



PENNSYLVANIA INTERFAITH POWER & LIGHT

Communities of Faith Responding to Climate Change

2025 Movers Guide

We are so glad to have you here with us. We have put this guide together to hopefully make it a little easier to have a great bike & hike experience with us.

**We are grateful to the following sponsors for helping make this year's
Bike & Hike possible!**

- Sisters of St Joseph, Baden PA - Sierra Club of Pennsylvania -
- Reimagine Appalachia - Reformation Lutheran Church, Media PA -
- Pendle Hill -

Why Hike + Bike with us?

- Get out and about in your community - it gives you an excuse to prioritize being outside, exercising, and connecting with the place where you live
- Connect with other like-minded people who are excited about action at the intersection of faith and climate
- Help support PA IPL's mission with critical dollars that we need to keep our programs running and our lights on
- Demonstrate your commitment to climate action to your friends, family, colleagues, & community
- Have FUN!





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Getting Started

Signing Up

This link below will take you to the page to sign up as a Mover. It will prompt you to add a photo, tell your story, and set fundraising and movement goals. You can complete these upfront or edit them later on. More information about crafting your story is found in the “Communications and Fundraising helps” section of this document.

One key decision you need to make upfront is whether you will participate as an individual or as part of a team. Teams can be a great way to build community, invite your congregation or a group of friends in for some friendly competition, and increase the overall impact of your reach. You can join one of our three general teams, or form a team of your own! The existing teams you can join are “The Philosophers” who will be reading a book together, “The Investigators” who will be setting goals to identify flora and fauna, and “The Adventurers” which is the general team of people who want to get active together! You can also form a team of your own with friends in your community.

If you choose to ride as an individual, you can just set yourself up and you’ll be good to go! If you want to ride with a team, you’ll want the first person who signs up (maybe you, maybe someone else) to also create a team profile and then generate invitation links to the rest of your riding team.

Ready to register? <https://pa-ipl-2025-bike-and-hike.raiselysite.com/signup>

Planning Helps

Setting a Goal

We don’t have set trails, mileage goals, or schedules - you are free to build an asynchronous experience that works for you! We provide the following guidance as a suggestion since some folks find the container helpful.

Since our theme this year is encouraging us to think about accessibility and design in nature, we are inviting participants to set creative goals this year for the first time ever! Maybe instead of measuring your progress in miles, you can track the amount of time you spend in nature, the amount of time spent meditating, the number of trees or birds you identify, the number of poems



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you write, or something else! The sky's the limit! You'll need to create a mile equivalent to your goal when you register, but you can include more details about how you're tracking your progress in your profile on our website!



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Hiking Mile Guide:

Wanderer – 25 miles

Explorer – 50 miles

Biking Mile Guide:

Pedaler – 50 miles

Explorer – 100 miles

Creative Goals

Birder – 1 bird = 1 mi

Painter – 1 painting = 5 mi

Poet – 1 poem = 5 miles

Meditate - 15 mins = 1 mi

Clean-up – 1 bag = 1 mi

We encourage you to set a goal that you will find fun, life-affirming, and accessible!

As for the fundraising goal, this is also flexible! We provide the following guidance as a suggestion since some folks find the container helpful.

We suggest launching your own fundraiser with a contribution of \$25 (or use it strategically to help boost morale - for example, if you set a goal of \$200, you could say that you'll match the first \$100 with a \$25 donation).

We suggest a fundraising goal of \$250 per rider, this seems to be a reachable goal for individual participants based on previous years. We suggest lowering this amount slightly if riding as a team (with a combined goal) especially if you plan to solicit donations from the same group (for example, if you are riding as a congregational team and are inviting the community to support your rides/hikes). Choosing a fundraising amount is a unique balance between wanting to challenge yourself and your giving community while also not setting the bar so high that it becomes discouraging. Take some time to find a number that fits well for you (you might even want to spend some time thinking about numbers that are meaningful to you, and consider setting that number or a multiplication of that number as your total goal).

This year for the first time, we'll also have **incentives!** You'll receive a PAIPL sticker for raising \$100, native seeds for raising \$250, and a choice of either a screen printed shirt or tote bag for raising \$500! Both the sticker and the screenprint design were designed by the staff and we'll be screen printing the materials ourselves from second-hand materials, so you know that what you receive is made as environmentally-friendly as possible!

