

## ETC PADDLE-A-THON

### Tips & Techniques

Thank you for participating in the 2004 ETC Paddle-a-thon! Below you will find Tips & Techniques for making your sponsorship drive a wonderful success:

#### TIPS:

- **It's okay to ask for money for a cause that you strongly believe in and support:** Remember, you aren't asking for money for yourself - you are providing an opportunity for your family and friends to help ETC provide accessible outdoor recreation for people with disabilities and economically disadvantaged youth in our communities.
- **Ask, ask, ask:** Ask a lot, raise a lot; 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 your family, friends, neighbors and co-workers to share why you are taking on this challenge, what your personal race and sponsorship goals are, and suggesting an amount that can be contributed to support this effort. (see sample letter below)
3. Make follow-up phone call.
4. Keep a copy of your Pledge Sheet so you can send personal thank notes to your donors after the event. ETC will also send thank you letters to all donors.

**Remember - All sponsorships are considered tax-deductible donations to ETC.**

**Sponsorships must be in the form of:**

Checks: Please make checks payable to Environmental Traveling Companions (or ETC)  
Please write your name in the memo section of each check.

Cash: Please be careful when carrying cash sponsorships around with you.

**Please record all sponsorships on the Pledge Sheet and 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 16, 2004 I will be kayaking a \_\_\_\_\_ (5, 10, or 15) mile race course on San Francisco Bay in support of Environmental Traveling Companions' (ETC) accessible outdoor adventure programs for people with disabilities and economically 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 \$\_\_\_\_\_ 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 2000 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 on ETC please check out their website at [www.etctrips.org](http://www.etctrips.org).

Many thanks,

(insert your name), ETC Supporter and Sea Kayak Paddle-a-thoner