

ETC PADDLE-A-THON

Tips & Techniques

Thank you for participating in the Regatta and ALL NEW Paddle-a-thon! Below you will find Tips & Techniques for making your sponsorship drive a success:

TIPS:

It is okay to ask for money for a cause that you strongly believe in and support: Remember, you are not asking for money for yourself, you are providing an opportunity for family and friends to help ETC provide accessible outdoor recreation for people with disabilities and disadvantaged youth in our communities.

Ask, ask, ask: Ask alot, raise alot; ask a little, raise a little.

Ask for a specific amount: Donors need guidance as to what is appropriate, as well as encouragement to give the most they can. Tell them your overall goal and ask for an amount that is reasonable to them.

Be confident: It is your conviction, courtesy, and creativity that will get people to donate to you. And remember, the worst thing that can happen is they say no.

Be Okay with the answer "No": Not everyone you ask will say yes, but most will. People almost always wish they were in a position to help and are sorry when they have to say "no."

TECHNIQUES:

1. Make a list of all the people you can ask for support in raising race sponsorships.
2. Write a letter, send an email or call to tell your family, friends, neighbors and co-workers to share why you are taking on this challenge, what your personal race goals are, and suggesting an amount that can be contributed to support this effort. (see sample letter)
3. Make follow-up phone call.
4. Sending personal thank you notes to your supporters is important. Keep a copy of your Pledge Sheet so you can thank your donors after the event. ETC will also send thank you letters to all donors .

All donations must be in the form of:

Checks - should be made payable to **Environmental Traveling Companions (or ETC)**

Cash - Be careful when carrying cash donations around with you

Record all donations on the Pledge Sheet and it is essential to bring them with you on the day of the race.

SAMPLE LETTER

Dear (Family and Friends),

I will be taking on a physical challenge and I need your help. On October 18, 2003 I will be kayaking a _____ (10 or 15) mile race course on San Francisco Bay in support of Environmental Traveling Companions (ETC) outdoor adventure programs for people with disabilities and disadvantaged youth. I have set a personal goal of raising \$_____ for my effort and I am asking you to support me by making a contribution of \$_____ to ETC toward this goal.

For over 30 years ETC has been opening the doors to wilderness adventures for over 45,000 individuals with special needs. Last year alone, ETC's family of volunteer guides led over 2300 people with disabilities and inner-city youth on empowering sea kayaking, whitewater rafting, and cross-country skiing adventures. I passionately support ETC's mission and I hope that you will assist me in my efforts to raise money on their behalf.

For additional information, please check out ETC's website at www.etctrips.org.

Many thanks,

(insert your name), ETC Supporter and Sea Kayak Regatta Racer!!