



Dig In



FOUNDED BY **SHIMANO**

APPLICATION WORKSHOP

Workshop recording

Passcode: 7V7XKp8?

Contacts



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IMBA's mission is to create, enhance and protect great places to ride mountain bikes.



Narrowback Mountain Trail: Dig In Q3 2021

In order to grow the quantity and quality of mountain bike trail communities, we need to accelerate the pace of trail building.

IMBA's Dig In Program, founded by Shimano, helps raise funds for mountain bike projects nationwide. IMBA leverages its reach and relationships to promote funding opportunities matched with corporate partner dollars through a national marketing campaign.

The goal is to bridge the gap between local and national fundraising efforts and show national and local audiences how inspirational and vital trails are to local riders and communities.

#MoreTrailsClosetoHome #DigInWithIMBA



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



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Program Overview

Program details

- Dig In will run two campaigns each year (Q1 and Q3) with each project being listed on imba.com for the duration of one full quarter (three months) of the fundraising campaign.
- When a project reaches \$5,000 in gross online donations, IMBA and Shimano will match with \$5,000.
- Application will be live from Nov. 1 through Nov. 30, 2023.
- All IMBA Local Partner organizations interested in applying for Dig In must submit a completed application. Incomplete applications will not be accepted.
- Calls may be scheduled with some applicants to further discuss their proposals. If selected for a call, please do not consider this as approval for Dig In funding.
- All organizations with an approved Dig In project will be required to announce their participation and will be required to market their project in their outlets with materials provided by IMBA.
- All organizations with an approved Dig In project will be required to report back to IMBA at six month intervals up to one year on the success of your project.

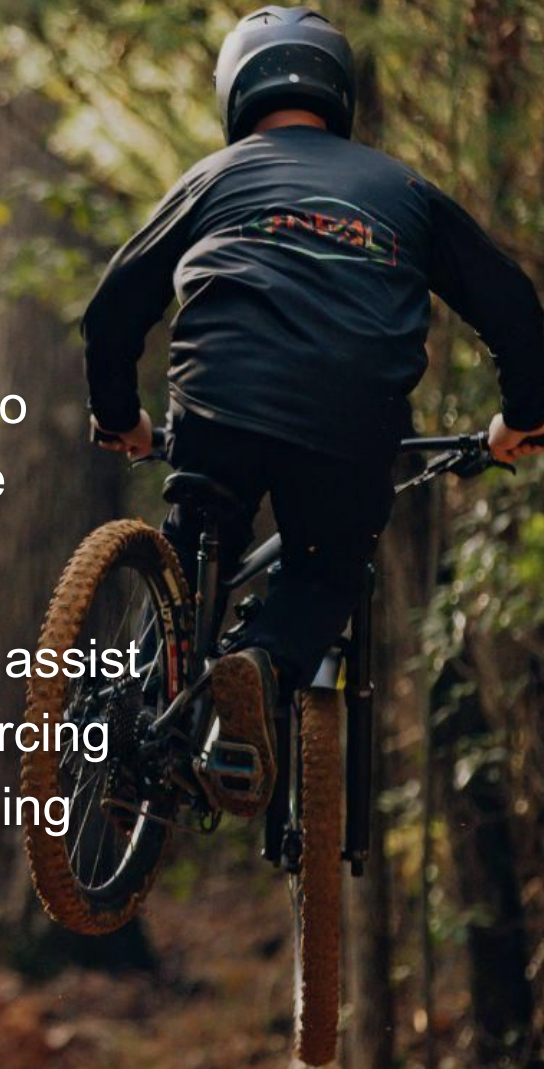


Program Overview

Who can apply?

Dig In is open to IMBA Local Partner organizations enrolled to receive either Chapter-level or Affiliate-level services and are not-for-profit corporations.

IMBA will review and select submitted projects quarterly and assist with soliciting contributions via online peer-to-peer crowdsourcing software on [imba.com](https://www.imba.com). Each project will be eligible for matching funds provided by our founding partner, Shimano.



Program Overview

What makes a good Dig In project?

- Projects on public lands that are free and open to the public and serve mountain bikers as the primary users, though multi-purpose human-powered trail uses are viable as well.
- Projects that will result in a visible and substantial increase in access, improved mountain bike experiences, and greater community benefit.
- Projects where the Dig In Program stands to leverage additional resources to ensure the success of the project.
- Projects that promote community development, volunteer recruitment, new rider development, youth riding, and engaging marginalized community members. Higher preference will be given to projects that demonstrate a focus on diversity, equity, and inclusion.
- Dig In is not intended to support fundraising and social events, or races.
- A declined request does not imply that the project is not needed or valued. Those who do not receive a grant award may apply again in subsequent rounds.
- Projects with are primarily based on private land (ski resorts, HOAs, property developers, etc) are not eligible for Dig In project funding.

