

Hike & Seek Frequently Asked Questions

About The Event

1. What is the Hike & Seek event?

National Wildlife Federation's Hike & Seek fundraising event helps families discover the health benefits of an active childhood experience. Inspire your child's sense of adventure on this 1-2 mile (depending on location) nature hike and a scavenger hunt.

Join us on the trail for fun activity stations featuring live animals, naturalists, crafts and so much more! Appropriate for children of all ages, especially toddlers to age 10.

What is the purpose of the event?

Today 25% of kids play outside daily—as opposed to 75% a generation ago—but the average child spends nearly *seven hours each day using electronic media*. The positive effects of daily, unstructured time outdoors on kids' health and happiness are well-documented and wide-ranging. National Wildlife Federation encourages families and friends to Be Out There™ to give back to American children what they don't even know they've lost—their connection to the natural world. For more information on the Be Out There™ movement which Hike & Seek supports, please visit www.beoutthere.org.

Hike & Seek's fundraising efforts supports NWF's programs that educate families about the benefits of outdoor time in nature.

2. Are there official locations where Hike & Seek is being held?

September 28, 2013 (12 p.m. – 3 p.m.): Bemis Woods South, Western Springs, IL
Please arrive no later than 1 p.m.

September 28, 2013 (9 a.m. – noon): South Platte Park, Littleton, CO
Please arrive no later than 10:00 a.m.

September 28, 2013 (12 p.m. – 3 p.m.): Lebanon Hills Regional Park, Apple Valley, MN
Please arrive no later than 1 p.m.

October 5, 2013 (12 p.m. – 3 p.m.): Seward Park, Seattle, WA
Please arrive no later than 1 p.m.

October 5, 2013 (9 a.m. – noon.): New York, NY. Location TBD
Please arrive no later than 10:00 a.m.

October 19, 2013 (12 p.m. – 3 p.m.): NJ Audubon Scherman-Hoffman Center, Bernardsville, NJ
Please arrive no later than 1 p.m.

October 19, 2013 (9 a.m. – noon): Seneca Creek State Park, Gaithersburg, MD
Please arrive no later than 10:00 a.m.

October 26, 2013 (12 p.m. – 3 p.m.): Druid Hill Park, Baltimore, MD
Please arrive no later than 1 p.m.

November 2, 2013 (9 a.m. – noon): Piedmont Park, Atlanta, GA
Please arrive no later than 10:00 a.m.

November 2, 2013 (9 a.m. – noon): Griffith Park, Los Angeles, CA
Please arrive no later than 10:00 a.m.

November 9, 2013 (9 a.m. – noon): TBD location, Houston, TX
Please arrive no later than 10:00 a.m.

3. Will there be food at the event?

We will have a light healthy snack and water available. You are reminded to bring your own water bottle and you may bring a picnic lunch if you would like. There will not be food available for sale.

4. Can someone talk to our team about the event?

If you would like an NWF representative to call you, please email us at hike@nwf.org.

5. How long is the event?

Starts will be staggered to allow for the best experience on the trails for everyone. Once you are on the trail, you should feel free to take your time, visit all the stations and rest along the way. All in all, your adventure should take about 2-3 hours, depending on how fast you walk, and how many rest stops you take.

Day-Of-Event Questions

1. Are pets, strollers, bicycles or skates permitted at the event?

We strongly encourage you to help us provide the safest route for our participants by leaving your pets, bicycles and skates at home. Strollers are allowed, however many trails are unpaved. Below is a description of the trails:

Bemis Woods South, Western Springs, IL—trail is a flat 1-mile loop, unpaved

South Platte Park, Littleton, CO—trail is a flat 2-mile loop, unpaved

Lebanon Hills Regional Park, Apple Valley, MN—trail is a flat 1-mile loop, unpaved

Seward Park, Seattle, WA—trail is a flat 2-mile loop, paved

New York, NY - Location TBD—trail is a partially flat 1.5-mile loop with some inclines, mostly unpaved

NJ Audubon Scherman-Hoffman Center, Bernardsville, NJ—trail is a partially flat 2-mile loop with some moderate inclines, unpaved

Seneca Creek State Park, Gaithersburg, MD—trail is a 2-mile loop with some moderately steep inclines, unpaved and not stroller accessible

Druid Hill Park, Baltimore, MD—trail is a flat 1-2-mile loop, somewhat stroller accessible

Piedmont Park, Atlanta, GA—trail is a flat 1.5-mile loop, mostly paved and ADA accessible

Griffith Park, Los Angeles, CA—trail is approximately 1-2 miles with the occasional steep incline, unpaved and not stroller accessible

TBD location, Houston, TX—TBD

2. What happens if it rains?

Hike & Seek will occur rain or shine, but please be prepared by dressing in layers and bring a hooded rain jacket if you have one.

