THE VIEW FROM HERE

A CAMPAIGN FOR THE PIKES PEAK SUMMIT COMPLEX

Fundraiser Toolkit
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A testament to nature’s wonder. Towering over the countryside, Pikes Peak is a true American treasure. And its summit is perhaps the perfect vantage from which to view our nation’s beauty.

Visitors come to experience America the beautiful—its strength, permanence and grace. Designated a National Historic Landmark in 1961, the summit of Pikes Peak is one of the most famous in the country—and in the world. At 14,115 feet, Pikes Peak is the highest summit of the southern Front Range of the Rocky Mountains.

The history of Pikes Peak is as captivating as the view. The mountain was named for explorer Zebulon Montgomery Pike, discovered in 1806. Long before Pike discovered the peak named for him, the Ute Indians called Pikes Peak “Sun Mountain Sitting Big” and believed that it was here that the Great Spirit created the world. It is believed that the mountain’s rocks and stones may be over 2.3 billion years old—pre-dating the actual formation of the Rockies themselves.
ABOUT THE CAMPAIGN

Building a Worthy Crown

And for all who seek to see the world the way we do, it’s our vision and our responsibility to create a summit viewing experience whose majesty compares with that of our purple mountain.

Together, we must create the Pikes Peak Summit Complex. And together, we will ensure that all who wish to see the natural splendor of our land, from sea to shining sea, will witness it.
The View From Here is a momentous, $15 million philanthropic campaign to dramatically enhance the experience at our summit. Together, we will transform this pinnacle of nature into an iconic, world class, one-of-a-kind destination for generations to enjoy.

“Pikes Peak is America’s preeminent mountain and deserves a world-class summit complex.”

— JOHN SUTHERS
MAYOR OF COLORADO SPRINGS

The Pikes Peak Summit Complex experience will:

- Judiciously preserve and protect one of the world’s most well-known and beloved sites.

- Be built to the world’s highest standards in environmental sustainability, ensuring that it’s as functional as it is maintainable.

- Educate, inform, and inspire visitors through interpretive exhibits inside and out.

- Elevate the reputation of Colorado Springs and the region.

- Sustain a healthy quality of life for area residents.

- Generate vast economic and social benefits, marking a visionary investment in the region’s future.
How to join Team Pikes Peak

Give back to the mountain you love! Setting up a fundraiser is an easy and fun way to support the Pikes Peak Summit Complex.

To join the Team in support of the Pikes Peak Summit Complex follow the steps on the following pages.
BECOME A FUNDRAISER

1. Go to this website to start
   donate.givetopikespeak.org
BECOME A FUNDRAISER

2. Click on the ‘become a fundraiser’ button
BECOME A FUNDRAISER

3

Choose team or individual as a method to fundraise.
4 BECOME A FUNDRAISER

Create your account and personalize your page
5. Become a fundraiser

Share with your network
BECOME A FUNDRAISER

Make a donation to your own page
BECOME A FUNDRAISER

Accepting donations

Donations can be received online and offline. All gifts are 100% tax-deductible.

- Online donations can be made through your personal donation link

- Offline donations are those received via check, not made through the fundraising website. All offline donations can be made out and sent to:

  City of Colorado Springs–Pikes Peak Summit Complex.
  P.O. Box 1575, MC 060, Colorado Springs, CO 80901
Fundraiser Ideas

What can you do to support the Pikes Peak Summit Complex?

Host a fundraiser

Bring together friends, family, and neighbors for an event to support the Summit Complex. Some event ideas include:

- Host a happy hour at a local brewery or restaurant. Donations, tips, and beer sales donated to the Complex.
- Birthdays, weddings, and celebrations. In lieu of gifts, ask event attendees to make a donation to this great cause.
- Yoga, spinning and fitness events. Ask a local gym to host a fitness fundraiser and donate registration proceeds.
- Pikes Peak Marathon. Run the half-marathon or marathon and raise funds for the Summit Complex.
- Pikes Peak International Hill Climb. Watch this amazing race and make a donation to Complex.
- Hike the Peak. Set a goal to hike all or parts of Pikes Peak and seek donations in support of your challenge.

Fundraise at school or work

Recruit your school, work, place of worship, or club to fundraise for Pikes Peak. A few ideas include:

- Enroll your school to create a fundraiser. Ask the students and staff to donate their extra pennies to the Peak. Many small gifts add up quickly!
- Jeans Day at Work. Here’s a good reason to go business casual.

Create a fundraiser page:
donate.givetopikespeak.org

Want to learn more about how to fundraise for Pikes Peak Summit Complex?
Email: campaign.dl@springsgov.com
**Fundraising Tips**

- Ask your employer to sponsor you.
- Explore options for matching gifts with your employer.
- Ask for donations in lieu of birthday and holiday gifts.
- Host an event at a local restaurant. Ask the venue to support you by providing food and beverage at no cost, waiving your room rental fee, or donating gift certificates for opportunity drawing prizes.
- Include status updates and photos, and ask friends to spread the word for you.
- Acknowledge gifts publically with a tweet or an updated Facebook status.

