



2026 Guide to Hosting a Jane Goodall Hike for Hope

Honor Dr. Jane Goodall's remarkable life by hosting a Hike for Hope in your community this October 3-4. Follow the guide below to add your event to the Jane Goodall Hike for Hope USA event calendar so you can spread the word and join the Jane Goodall Institute's grassroots movement.

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☒ Event requirements

A Jane Goodall Hike for Hope is a community event that invites people to come together to honor Dr. Jane Goodall's life through a hike, walk, or time spent in nature.

Registering a Hike for Hope means that **you, your organization, or your group is responsible for leading, organizing, and promoting the event.** All events must adhere to the **Jane Goodall Hike for Hope USA Code of Conduct.**

Organizers are responsible for securing a location and determining logistics.

Event requirements

Hike for Hope events will be hosted on the Jane Goodall Hike for Hope USA calendar. To be included, your event must:

- Fall within the dates of October 1 through October 4, 2026.
- Bring people together — **in person** — in the United States. While many Hikes for Hope are happening around the world, this calendar represents community-hosted events in the U.S.
- Follow the instructions below, using Luma for your event registration page as well as our registrant questions and disclaimer. The “How to add an event to the Jane Goodall Hike for Hope USA” section highlights how to submit your event to JGI’s calendar. Events will be approved if they meet all requirements. Once approved, the event will be live, and you can share the event with your community.

Event approval criteria

The Jane Goodall Institute team will use the following guidelines to review and approve events.

Event types

The event must follow the Hike for Hope ethos of coming together in community for time spent outdoors. Examples include:

- A trail hike
- A nature walk
- Community birdwatching
- Guided forest bathing

Public access

Events should aim to be inclusive, accessible, and free.

Quality of content

- Events should be designed to honor the late Dr. Jane Goodall, her love of the natural world, and her belief that every individual has the power to make a difference.
- **Events that are purely promotional or sales-focused will not be approved.**