3. What should I bring to the event?

We will have everything you'll need for your hiking adventure. We suggest you bring a water bottle and you will be able to refill it at the event. If you have not registered online, please be prepared with cash, check or credit card to register on-site. Online registrations are discounted and we encourage you to register in advance as prices will increase the day of the event. We will have a light snack and water available; however food will not be available for sale. Please feel free to bring a picnic lunch if you would like.

4. How should I plan on getting to the event?

If you plan to drive, directions are on our website under Event Details and click on Locations. Parking is available at no charge. If possible, we encourage you to use public transportation. Please visit the park's website for the various options for public transit.

Volunteer

1. What are the volunteer opportunities?

We'll need assistance with the following areas:

- Basecamp & Entry Road Set-Up
- Trail Set-Up/Breakdown
- Parking Volunteers
- Volunteer Check-in
- Registration/Check-In & Incentives Pick-up
- Guidebook Pick-up
- Basecamp Floater
- Stop & Study Stations
- Trail Rover/Route Marshall
- Ranger Rick & Handler
- Face Painter
- Refreshment Area
- Photographer
- Children's Area
- Basecamp Breakdown

For more information on opportunities, please visit the volunteer page at <http://www.nwf.org/Get-Outside/Hike-And-Seek/Volunteer.aspx>.

2. Are there volunteer opportunities for individuals as well as groups?

Yes, please email us at hike@nwf.org with your availability for the day of the event. Please put the word "VOLUNTEER" in the subject line of your email.

3. Is there a deadline for registering to volunteer?

Yes. We would like to firm up our volunteers one week prior to the event in your city.

Logging In

1. Why do I need a username and password?

Your user name and password will allow you to access your own Participant Center, where you can send email updates to friends and family about your hiking adventure and your own team, invite your friends and family to join you and your team, send your contact list an email (we already have them created) to donate to you or your team, customize your personal page, track your fundraising progress, and upload your own photo.

2. How do I change my password?

Once you are logged in to the site, you can change your password by clicking "Edit Profile" at the top of the site, just below the Twitter, Facebook and Flickr icons. Under your Personal Profile, you can select "Change/Reset Password" at the top of the page. You can also edit your name and contact information.

3. I put my name and email address on the first page of the Registration process, but didn't receive an email with my username and password. What do I do now?

Are you already registered? If so:

- Check your spam box for the email with your log in information. System messages can often get caught by a spam filter
- If the email is not in your spam box, go to www.hikeandseek.org and click "Login" at the top of the page. Here, you can request that your username or password be sent to your email address again.
- If you are still not receiving your login information, contact us at hike@nwf.org.

Not registered yet?

- Go to www.hikeandseek.org and select Register in the city in which you plan to participate. You will be asked to enter your contact information and create a username and password.

Registering for Hike & Seek

1. Is there a deadline for registering online for the discounted rate?

Yes, please be sure to register online by midnight the Friday evening before your event to receive the online discount. After that time, you may register and pay by cash*, check or credit card onsite the day of the event in the designated registration area. * **Cash not accepted at the New York event.**

2. Is my registration tax-deductible?

No, it is not, but any additional donations you may make to yourself, your team, or another team are deductible.

3. What's the difference between registering online and registering onsite?

If you choose to register online, you'll be given the online discount as well as access to your own Participant Center with a wealth of additional materials. You'll also be given your own personal page to send to family and friends announcing your participation in the Hike & Seek event.

Offline registration includes only payments for registration made at the actual park the day of the event and these fees are not discounted.

4. How much does it cost to participate?

For Adults (18 and over) the fee is \$12 online or \$15 the day of the event. For children (17 and under) the fee is \$7 online or \$9 the day of the event. Please note that all children under the age of 16 will need to be accompanied by an adult.

