Share your link by Email

- Use the built-in email tools in RunSignUp.
- Send personal messages to friends and family.
- Keep it simple and direct.

Share your link on Social Media

- Post your fundraising link on Facebook, Instagram, LinkedIn, etc.
- Share training updates.
- Thank donors publicly (with permission).
- Post progress updates (“Halfway to my goal!”)

Thank You

We truly appreciate you stepping up as an Individual Fundraiser for the Olympic Discovery Trail through the Tour de Lavender.

Your time. Your effort. Your passion.

It all makes a difference.

Whether you raise \$250 or \$1,000+, you are helping move the trail forward—literally and figuratively. Your fundraising is an investment in future generations of trail users.

Thank you for riding. Thank you for rallying your community.
And thank you for fundraising for the Olympic Discovery Trail.

See you at the Tour de Lavender!  

