

## Pledge Hints

Beginners are always surprised at their success collecting pledges. It may seem overwhelming at first but it is easier than you think! Remember you are not collecting pledges for yourself. You are collecting tax-deductible pledges to support the excellent youth education programs at the Dungeness River Audubon Center and Railroad Bridge Park.

### Make pledging fun, ask for creative pledges

- *Per Mile, Hour, or Species.* "I pledge 50¢ for each [insert your Spring Fling activity(s) of choice]."
- *Per Mile, Hour, or Species Limited.* "I pledge 50¢ for [insert your Spring Fling activity(s) of choice] up to a maximum of \$100!"
- *Flat Rate.* "I'll donate \$25 right now." This makes pledging easy since you don't have to wait to see how many miles you go or how many species you count!
- *Unique.* Make up some wild and challenging pledges:
  - "I pledge 25¢ for every mile you ride, PLUS \$1 for every eagle you count!"
  - "I pledge \$5 for every hour you do your Spring Fling activity (s)!"
  - "I pledge \$10 for every mile you log over 50!"
  - "I pledge \$10 for every lap you swim over 900 (25 miles) (36 laps = 1 mile)!"
  - "I pledge \$10 for every species you count over 100!"

### Mention these benefits to increase pledges

- *It is Tax Deductible.* Remind folks that all donations are tax deductible.
- *For a Noble Cause.* All money raised funds youth environmental education and conservation in our community, and maintenance of our wonderful park.
- *Get a Free Membership.* Non-members donating at least \$50 are eligible for a free one-year membership in Dungeness River Audubon Center including a subscription to the newsletter.
- *You could win a valuable prize!* Great prizes will be given away to those that raise the most money.

### Offer a reward to get more pledges

- *Throw a party.* Is your birthday approaching? Throw your own party and ask for pledges instead of gifts! Pass around your pledge sheet at your party.
- *Home baked goods.* Yum! Bake some cookies or cakes and give to anyone pledging over \$50
- *Food reward.* Give everyone who donates at least \$20 a chocolate bar or other goodie, nobody can resist that!
- *Bird Walks.* Offer to take your pledge sponsors on a personal bird or nature walk for pledges over \$50 each.
- *Personal Bird ID.* Offer to identify the birds in their yard or at their feeder.
- *Work for free.* This is especially great for participating youths! Offer to cut their lawn, pick up trash, baby-sit, or wash their car for a pledge over \$100.
- *Spring Fling Report.* Promise to send them a report of the details of your craziest Spring Fling experience.

- Remember! You are NOT asking for money for yourself, it's for the youth education and conservation programs at Dungeness River Audubon Center and Railroad Bridge Park - a great cause!

### **How do you ask for pledges?**

- *Via Letters in the US Mail.* Use our sample ask and thank you letters as-is, or start with these and write your own. Enclosing a self-addressed or stamped self-addressed envelope may increase the number of timely responses.
- *Via Email.* Email is an easy low-cost and far-reaching way to ask for pledges. Use the sample ask and thank you letters we provided as an example to compose your email.
- *Ask others to help you.* Recruit your spouse, family, and friends to gather pledges. Don't forget your pet! Recruit your dog to ask (you may have to help a bit here), "Oh look, I think Spot is asking you to sponsor me".
- *Face-to-face.* When you meet people or talk to them on the phone, don't forget to mention that you are participating in a little "friendly competition" to benefit kids and the environment and ask them if they would like to sponsor you.

### **More information**

- Refer folks to our website, [www.DungenessRiverCenter.org](http://www.DungenessRiverCenter.org), if they want more information about our organization.