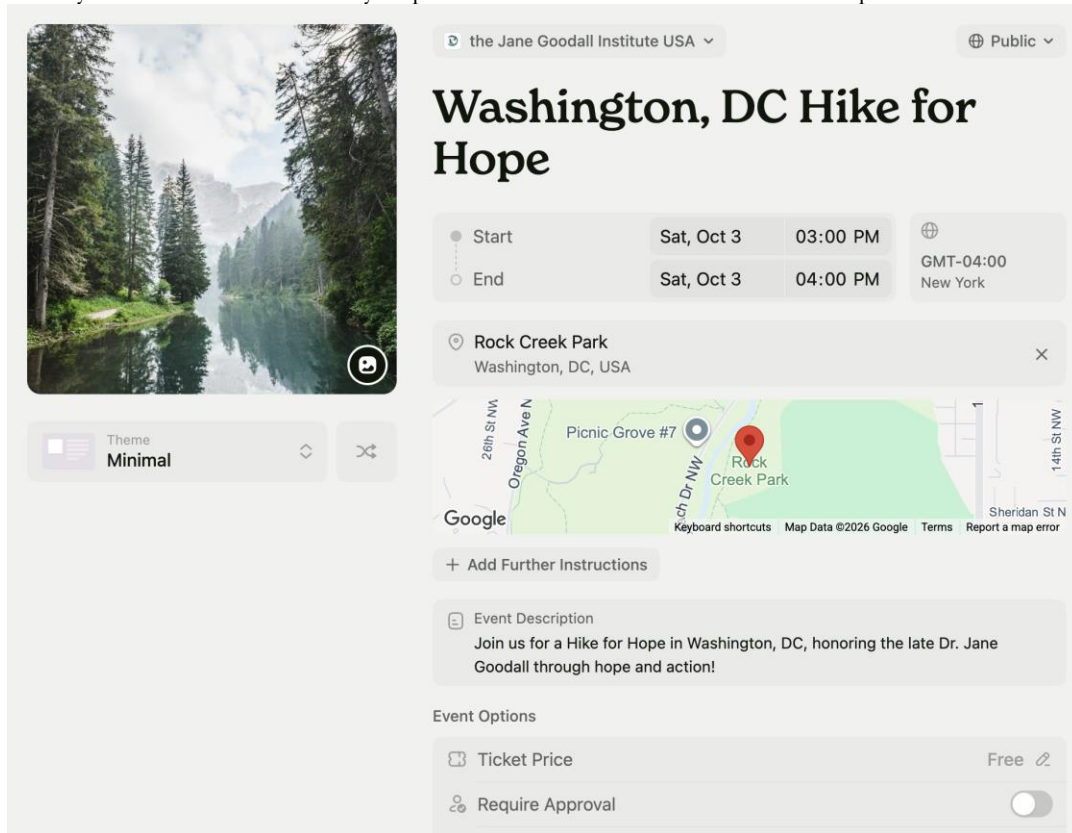
How to add your event to the calendar

Step 1: Create your event on Luma

1. Create an event on Luma. You will need to create a Luma account if you don’t have one.

 **Please do not use the JGI, Roots & Shoots, or Hike for Hope logos. There are no “official” Hike for Hope events with the exception of the Hike for Hope events hosted by Jane Goodall’s Roots & Shoots Basecamps.**

- Set up your event on the main page. Add your location, time, photo, and event description. Be sure to set your event to “Public” if you plan to be included on the Hike for Hope USA calendar.



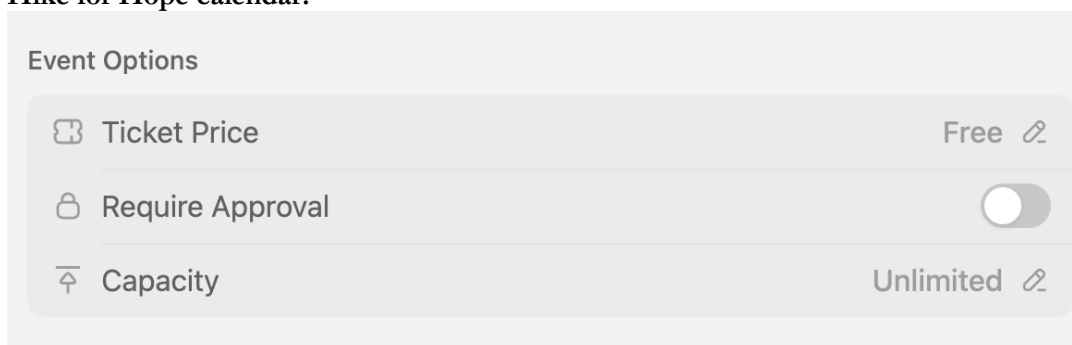
The screenshot shows a web form for creating an event. At the top left is a large photo of a forest stream. To its right, the event title 'Washington, DC Hike for Hope' is displayed. Below the title, there are fields for 'Start' (Sat, Oct 3, 03:00 PM) and 'End' (Sat, Oct 3, 04:00 PM). A location field shows 'Rock Creek Park, Washington, DC, USA' with a map below it. The map highlights 'Picnic Grove #7' and 'Rock Creek Park'. Below the map is a text field for 'Event Description' containing the text: 'Join us for a Hike for Hope in Washington, DC, honoring the late Dr. Jane Goodall through hope and action!'. At the bottom, there are 'Event Options' including 'Ticket Price' set to 'Free' and 'Require Approval' which is currently turned off.

- At the bottom of your event description, add the following Hike for Hope disclaimer:

The Jane Goodall Institute and Jane Goodall's Roots & Shoots are not responsible for this event. It is organized by the organizing group. Being listed on the Jane Goodall Hike for Hope USA calendar is not an endorsement of content or partners.

⚠ Events without this disclaimer will not be approved.

- Determine if you want to require guest approval, restrict the precise location so it is only shown to guests, or host an open event. Requiring approval and restricting the location is recommended for events / spaces with limited capacity, otherwise we recommend hosting an open event so it is as inclusive as possible. **Events with paid ticketing will not be approved for the Jane Goodall USA Hike for Hope calendar.**

