



Tuolumne River Trust

Paddle to the Sea Fundraising ABC's

◆ 100% of donations will go directly to the Tuolumne River Trust to support programs to protect the Tuolumne River.

◆ The Tuolumne River Trust is a 501c3 non-profit and all donations are fully tax-deductible.

Questions? Call 1-888-994-3344

The No. 1 reason people give
for not making a donation:

THEY WERE NEVER ASKED

1. **Send an email** to friends and family telling them you're participating in Paddle to the Sea and **ask** them for a donation to support your part of this epic journey. Be sure to include a deadline for the donation.
2. Donate \$25 to yourself and ask 12 friends to **match** you.
3. **Ask** 15 friends to donate \$15 and you'll be over \$200 in no time!
4. Take a walk around your neighborhood and **ask for your neighbors' support**.
5. Post the link to your personal or team fundraising page on your **Facebook** or **Twitter**. You never know who might support your good deed.
6. Paint your Facebook page **blue** to support river protection and let your friends know why you did it, with a link to your fundraising page of course!
7. Ask your favorite local **eatery** or **ice cream shop** if they will host a fundraising night for you and donate 15%, 25%, or even 50% of the proceeds to your fundraiser. Be sure to invite your friends!
8. Ask your **CEO/President** to match the total raised by you or your team. Many companies have matching gift policies and others will welcome the opportunity to support a good cause.
9. Get creative! Hold a **bake sale** or **craft sale** at your school, office, or place of worship and donate the proceeds to your fundraiser.
10. Place a **change jar** in a high traffic area at your office (ahem, by the soda machine or break room) and donate all the extras to your fundraiser.
11. Publicize your fundraiser in your school, work, or place of worship's **newsletter**.
12. **Host happy hour** at your house. Ask friends to bring \$10 and their favorite beverage to share and donate the money to your fundraiser.
13. Spring cleaning? Have a **garage sale** and donate the money you make to your fundraiser.
14. Having a **birthday or anniversary**? Ask friends and family to donate to your fundraiser in lieu of gifts this year.
15. Or if you're having a party, purchase some **silent auction** items (don't spend too much, but be sure they're nice) and have your guests bid on them. Pay yourself back first and then donate all the extra.

Check out more tips and our fundraising prizes at
www.paddletothesea.org