

2021 Hike-A-Thon Company Team Toolkit

Please use the following materials to assist in the promotion of your company's National Aviary Hike-A-Thon team. If your company is interested in offering discounted or free registration for staff or clients, be sure to reach out to elizabeth.zimmerman@aviary.org to initiate your company team's discount code.



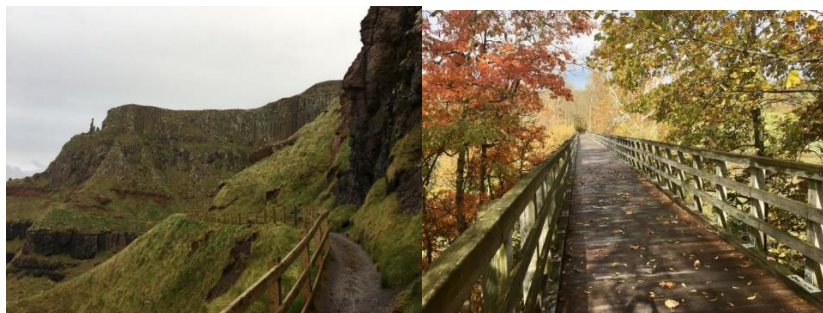
Presented by UPMC HEALTH PLAN

Staff Email



Presented by UPMC HEALTH PLAN

Insert company name is excited to announce that we are participating in the National Aviary's newest initiative – the **National Aviary Hike-A-Thon Presented by UPMC Health Plan** – and we invite you to join us! During the whole month of September, participants can hike, bike, and explore wherever they are, anywhere in the world, then log their efforts and share with friends and family on an easy virtual platform. Participants can also elect to raise funds in support of the National Aviary's mission and be eligible for prizes. This exciting new fundraiser helps participants stay active and connect with nature in whatever way suits them best!



IF YOUR COMPANY IS PAYING FOR STAFF OR CLIENTS' REGISTRATIONS, YOU CAN INCLUDE THIS PARAGRAPH: Participants can register online using **insert company code**. Registration is completely covered by **insert company name**, and you will receive a hike packet in late August that includes, along with other goodies, a limited-edition Hike-A-Thon t-shirt.

When you register, select **insert team name** as your team. After registration, participants will receive instructions to log their activity and stay connected to the National Aviary with a web-based platform, or you can track your participation on your own. With each mile logged and each dollar raised, participants will be entered to win exciting prizes!

Get outside all September long as you hike, bike, bird, and explore the great outdoors while helping to support the National Aviary's work to save birds and protect their habitats. Learn more about the event [here](#).

[Click here to register now!](#)

We hope you can (distantly) join us!

Sincerely,
SIGNATURE

Social Media

Feel free to share any of the National Aviary's social media posts about the Hike-A-Thon through [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#).

You can also create your own content with the following suggested posts:

- **INSERT COMPANY NAME** is excited to announce our participation in the National Aviary Hike-A-Thon Presented by UPMC Health Plan! You're invited to join us for a chance to win great prizes while supporting environmental conservation. Learn more and register today: aviary.org/support-our-work/hike-a-thon
- Hike, bike, and explore - from anywhere - with the National Aviary Hike-A-Thon Presented by UPMC Health Plan. **INSERT COMPANY NAME** is ready to hit the trails this fall to support the National Aviary. Will you join us? Sign up today at aviary.org/support-our-work/hike-a-thon
- **INSERT COMPANY NAME** is proud to support the National Aviary Hike-A-Thon Presented by UPMC Health Plan. The National Aviary is a Pittsburgh cultural institution and we are excited to be involved with this inaugural event. Join us in supporting their important work by registering here: aviary.org/support-our-work/hike-a-thon