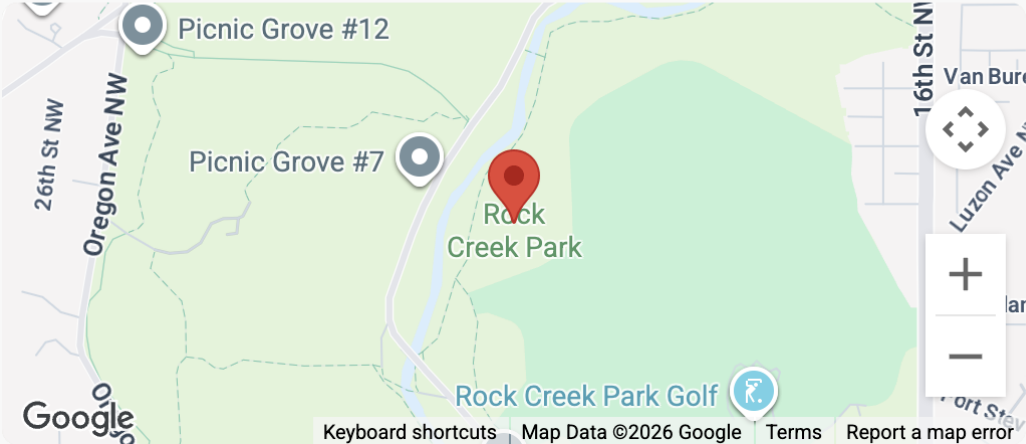


This screenshot shows the 'Event Options' section of the form. It contains three rows of settings: 'Ticket Price' set to 'Free', 'Require Approval' which is currently turned off (indicated by a grey toggle switch), and 'Capacity' set to 'Unlimited'. Each row has an edit icon (a small circle with a dot) to its right.

Event Location

📍 Rock Creek Park ✕

[+ Add Further Instructions](#)



☐ **Restrict Location to Guests**
Only approved and invited guests can see the precise location.

5. Add the Jane Goodall Institute USA as a co-host of your event so we can review and approve it for the Hike for Hope USA calendar. From your event dashboard, scroll down and click the option to “Add host” and add the **Jane Goodall Institute USA / communications@janegoodall.org**

⚠️ Make sure to select the option of “Manager” for the type of co-host invite.

Invites [+ Invite Guests](#)

Invite subscribers, contacts and past guests via email or SMS.



No Invites Sent
You can invite subscribers, contacts and past guests to the event.

Hosts [+ Add Host](#)

The screenshot shows a mobile app interface for configuring an event host. The dialog is titled 'Configure Host' and features a back arrow on the left and a close 'X' on the right. The host information is listed as 'the Jane Goodall Institute USA' with the email 'communications@janegoodall.org'. A toggle switch for 'Show on the Event Page' is currently turned off. Under the 'Access Control' section, there are two options: 'Manager' with 'Full manage access to the event' (selected with a checkmark) and 'Non-Manager' with 'No manage event access'. A large 'Send Invite' button is at the bottom.