Teams

Start a team with your congregation, your neighbors, or a group of friends! Teams are a great way to add a challenge and bring more fun to your experience. You can also join one of our three official PA IPL teams, which have been created based on type of goal. These are:



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- The Philosophers - this team will be reading a book together! We've selected "Disabled Ecologies: Lessons from a Wounded Desert" by Sunaura Taylor, or you can read a book of your own, or from [this list of book recommendations](#) we've created. Read outdoors this month on The Philosophers team!
- The Investigators - This is a team of folks who are measuring their progress by the number of plants/animals/etc you identify!
- The Adventurers - This team is for folks who want to get moving and who are setting goals to bike and hike a number of miles.

You can register for a team when you create a profile on the Bike and Hike website [here](#)! Join a team or create your own at any point during the Bike and Hike!

Support + Encouragement

We've linked a few resources to support your journey below. Climate advocacy work can feel difficult and overwhelming, so know you are not alone. Self care and community care really matters - taking time for care should be part of your participation plan.

[Climate Advocates: Ten Tips for Self Care](#)

[Self Care for Climate Activists & Coping with Eco-Anxiety](#)

[Community care & relationship building combats burnout in political movements](#)

Routes

You are welcome to plan your own routes, but you are also welcome to take inspiration from our [trail guide](#)! We have suggested routes for Allentown, Erie, Philadelphia, Harrisburg, Pittsburgh, Scranton, State College, and Lancaster!

You can find other local guides online or on apps like AllTrails!

Events

The official events calendar will be released soon! Since this is primarily an asynchronous ride, PA IPL will be leading limited experiences across the month. But this is where you come in!

You are welcome to host as many events in your area as you'd like. Events can be as simple as letting folks know when you are hoping to take a walk/ride and they can contact you if they wish to join. If you want to plan something more coordinated and need additional support, you are welcome to reach out to your regional coordinator to discuss.

The key details we need to include your events on the calendar are:



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- Day and time
- Activity description (including type of activity, level of fitness required, and length of activity)
- Contact information

Send this to info@paipl.org to have them added to the calendar. It will take a day or two to get them added in (especially over a weekend), so please allow time for that!

Tools

Whether you are walking, running, or hiking or something else, you'll want to keep track of your progress! You can do this informally or through more formal channels. Below are some suggestions that might help you keep track of your progress.

Strava is a free app (with additional features behind a paywall) that can be used to track your miles and plan your routes. Learn more: <https://www.strava.com/login>

Substack is a free sharing platform you can use to share your journey and reflections in long-form. Learn more: <https://substack.com/>

Communication Guide

As part of this year's Bike and Hike, PA IPL would like to amplify the amazing work and dedication of our community members! Throughout the month of May, we welcome you to post pictures, videos, and quotes of how you are participating in the Bike and Hike!

Whether you are going to Harrisburg or the Hill, taking a walk or two, cycling around your neighborhood, or following along with our Action-a-Day Calendar, we want to see how you are getting involved and contributing to our work! Collective action is made possible by many individual actions; the work we do would not be possible without you!

Below, you'll find our official hashtags, a graphic template you can use for posting, and guidance for what to write!

Official Hashtags:

- **#CaringForEveryBody**
- **#MovingThroughNature**
- **#CreationCare**



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Other suggested hashtags:

- #DisabilityJusticeIsClimateJustice
- #TakeAHike
- #ClimateAction

Canva Graphics:

Use this as a template! Make a copy by selecting “File” in the top left corner and selecting “Make a Copy” from the dropdown menu

- https://www.canva.com/design/DAGlqTNUxgk/CSHZphYREd8tzZPRlyqVxQ/edit?utm_content=DAGlqTNUxgk&utm_campaign=designshare&utm_medium=link2&utm_source=s harebutton

What to write:

The Bike and Hike is one of PA IPL’s key programs, and the money that we raise makes all of our other programming possible! What does the Bike and Hike fund?

