



## **Tips for Raising Canoe-a-thon Donations and Other Easy and *Interesting* Ways to Meet Your Goal**

(Tell us what works for you. Email [paddlega@garivers.org](mailto:paddlega@garivers.org))

Raising money for a good cause is easier than you might think. The number one reason people give is because they are asked! By asking others to support your cause, you are giving them the opportunity to contribute to something important, and that will make them feel good. Be able to tell people in 30 seconds who you are raising money for why. Practice making the ask. Collect the donation on the spot, or set up a time to come back to get the check. Start soliciting early. Talk it up. The more people hear about Paddle Georgia, the more they will share in your excitement!

### **GET OVER THE EXCUSES**

“My friends are all poor.” - Get over the excuses and start to ask family, friends, co-workers, etc. People who make \$25,000 or less give away a higher percent of their income than those who make over \$25,000.

“I can’t ask for money. I’m a terrible schmoozer.” - This is not schmoozing, its about clearly communicating what you are doing and why. Practice asking.

“They gave me money last year. I can’t ask again.” - They have given before. They know who you are. They believe in you. Ask again.

“I don’t know anyone to ask.” - See below.

### **WHO TO ASK**

1. First, put in your own contribution. Bring your lunch to work one or two days a week instead of going out to make up the difference.
2. Ask your partner for \$20. Make him/her a nice dinner at home instead of going out.
3. Ask your doctor/dentist/therapist/chiropractor/vet/coach/mechanic for a donation.
4. Ask a local business. Go to the coffee shop, gym, local restaurant, grocery.
5. Ask a friend for \$20 or ask 4 friends for \$5.
6. Ask your neighbors. Not comfortable knocking on doors? Write a letter and insert a return envelope.
7. Ask a relative.
8. Ask a church/temple/ member.
9. Ask your boss/co-workers. Does your company have a matching gift program? Display a donation bucket in your place of business. Put a candy/donation jar on your desk.
10. Ask your hairstylist.
11. Ask your rotary club for a donation.
12. Take an athon form to the bus stop, soccer game, daycare, or school.
13. Ask your landlord. How about a break on rent for one month in exchange for a sponsorship?
14. Contact the national chapter of your fraternity or sorority.

## Get Creative

(Some tips borrowed from participants and other organizations such as the Humane Society and Habitat for Humanity)

1. Its tax refund season, so suggest using a portion of the refund to support rivers.
2. Birthday coming up? Holding a housewarming? Ask for pledges in place of presents.
3. Lead a Paddle Near Home - Ask everyone who attends to write a check at the put in.
4. Make a button of you paddling as a conversation starter. When someone comments on your button, ask if he or she is interested in sponsoring you.
5. Offer to wash your friends boats.
6. Have a bake sale, garage sale or used book sale with the proceeds going towards your sponsorship.
7. Include a sponsor message on your voice mail or at the bottom of your e-mails. Example: "I'll be participating in Canoeathon in June. Will you support my efforts with a small pledge of \$10?"
8. Host a neighborhood party with the proceeds of the cover charge going towards your efforts.
9. Create a webpage to help solicit donations.
10. Place a Curse Jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.
11. Dress Down Day - Ask your company to allow an official Dress Down Day. For the privilege of dressing down, employees pledge \$20.00.
12. Children's Party –Throw on that Barney outfit and get out there! The kids will be having fun as their parents are writing you pledge checks! (To each his own.)
13. Temporary Tattoos - Swap a temporary tattoo for a pledge.
14. Use your talent or skill to help raise money. Make cookies, knit caps, wash cars, walk dogs.
15. Set aside a jar for spare change. Give a jar to friends and family as well.
16. Hold a Dinner Party - Hold a theme party for 10 of your friends. Donation: \$50.00 per person. Spend no more than \$20.00 per person on the food and you'll have \$300.00 in donations by the end of the night.
17. Neighborhood Chores – Can you fix things? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)
18. Karaoke Night - Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd that you're singing for pledges! (Go for it.)

## Georgia River Network

126 South Milledge Avenue, Suite E3, Athens, GA 30605  
info@garivers.org ~ www.garivers.org