5. What is the definition of a "Team"?

A team registration allows many people to participate in the event together. No team is too small or too large! Each member will have access to his/her own Participant Center, but may also track the progress of his/her team through a shared team page. The first registrant must be a paying adult. Additional children and adults can be added during the registration process.

6. How do I join a team that was already registered on your site?

Be sure to ask the Team Captain or whoever is coordinating the team for either the team name or the URL. Then all you need to do is go to Register and select "Join a Team" when presented with the registration options. If the team is private, you will need a password to join.

7. What if I do not have a computer to register?

You'll be able to register onsite. All you need to do is show up to the event site the day of and find the registration tent. We accept *cash, check or credit card the day of the event. ***Cash not accepted at the New York event, only credit cards.**

8. What should my Team Name be?

Name your team anything your participants will easily remember (i.e. Wildlife Hikers, Mommy Marchers, The Seekers). Be sure to provide participants with a copy of your URL to make it easier to find your team on our website.

9. How many people do I need to make a team?

A team is made of two or more participants. There is no limit to the number of people who can be on one team. If you have a large group, you may want to ask the Team Captain to use the Participant Center to message out to all members of any updates or news.

10. Can we have more than one team captain?

No. There can only be one team captain per a team registration.

11. If I register as an "Individual", can I form a "Team" later?

Yes, if you register as an individual and would like to switch your registration, please email the Hike & Seek team at hike@nwf.org. We will be able to make that change for you.

12. Am I supposed to register my fellow participants before completing registration? What if I'm not sure who is coming yet?

If you're participating as a team, you can always have members join the team at a later date by selecting the Join a Team registration option.

13. I can no longer participate, can I transfer my registration?

Unfortunately we cannot transfer registrations and registration fees are non-refundable.

Fundraising

1. How can I set a fundraising goal?

During registration you are asked to set a personal fundraising goal. If you have registered as a team, you were asked for a team goal as well. You can change your fundraising goal at any time through your Participant Center. We encourage all participants to set a goal of \$100 each, although any and all donations are appreciated. Take a look at the Incentives page and set the bar high to earn one of the great NWF prizes.

2. Is there a fundraising minimum?

There is no minimum, but we encourage all participants to set a goal of \$100 each, although any and all donations are appreciated.

3. Do I have to fundraise to participate in Hike & Seek event?

Although optional, we do encourage fundraising. You will need to register and pay the registration fee(s) in order to participate in the event.

4. How is the money used?

National Wildlife Federation uses 80 cents of every dollar you raise for Hike & Seek to support programs that address the problem of America's indoor childhood and the health risks associated with these. Your funds are used to establish and maintain programs to make outdoor time a priority to protect children's health and ensure their readiness to learn.

5. How can people donate to me online?

Funds raised online are automatically directed to NWF. All you need to do is provide friends and family with the URL to your personal page or team page where they are prompted to make a donation. It's easier if donors have a credit card available. You'll find you'll reach your goal quicker if your donors contribute by credit card.

6. How can people donate to me offline? How do I turn in donations?

For funds raised offline (money raised by a participant and the donor has sent the participant a check), please use the form located in the Participant Center (Printable Donation Form) and be sure it is received by NWF no later than November 15, 2013, in order to be eligible for prizes to:

**National Wildlife Federation
Attn: Hike & Seek
11100 Wildlife Center Drive
Reston, VA 20190-5362**

7. What are the incentive prizes or fundraising rewards?

A complete listing and description of incentive prizes is located under the Incentives page at <http://www.nwf.org/Get-Outside/Hike-And-Seek/Event-Details/Fundraising-Incentives.aspx>.

Raise \$50-\$99—polar bear OR bison plush
Raise \$100-\$199—Nature Walk Kit
Raise \$200+—Amazon Gift Card worth \$15

8. When will the prizes be mailed to me?

Nature Walk Kits and plushes will be available at the event. Gift cards will be emailed to you. If you raise additional money and have mailed it by the November 15th deadline, we will mail prizes approximately 6 to 8 weeks after that date.

9. Can team members share or split donations?

No. Donations must be allocated to a single participant.

10. If I don't participate in the event, what happens to the money I have raised?

All fundraising money will count toward your personal and/or team's goal. We are not able to refund any of the registration fees or donations.

