

MORE
Riding Bikes & Building Trails

Founded in 1992, MORE has advocated for natural-surface trails throughout the DC-MD-VA area and has built an impressive network of multi-use trails and a strong community of trail users. MORE maintains over 800 miles of natural-surface trails in over 60 state, county, federal and city parks in Maryland, Virginia, and Washington, D.C., building on the work of hundreds of MORE volunteers and over 10,000 volunteer hours annually. Beyond trail building and advocacy, MORE works with the community to successfully manage multi-use natural surface trails, and hosts ride events and group rides for kids and adults.

MORE (Mid-Atlantic Off-Roads Enthusiasts), a local IMBA chapter strives for the following as part of the group's mission to support public, natural surface, multi-use trails:

- To be community-driven volunteer organization
- To continue to add members to increase our advocacy voice
- To partner with land managers to fulfill common mission such as creating public trails infrastructure
- To partner with other nonprofits to fulfill common mission such as youth programming, diversity, inclusion and equity
- To fundraise to support Social (riding bikes), Advocacy and Stewardship initiatives
- To fundraise to build and maintain trail infrastructure
- To recruit and mentor volunteers for leadership positions within MORE, e.g. Ride Leaders, Trail Liaisons, Program Managers, Officers and Directors

MORE in 2022

Personnel – One paid employee, Board of Directors comprised of 8 officers. 3 staff positions are vacant.

Liaisons - Approximately 100 Trail Liaisons who act as MORE's representative with Land Managers to coordinate trail building, maintenance and community outreach.

Parks/Trails 62 parks 829 miles

Area 8300 square miles

Membership 1800 + with a goal of "2022 in 2022"

Communications consist of multiple social media posts weekly (Facebook, Instagram and Twitter), a Weekly Summary emailed to members + past participants (Constant Contact), and Quarterly Trailhead News sent to Members + Subscribers (CiviCRM)

MORE in 2022

CiviCRM

New - 48
Current - 1843
Lapsed - 70
Expired - 4133
Non-Member & Subscriber - 2816

Constant Contact

8,632 Contacts
1,330 Defined as “Most Engaged”

Facebook

Total Page Likes 7.1K
Page Reach: (est) 12,610,
Paid Page Reach:2,674

Instagram

Followers 2,414
Page Reach 1,528

Twitter

Followers 614

Sponsors

- Athletic Brewing Co
- Conte’s Bike Shop
- EX2 adventures
- Larry Cautili
- O’Sullivan Family
- National Park Foundation
- Spokes etc
- Tony Watkins
- Best Bike Rides DC
- Cognative MTB
- DUO Signage & Graphics
- Erik Scudder, IFP
- Fine Earth Landscape

- Trail Riders of Today (TROT)
- GUMBO (Gunpowder United MTB Operators)
- Outdoor Alliance
- MCRRC + My Muddy Shoes
- Phoenix Bikes
- Montgomery Parks
- Muddy Pedals
- ProTech HVAC
- The Bike Lane
- Sandy Spring Bank
- TrailWerks Cyclery
- DCMTB
- Dirty Kitten Productions
- FPVSP
- Fairfax Screen Printing
- Wartsila
- Team XXL

Partners

- Trails for Youth
- Potomac Heritage Trails Alliance
- Black People Ride Bikes
- Friends of Patapsco Valley State Park
- DCMTB
- G-PARC
- Muddy Branch Alliance
- Friends of Seneca Creek State Park

Supporters

- Banana Banner Signs
- Kuat Bike Racks
- Shimano

Short Term Goals (1-4 years)

Increase Communications (Quantity and Methods)

- Value of membership
- Trail work opportunities
- Clinics
- Weekend rides
- Trailhead Signs

Increase Board & Volunteer Training

- Liaison Training
- Advocacy
- DEI
- Ride leaders

Modify Activities to Match Community Needs

- Accessible group rides (including more beginner + weekends)

Advocate on Multiple Levels

- Reach out to community & state leaders

Increase Attention to Underserved Areas to increase accessibility, build community and trails

- Prince George's County
- Loudoun County
- Arlington County
- DC

Plan a member roundtable event to address DEI

Communicate/Coordinate with Partners on shared goals to determine how we can support them and work together

Formalize & Track Fundraising Efforts to include outreach to corporate donors)

Organizational & Membership Goals (Longer Term)

MORE in 2027 (5 years)

5000 Members

Designated Regional Leaders

Additional Staff to support organization

MORE in 2032 (10 years)

10,000 Members