

# **BRAT 2026 - Pedal with Purpose**

## **Official Fundraising Toolkit**

### **Welcome to Pedal with Purpose**

Thank you for choosing to ride beyond the miles.

BRAT 2026 riders have the opportunity to raise funds benefiting:

- The Cumberland Trail
- Tennessee Park Rangers Association
- David Crockett State Park
- Cedars of Lebanon State Park

Our Goal: \$15,000

Fundraising is encouraged, not required, but every dollar strengthens the parks, trails, and rangers that make BRAT possible.

This is about more than money. It's about trust, stewardship, and giving riders another meaningful way to be involved.

### **Step 1: Access Your Fundraising Page**

If you're registered for BRAT 2026, you already have a personal fundraising page through PledgeReg.

- ✓ Log into your registration
- ✓ Personalize your page with a photo
- ✓ Add your "why"
- ✓ Set a goal (we suggest \$250-\$500 to start)
- ✓ Share your link

### **Step 2: Tell Your Story**

People give to people – not just causes.

Use these prompts to shape your message:

- Why did you sign up for the BRAT?
- What keeps you coming back?

- What does Tennessee State Parks mean to you?
- What is your favorite BRAT memory?
- Why is giving back important to you this year?

Keep it short. Keep it personal. Keep it real.

### **Step 3: How to Use the Graphics**

We've created ready-to-use fundraising graphics to make sharing simple.

#### **How to Use the Graphics:**

1. Download the graphic to your phone
2. Upload to Instagram or Facebook
3. Copy and paste one of the provided captions or create your own
4. Add your personal fundraising link
5. Tag @bikeridetn and use #PedalWithPurpose

That's it – simple, quick, impactful.

### **Step 4: Plug + Play Caption Templates**

Use these as written or personalize them to fit your voice.

#### **Short Caption (1-2 sentences)**

I'm riding BRAT 2026 and fundraising to support Tennessee State Parks and the partners behind the ride. If you're able, I'd be grateful for your support: [insert link here]

#### **Medium Caption (Personal + Ask)**

I'm officially riding BRAT 2026 and fundraising as part of Pedal with Purpose. This ride means a lot to me because \_\_\_\_\_. If you'd like to support the parks and rangers that make BRAT possible, I'd be honored to have your support

[Insert link here]

#### **Final Push Caption (Countdown / Goal Reminder)**

I'm just \$\_\_\_\_ away from my goal! Every donation helps support Tennessee State Parks and the ride we all love. If you've been thinking about giving, now's the time.

[insert link]

#### **Tier Based Caption Ideas**

As you reach fundraising milestones, share your progress!

### **Tier 1 – BRAT Supporter (\$50)**

#### **Kickoff / First Ask**

I'm officially riding BRAT this year  and fundraising to support Tennessee State Parks and the ride we all love. If you're able, I'd be grateful for your support—every dollar helps turn miles into impact.

### **Tier 2 – Ride Partner (\$150)**

#### **Early Momentum Post**

Thanks to early support, I'm rolling closer to my BRAT goal! This ride is about more than miles—it's about community, parks, and purpose. If you've been thinking about donating, now's a great time



### **Tier 3 – Route Champion (\$250)**

#### **Behind-the-Scenes / Insider Angle**

Hitting Route Champion status means getting a behind-the-scenes look at BRAT routes—and I'm pumped. Supporting this ride helps keep BRAT strong and supports Tennessee State Parks. Let's keep the momentum going!

### **Tier 4 – SAG Stop VIP (\$500)**

#### **Public Recognition Moment**

BIG milestone  I'm closing in on having my name displayed at a SAG stop during BRAT 2026. Every donation fuels the ride, the support, and the incredible experience that makes BRAT what it is.

### **Tier 5 – Ride Insider (\$750)**

#### **Mid-Campaign Push + Gratitude**

Fundraising update: I'm officially in Ride Insider territory  Thank you to everyone who's supported my BRAT ride so far. If you'd like to help me keep climbing, I'd love to have you along for the journey.

### **Tier 6 – Route Captain (\$1,000)**

#### **Leadership + Legacy Post**

Route Captain unlocked  Helping shape the future of BRAT is an honor. This ride has given me so much, and I'm proud to give back in a way that supports our parks and this incredible cycling community.

### **Tier 7 – Legacy Partner (\$2,500)**

#### **Final Goal / Big Impact Ask**

I'm riding BRAT with a big goal: becoming a Legacy Partner. This level of support leaves a lasting impact on the ride and the parks we care about. If you've followed my BRAT journey, this is the final push—and I'd be honored to have your support.

### **Universal Thank-You Caption (Any Tier)**

#### **Use anytime**

Feeling incredibly grateful for everyone who's supported my BRAT ride. Your encouragement, donations, and cheers mean more than you know. I'll be carrying this support with me every mile



👉 Tip: Posts with a photo of YOU (training, past BRAT, park views) raise more support than graphics alone.

### **Step 5: Who to Ask**

Start with:

- Family
- Close friends
- Cycling buddies
- Coworkers
- Local businesses
- Church/community groups

Pro Tip: 10 people giving \$25 gets you to \$250 quickly.

### **Step 6: Fundraising Tips**

Start early. Momentum matters.

Post more than once. Not everyone sees your first post.

Share updates – training rides, park photos, milestones.

Thank donors publicly. Gratitude builds community.

Make a final push after BRAT. Ride-week energy inspires giving.

### **Incentives & Recognition**

Fundraising tiers begin at \$50.

Participants may receive:

- Public recognition
- Leaderboard features
- On-site celebration during BRAT 2026
- Exclusive incentive rewards

#### Campaign Hashtag

Primary: #PedalWithPurpose

You may also use:

- #RideBRAT
- #TennesseeStateParks
- #RideForTheParks
- #Bikeridetn

#### Need Help?

Contact the BRAT team at [Heather.Spiva@tn.gov](mailto:Heather.Spiva@tn.gov)

We're here to help you succeed.