- The distribution of tens of thousands of native trees across the state!
- Quarterly virtual Spiritual Care sessions
- Watershed education and action, including a virtual [seminar series](#) last fall and a cohort this spring where PA IPL is working 1:1 with congregations across the state to support their individual projects!
- Advocacy surrounding the moral response to pollution and climate change concerns
- This year, we’re excited to be working on new programs including creating a “Faith and Fossil Fuels” report and building connections in Delaware through the Sacred Grounds project where we’re helping congregations install pollinator gardens.
- We’ve hired a new staff member and are looking towards continuing to expand!
- *How have you interacted with PA IPL? Have we visited your congregation, have you received free trees from us? Write about what you’d done with us!*

Our theme:

- Our theme is officially “Caring for Every Body: Moving Through Nature”



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- We are exploring accessibility and design in nature, which is at the intersection of disability justice and environmental justice.
- The separation of "every body" in the title isn't a typo! We've written it like this to draw particular attention to ourselves as bodies of all abilities, and to bodies of nature as well.
- We invite you to reflect and share about what you notice this month about your own assumptions around who has access to nature and how the ways that you get outdoors is accessible (or not) to everyone's access needs!

Theme Concept Memo:

When you think of nature, what assumptions do you make about who has access and how it is "designed"? Taking that a step further, what "counts" as nature to you? Is the earth a body? For our 2025 Bike and Hike, we invite you to join us in pondering these questions and challenging our assumptions about nature, design, and accessibility.

We understand that environmental justice is intertwined with many intersecting issues. This month, we are reflecting on the intersection of climate justice and disability. How does this relate? In so many ways! The social model of disability, while imperfect, guides us to think of disability as the result of inaccessible built environment and design choices. For example, if we never built barriers that wheelchair users couldn't get around—such as curbs and stairs—then their wheelchair use wouldn't be disabling. How can we build our environment in more accessible ways? Expanding on this, how can we design our forest trails to be accessible to every "body," including all people, animals, water, and more?

Bringing this theme to our theological traditions, we are reminded that in certain faith traditions, there is a large body of work around the idea that nature is the body of God. What do you think of as nature, and how does that impact your practices of care and stewardship of the land? Do urban environments "count" as nature? We invite you to join us for the month of May in spending time reflecting, observing, and moving through nature with these questions in mind through our annual Bike and Hike program! Together, we will be dreaming and building the futures we want to see, which are inclusive of every body.

The Bike & Hike is one of PA IPL's key programs. It serves as a fundraising, community, and power building program across the state. Just like last year, the 2025 Bike & Hike will provide three opportunities for engagement: Movers, Shapers, and Doers. Since we're engaging with the theme of accessibility, we also want to expand how we think about movement in nature and how we run our Bike and Hike!

PA IPL Mission Statement

Pennsylvania Interfaith Power & Light inspires and mobilizes people of faith and conscience to take bold and just action on climate change. We educate, we advocate, and we lead



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conservation efforts across the state. We see climate change as a moral issue, one that demands a response from people of faith.

2024 PA IPL Outcomes

Last year, our 23 **Movers** collectively achieved the following:

- 🚴 Raise \$8,138.50 through over 100 unique donors
- 🚶 Walk, hike, bike more than 800 miles all across PA
- ✨ Reflect on their experiences through blogs, vlogs, journals, and social media posts

Our team of **Shapers...**

- 🗣️ Attend 8 in-person meetings in Washington DC with office staff
- 💬 Engaged with 85% of PA's federal leadership
- 🌟 Shared our priorities for pollution protections, climate smart agriculture, food systems support, and the links between climate, militarization and violence

Our **Doers** also took our calls to action seriously:

- 🔔 More than 120 folks signed a petition or submitted a personal comment
- 📅 Even more engaged with our Action a Day Calendar!

This supported our programming throughout the year to...

- Plant 57,000 trees with the support of more than 1,000 volunteers through our partnership with the Chesapeake Bay Foundation
- Create a seminar series for watershed stewardship as part of our ongoing Wonderful Watersheds program
- Hosted a successful Spring fellowship program, where fellows created a resource for civic engagement called "Faith in Public Life"

Social Media Content ideas:

Movers

- A video of your hike or bike ride!
- A picture of the scenery you enjoyed!
- Tell us what you saw, how it made you feel, and/or any takeaways! Creative expressions are welcome!



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- A picture of your progress if you're measuring your goal in a way that can be captured, such as a photo of a bird you've identified or a watercolor picture you've completed

Shapers

- A video of your time in Harrisburg/DC
- A picture of you in Harrisburg/DC
- Tell us what you saw, how it made you feel, and/or any takeaways! Creative expressions are welcome!
- Let us know what motivates your advocacy!

Doers

- A picture or video of your participation in the action of the day!
- Tell us what you saw, how it made you feel, and/or any takeaways! Creative expressions are welcome!
- Let us know what your favorite action of the day of the month is!
- Tell us why you're sponsoring our movers!