< Configure Host X

the Jane Goodall Institute USA ·
communications@janegoodall.org

Show on the Event Page ☐

Access Control

☒ Manager
Full manage access to the event

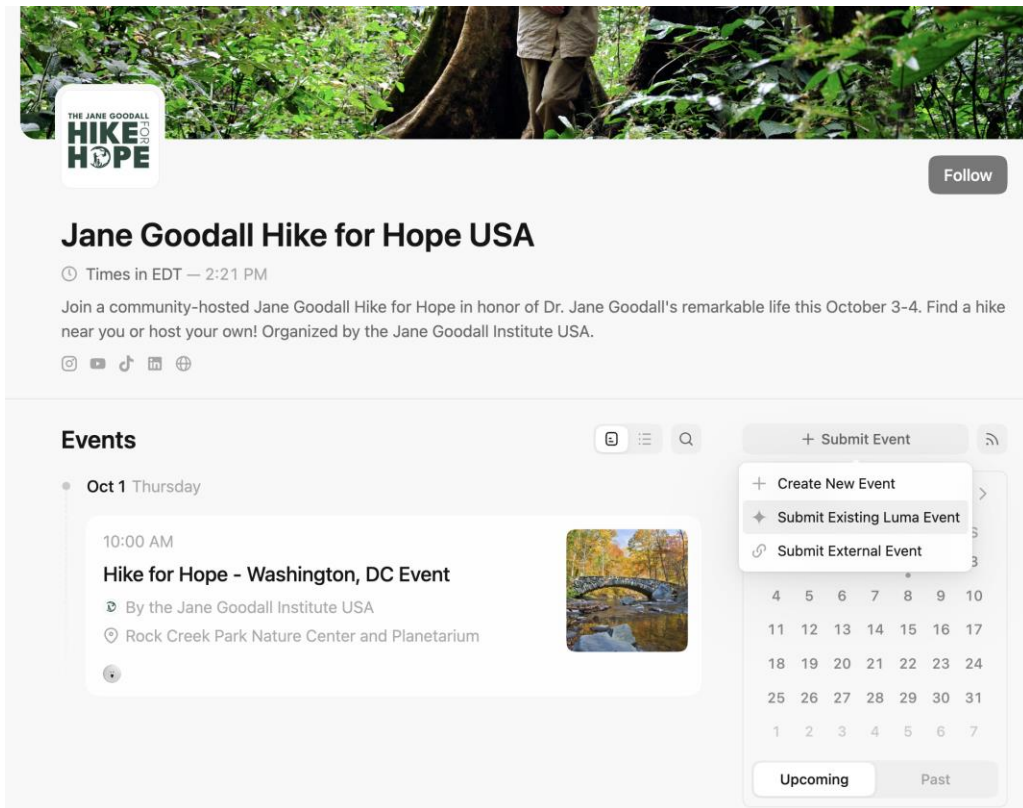
☐ Non-Manager
No manage event access

Send Invite

Step 2: Submit your event to the Jane Goodall Hike for Hope USA calendar

You must complete step 1 above before proceeding to this step.

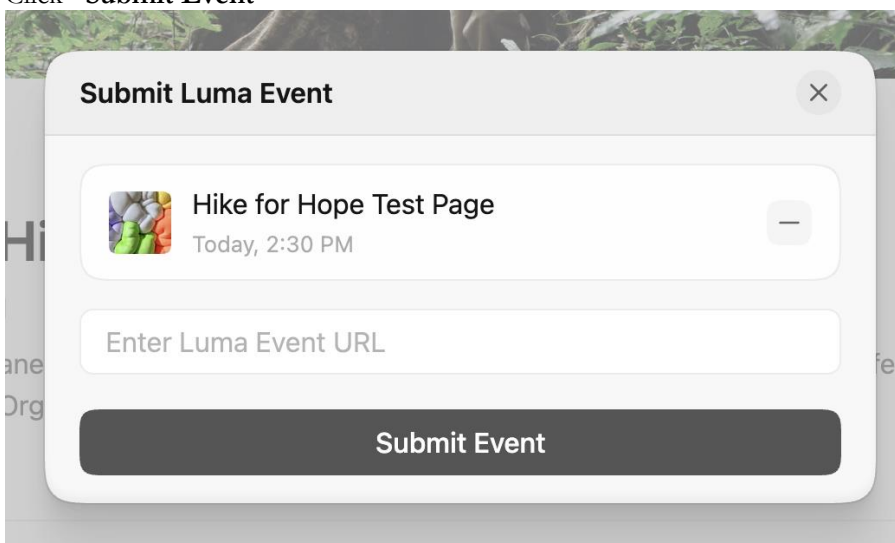
1. Go to the [Hike for Hope USA Calendar](#) and click Submit Event.



2. Select the option “Submit Existing Luma Event”
3. Click the event you want to register.

⚠ You must be signed in to the Luma account you used to create your event, and your event must be public.

4. Click “Submit Event”



You're done! After you submit your event, the Jane Goodall Institute USA team will review and approve it. It will then appear on the official calendar. Please keep in mind that this is subject to human review, and JGI may not be able to approve events immediately. We appreciate your patience!

Event management tips

Communicating with registrants

Luma will automatically schedule reminder emails to go out on your behalf, reminding attendees about your event.

You can always turn these off if you prefer to communicate with attendees via your own platform, or you can add emails and modify the send schedule and target audience. **Please be clear in your communications that you are not emailing on behalf of the Jane Goodall Institute or Roots & Shoots.**

You can go to the “blasts” tab under the “manage event” view to personalize these emails.

Promoting your event

Once your event is approved and live on the calendar, promotion is key to helping people discover and attend it.

- **Start with your own network**
- **Promote on social media**, including the event link, time, and location
 - Use the #HikeForHope hashtag and tag @janegoodallinst for increased visibility
 - Sample caption:

I have long admired Dr. Jane Goodall's conservation legacy, so I am hosting a #HikeForHope in her honor this **October 2nd**! You can sign up to join me here: **EVENT LINK**

Hike for Hope is a grassroots initiative organized by the @janegoodallinst to honor Dr. Jane Goodall's remarkable life and to carry her vision forward. Learn more at janegoodall.org/hikeforhope

Thank you

Thank you for helping the Jane Goodall Institute continue what Jane started. Your participation helps us spread the world about Dr. Jane Goodall's conservation legacy, and the Jane Goodall Institute's current work to carry it forward through wildlife research and rehabilitation, community-led conservation, and youth engagement programs.

If you have any questions or issues while creating and submitting your event, you can connect with the Luma support team support@lu.ma. For other questions, you can email the Jane Goodall Institute at communications@janegoodall.org.