**Use the Onion Method**

Think about your fundraising strategy like peeling an onion from the inside out.

The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).

**DAY 1 EMAIL 1**
Send to 5 - 10 very close contacts (family and your closest friend or two).

**DAY 2 EMAIL #2**
Send to 10 - 15 close contacts (your entire circle of good friends).

**DAY 3 EMAIL #3**
Send to as many contacts as you feel comfortable sending a message to.

**DAY 4 EMAIL #4**
Promote via Social Media or to anyone who will listen.
Dear Friends,

Pikes Peak is America’s Mountain. And, it’s my mountain. Pikes Peak has inspired me in so many ways, and now it’s time for me to give back to the place I love.

To maintain its majesty, a new 38,000-square-foot Summit Complex will dramatically enhance the experience at our summit. This new, amazing state-of-the-art facility will be a sustainable, economical and accessible visitor’s center, providing a breathtaking finale to their journey.

I am thrilled to be a part of the effort to make this happen. In support of Pikes Peak, I am raising [insert amount] by doing [insert activity]. I urge you to donate [insert specific amount] to my fundraiser.

I urge you to make a donation by [insert date]. Thank you so much for supporting my goal of [insert amount] for Pikes Peak. Together, we will transform this pinnacle of nature into an iconic, world class, one-of-a-kind destination for generations to enjoy.

[insert signature]

Funds donated to my fundraiser will be used for:

- Construction of a new Summit House Visitor Center.
- Improved outdoor amenities.
- Creation of interpretive exhibits.
- Pursuit of the Living Building Challenge
HOW TO SUCCEED

Sample messaging

Sample social post to spread the word about your fundraiser.

Sample Social Media (Facebook, Twitter, Instagram, LinkedIn)

Pikes Peak has inspired me to give back. Donate to my fundraiser to build a new state-of-the-art Summit House on the top of Pikes Peak. [Insert your fundraising link here]

Funds donated to my fundraiser will be used for:

- Construction of a new Summit House Visitor Center.
- Creation of interpretive exhibits.
- Improved outdoor amenities.
- Pursuit of the Living Building Challenge.
Interesting Facts to share via social media, peer conversations

• Pikes Peak was the inspiration for the opening lines of “America the Beautiful,” penned by Wellesley College English professor Katharine Lee Bates while on a summer teaching assignment in Colorado Springs.

• Pikes Peak was a visible geographic landmark for gold miners during the 1850s and 1860s. During this time, an estimated 100,000 people moved to Colorado in search of gold. Their migration led to the coining of the phrase “Pikes Peak or Bust”.

• 30 women motored to the summit in 1916 to plant a flagpole drawing attention to the proposed 19th amendment to the U.S. Constitution, which would grant women the right to vote. The amendment was ratified in 1920.

• The Pikes Peak Marathon is the third oldest marathon in the country. The event starts at the base of Pikes Peak, in Manitou Springs, and runners climb over 7,800 feet to the top. Due to the hazards and difficulty of the race, only 800 runners can compete each year.

• The annual Pikes Peak International Hill Climb, or “The Race to the Clouds,” is the country's highest altitude auto race. The 12.4-mile event attracts racers from around the world driving at average speeds up to 75 miles per hour around more than 150 perilous turns and 1,000-foot drop-offs.

• There have been numerous claims of Bigfoot sightings near Pikes Peak. Tourists and residents alike have reported Bigfoot-like creatures roaming open stretches of grass, banging on their door at night, and leaving non-human size footprints on trails. Over the years, tales of 100-foot-long sea monsters and giant man-eating rats also have been reported.
HOW TO SUCCEED

Features of the Summit Complex

• Sustainability
The Summit House Visitor Center is poised to live in balance with the unique environmental conditions at the summit. Using sustainable building practices, the visitor center will offer visitors the same experience by the mountain’s first visitors more than 200 years ago.

• Economic Benefits
Today, nearly 750,000 visitors arrive at our mountain’s summit each year, contributing roughly $30 million to the local economy. At any given time, as many as 600 visitors may be exploring the summit. Nearly 50,000 visitors hike the Barr Trail to the summit each year.

• Accessibility (ADA Compliance)
The peak is accessible to all, regardless of their mobility. Those who come by vehicle may travel the 19-mile Pikes Peak Highway or ride the Cog Railway. The new Summit Complex will be ADA compliant.

• Outdoor Amenities
New dining facilities, an outdoor dining terrace, and an expanded gift shop entice visitors to browse our collection of books on area history, wildlife, and the environment; pause for refreshments at the café or at an outdoor dining area; and take photographs of the unequalled vistas from the top. Enhanced dining and retail increase earned revenue to support ongoing operations and invite repeat visits.
Questions?

Email: campaign.dl@springsgov.com