Please send your pictures, videos, and quotes to sparrow@paipl.org! Include your name and the date of the activity pictured or described.

Fundraising Helps

Asking people for money can feel daunting! Focusing on your personal why, taking some time to craft your ask, and getting creative all go a long way. Remember, peer-to-peer fundraising is not effective because of our organization's mission. It is effective because you hold personal relationships with the people you are asking, they share their resources because they trust you and your judgement and want to support things that matter to you.

Writing your Ask

This is the time to get clear on your why. Why are you a mover with us? Why does climate change matter to you? Why does it matter to you that there is a connection to your faith/spiritual self? Why are you asking your community to join you? A few pointers:

- Make it personal
 - What about PA IPL inspires you? What are you proud of? What motivates you? What gives you hope?
 - People want to know why you're invested, and why you think they should as well



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- What heart-warming stories do you have to tell about your work in the organization or the community?
- Be specific, reasonable, and strategize
 - How much are you asking people to donate?
 - Do you need to shift the ask depending on your target?
 - Will you focus on a few bigger donations or more smaller ones?
 - What existing resources (think beyond money here) do you have that you can leverage?
- Consider providing a match or a fun outcome!
 - EX: anyone who can give \$50, I'll give an extra \$10
 - EX: if I raise \$2,000 I'll sing a donor voted favorite at karaoke night
 - EX: everyone who donates \$15 or more is invited to my house for a cookout
- Ask for recurring donations
 - Smaller, recurring donations are the key to building a sustainable network
 - Many folks are willing to donate on a recurring basis for a mission they believe in
 - Structured, long-term giving helps us build a more balanced budget than lump-sum donations

Example of a fundraising asks:

Climate change is whale-ly scary! I'm hiking 5 miles this summer dressed like this (picture of you in a whale costume) to raise awareness about climate change and local flooding issues. You can follow my journey here (insert link to your giving/information page). If you are passionate about raising awareness for climate change too, make a donation to my fundraiser with Pennsylvania Interfaith Power & Light to help whale-power the moral voice for climate.

I've set a goal to identify 100 birds this month to raise awareness about endangered bird species and threats to bird's habitats in Pennsylvania. I love hearing the birds in my neighborhood each morning when I wake up, but shifting climate patterns and environmental hazards are causing local bird populations to decline. You can follow my journey here (insert link to your information/giving page). If you are passionate about this too, make a donation to my fundraiser with Pennsylvania Interfaith Power and Light to help the moral voice for climate sing!

I am biking 100 miles to raise \$300 for Pennsylvania Interfaith Power and Light this month! Join me in my journey or follow along here (insert link to your page). PA IPL has visited my congregation to educate us about how we can take action to clean up our local watershed, and I've enjoyed watching their virtual seminar series on this topic too! I feel so connected to my



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watershed and want to be a steward and advocate so our local waterways can be enjoyed for generations to come! Make a donation to my fundraising page to make this possible!

Sharing your Ask

The ask is what you make it! You can make it informal or as formal as you like. The goal of peer to peer fundraising is to share your cause with your existing networks (colleagues, friends, family etc). **Ideas for where to share:**

- Social Media is a great way to share your ask (Facebook, Instagram, LinkedIn, BlueSky, Substack, etc)
- Letter writing can be a great way to share information and connect (P.S. People sending us checks can count towards your goal, and avoids the processing fees)
- Utilize existing meetings and structures
 - Do you attend a local climate group meeting? Ask to get on the agenda to share!
 - Meeting with a friend for coffee? Tell them why you're excited and ask if they'll help you reach your goal
 - Engage your house of worship! Ask if you can enlist their support in meeting your goal (or host a team!)
 - Love your local coffee spot? Post up a flyer on the community board about your goal
 - These are just some ideas - you can get creative! Asking for money doesn't have to be boring or difficult.

Following your Ask

Don't forget to say thank you and follow up! Whether you use social media, email, or letter writing, acknowledging people's generosity is really important. A few pointers:

- Share the progress you made! Your dedication to completing your goal is worth celebrating too!
- Acknowledge people's particular reason for giving (for example, I know you care about the future of your grandchildren as much as I do!)
- Engaged donors are sustaining donors, and stewarding your relationships is key to long-term success in fundraising (and your ability to come back to your friends/family in the future for support)



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