Program Overview

How much should I expect to raise with Dig In?

Dig In is not intended to raise hundreds of thousands of dollars. The program is intended to support projects by providing an opportunity for:

- **Grant matching** - If you or a community partner is applying for public funding that has a matching requirement, Dig In is an ideal source to secure those dollars.
- **Seed money** - If you are launching a community program or in the beginning stages of trail planning or development and need seed money to get your fundraising started.
- **Leveraged dollars** - If there are community matching opportunities that assist with the funding of a project, for example, a local foundation is willing to match up to \$10,000 if your organization can raise \$10,000.

Your fundraising target should be in the \$10,000-\$15,000 range.



The Application



What makes a good application?

Successful projects present a logical solution to a problem

- Think of your proposal as a story with a beginning (the challenge or opportunity is the need statement), middle (the solution), and end (the results/outcomes). The solution to the presented problem needs to make sense.
- What you are going to do, who is going to benefit, and why they should care? You're selling your project to a wide audience of potential donors so telling your story in a compelling way invites interest and contributions for your project.
- Define success for your project. How does your project change your community?

Find local partners to co-promote and provide technical support

- Broad community support for your project makes your application stand out. Use Dig In as a leverage mechanism to find additional matching funds or to generate in-kind donations.

Be organized

- Be prepared to provide all necessary information within the application.
 - Planning documents
 - Maps
 - Letters of support
 - Budgets



The Application

The screenshot shows the IMBA website interface. At the top, a navigation bar contains links for "Explore IMBA", "Ride", "Engage", "About IMBA", and "Supporter log in". Below this, a white banner displays the IMBA logo and a personalized welcome message: "Welcome Anthony Duncan!". A secondary navigation bar includes "Explore IMBA", "Ride", "Engage", "About IMBA", and "Donate". A dropdown menu is open, listing options: "Personal Dashboard", "Leader Dashboard", "CiviCRM", "Reset password", and "Log out". A white arrow points from the "Leader Dashboard" option to the left, and another white arrow points from the "Supporter log in" link to the dropdown menu.

Explore IMBA Ride Engage About IMBA Supporter log in

IMBA WELCOME ANTHONY DUNCAN!

Explore IMBA Ride Engage About IMBA Donate

- Personal Dashboard
- Leader Dashboard
- CiviCRM
- Reset password
- Log out

Hi Anthony Duncan! Welcome b

The Application

I M B A Leader Dashboard
INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

SORBA Tri-Cities

SORBA TRI-CITIES
INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

Chapter

- Membership
- Dig In**
- Mail
- Embed
- Resources
- Help

DETAILS OFFICERS

The Basics

Identity

Chapter Name
SORBA Tri-Cities

Acronym

EIN
45-4368735

If you need to change your chapter name, EIN or acronym, please contact **IMBA Local** for more information.

Official Address

Street Address
819 W Pine St



Dig In



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The Application



Leader Dashboard

SORBA Tri-Cities

You have already submitted this webform. [View your previous submission.](#)



- Chapter
- Membership
- Dig In
- Mail

APPLICATION	CONTRIBUTIONS
Apply for Dig In	
View Your Submissions	
Request Changes to Your Application	

[DEMO](#)



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Promoting your Project

IMBA will assist in generating national leads to contribute to your project by promoting in all of our communication outlets. The most effective promotion happens locally.

IMBA promotion

- Social media
- Email
- Video

Partner promotion

- Social media
- Email
- Video

Local promotion

- Social media
- Email
- Retail partner promotions
- Local media
- Fundraising events
- Trailhead promotions
- Intercept contributions

Promoting your Project

Dig In toolkit available in LD

- Logos
- Social media posts
- Hashtags
- Best practices

LD > Resources > Dig In

Dig In Instagram 2	Dig In Square 2.png
Dig In Instagram 1	Dig In Square 1.png
Dig In Toolkit	Dig In Toolkit.pdf
Dig In Logos	DigIn_logos.zip
4.29.2020 Dig In Webinar	4.29.2020 Dig In Webinar.pdf