11. How are the fundraising totals calculated?

Your fundraising total includes only donations made on your behalf. They do not include registration fees.

All donations made prior to Friday midnight of your event date will be calculated in fulfilling your incentive rewards on-site. Offline donations will only be calculated if you bring the Printable Donation Form and attached checks to the park the day of the event. You can find a copy of the Printable Donation Form in your Participant Center. *In NYC only, please do not bring cash donations, only credit cards will be accepted.

12. Does my registration fee count as a portion of my fundraising efforts?

No, the registration fees are separate from your fundraising goal(s).

13. Can I mail in cash donations?

No, please convert all your cash donations to a check or money order.

Donations

1. How do I donate to a Team?

Click "Donate" at the top right of the main site navigation. Select "Donate to a Participant or Team" to search for a participant. Enter the individual's name and click "Search". If you do not know the name, select "Advanced Search" on the right for more criteria options. From the list of results, click the participant's name. This will take you to the individual's page and you may select the option to donate to that hiker.

2. How do I find a participant's personal fundraising web page?

Click "Donate" at the top right of the main site navigation. Select "Donate to a Participant or Team" to search for an individual or a team. Enter the criteria and click "Search". From the list of results, click the participant's name or the team name. This will take you to the hiker's personal page or the team's page.

NOTE: If the hiker has selected to make his/her personal page private, the name will not display in the search results. You will need to contact the hiker and request he/she send you the link to their personal page.

3. Why is the "Donate" search not finding a participant that I know has registered?

That hiker may have selected to keep their personal page private, which hides it from the general public, including search results. You should contact the hiker and request he/she send you the link to their personal page.

4. Why is the "Donate" search returning more than one listing for a participant?

The search results are based on a first and last name basis. There may be several registered hikers with the same name as the camper for which you are searching. If your hiker is part of a team that information should display in the search results and help you identify the individual.

5. Where do I get a donation form?

On the Donate page there is the option to donate by mail. This option has a link to the printable donation form. You may also contact the hiker for a copy of the form (found in the registrant's Participant Center).

6. Who should I make my check out to?

All checks should be payable to National Wildlife Federation.

7. Are donations tax-deductible?

All donations are tax-deductible to the extent of the applicable tax law.

8. Do all donors receive a receipt?

All online donors receive an automatic email response thanking them for their donation which may be kept as a receipt. If you mail in a check, your cancelled check will serve as your receipt.

9. Are cash donations accepted?

Cash donated are accepted onsite at the event (***cash not accepted at the New York event***) If you are mailing a donation, please convert all your cash donations to a check or money order.

Participant Center

1. How do I get to my Participant Center?

You can get to your Participant Center after completing registration from the button on the registration summary page. If you have already registered, you can reach it by logging in using the link at the top right of the home page.

2. How do I find the web address for my Personal or Team web page?

If you have made or would like to make a personal URL for your web page, read Question 3. Otherwise, click "Donate" at the top right of the main site navigation. Select "Donate to a Participant or Team" to search for yourself or your team. Enter the criteria and click "Search". From the list of results, click your name or the name of your team. This will take you to your personal page or the team's page. From here, you can copy the URL from the web address window.

NOTE: If you have selected to make your personal page private, your name will not display in the search results. In this case, use the option to create a personal URL in the Participant Center and circulate that direct link.

3. How do I make a personal URL for my Personal or Team web page?

On the homepage of your Participant Center, there is a column on the right with your team's name, password (if you set one), fundraising goal, and other options. Click the option "Update personal URLs". Follow the directions on the "Update Settings" page to create a personal URL for your personal or team page.

4. How do I edit my team's webpage?

You can edit your team page by selecting the "Progress" icon located along the top of your Participant Center.

5. How do I edit my personal page?

You can edit your personal page by selecting the thumbprint icon, "Personal Page", along the top of your Participant Center.

6. How do I invite people to join me?

From your Participant Center, you can send emails to new contacts or contacts in your Address Book. In the "Email" area of your Participant Center, you will find a sample recruitment email template or you may choose to write your own email. When customizing your message, you can add a personal URL directing the recipients to your team's webpage, where they can easily click a link to join your team. (See question 3 for directions on getting a web address for your Personal or Team page).