Dig In Timeline

❖ Application months for 2023

➤ ~~May 2023~~

■ ~~Q3 projects July - Sept 2023~~

➤ November 2023


■ Q1 projects Jan - Mar 2024

❖ Funding payouts

➤ Direct Deposit - Quarterly no more than 30 days after the close of the quarter


➤ Mailed Checks - Quarterly no more than 45 days after the close of the quarter

Promoting your Project

 Shimano-MTB ✓
July 28 at 8:17 PM · 🌐

Building on its commitment to global mountain bike advocacy and trail access, Shimano recently joined forces with [International Mountain Bicycling Association](#) to launch the new DIG IN fundraising campaign across North America. Using crowdsourcing and matching donations, the DIG IN program aims to bridge the gap between local and national fundraising efforts while bringing communities and riders together in their trail-building efforts. <https://fal.cn/39ptY>



 International Mountain Bicycling Association
July 20 at 9:00 AM · 🌐

Located less than 10 minutes from downtown Chattanooga, the new 200 acre Walden Ridge Park will offer our community 8 to 10 miles of gravity oriented MTB trails with 800 feet of elevation loss, suitable for beginner to expert riders. It will also boast a rock climbing wall and hiking trails.

Yes, there are currently no legal mountain bike trails located in Walden Ridge or in the adjacent communities of Signal Mountain, Red Bank, and Hamilton, TN. This will be Chattanooga's first. [See More](#)



  101

[9 Comments](#) [38 Shares](#)


 SORBA Chattanooga
July 21 at 8:39 AM · 🌐

Fundraising for Walden Ridge Park is live. Please share and donate using the link below!



International Mountain Bicycling Association
July 20 at 9:00 AM · 🌐

Located less than 10 minutes from downtown Chattanooga, the new 200 acre Walden Ridge Park will offer our community 8 to 10 miles of gravity oriented MTB trails with 800 feet of elevation loss, suitable for beginner to expert riders. It will also boast a rock climbing wall and hiking trails.

 SORBA Chattanooga
Yesterday at 10:57 AM · 🌐

We are beyond thrilled to have already raised over \$8500 towards new trails on Walden Ridge! We still have a couple months to hit our goal of \$25,000. Please share and donate to this effort using the link in the bio. This truly will be a unique park featuring progressive, gravity oriented mountain biking, rock climbing, and hiking 15 minutes from downtown Chattanooga, TN. Thank you all for your support!!!

<https://www.imba.com/support-digin>

@imba_us @rideshimano @shimanomtb @seclimbers @landtrusttn @northchickconservancy #digin #moretrailsclosetohome #mtb



Dig In



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Program FAQs

Can I apply more than once with the same project?

If your project is chosen to be posted on imba.com to receive funds, then no, you cannot apply more than once with the same project. If your project has multiple phases, you can apply for each phase. For example, you can apply for the planning, design and construction phases of your project.

If your project is not chosen to receive funds through Dig In, then you can resubmit your previous application one full quarter after your original submission.

Can I submit more than one application at at time?

Yes, however applicants must recognize that capacity to fund every project is limited and no more than one of your applications will be considered during any quarter.



Program FAQs

How does the match work with Dig In?

Each Dig In project on imba.com will be eligible for a \$5,000 contribution match with dollars provided by Shimano once the project's gross online contributions reach \$5,000.

Does IMBA retain any Dig In contribution dollars?

All donated proceeds go to Dig In projects. IMBA retains a 10% of each online donation to cover credit processing fees, cover staff time to manage the program and reinvest into Local support services.

Where can I see how much money my project has generated?

You can find a contribution breakdown for your project in the Leader Dashboard under the Dig In tab.

Can the applying organization donate the matching funds or does it have to be an individual?

It doesn't necessarily matter who donates the funds, as long as they're donated through our website to the intended project. We prefer that the contributions come from the greater community because part of the intent of Dig In is to get community support and promote mountain biking. If the organization wants to contribute funds, wait until near the end of the campaign and contribute what may be remaining to meet their funding goal or match.



Program FAQs

When do we receive our Dig In funds?

If your organization is set up to receive direct deposits, your funds will be deposited directly no more than 30 days after the end of the quarter. If your organization is not set up on direct deposit, your organization will receive a check, mailed to the address on file, no more than 45 days after the end of the quarter.

What are the reporting requirements after a project is completed?

Your organization will be provided an online form to keep IMBA and other funding partners updated on the progress of your project at six months and one year. This follow-up helps IMBA, our funding partners and your organization tell a complete story about the project. The more successes we can talk about, the more funding we can leverage for the program.





Thank you!



Dig In



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