

## Fundraising Tips

- Raising money can be easy when approached the right way. Small donations can really add up – 10 pledges of just \$10 each will get you to the first level. There are people who, when asked, are happy to give. Give them the chance to say “yes”!
- Start with a realistic fundraising goal you know you can achieve, and then challenge yourself to exceed it.
- Provide information to the prospective sponsor to let them know what their pledge will support. See more fundraising tips below.
- Ask potential sponsors for a flat amount: \$100, \$50, \$20...
- Collect funds at the time of the pledge or let your donors know that they can donate on-line at [www.ohioriverfdn.org](http://www.ohioriverfdn.org)
- Let pledge donors know that their donation is tax deductible.
- If you are getting pledges via regular mail or in person, gather the donors’ names, addresses, etc., with the provided sponsorship form so that we can send them a receipt and a thank you. *Then deliver the completed form with each set of contributions.*

### What a donation/sponsorship does:

**\$10** — Helps resupply our chemistry test kits for the River Explorer education program.

**\$20** — Buys new seine and hand nets. These nets take a beating during the River Explorer season and need periodic repair and replacement. It’s amazing how sharp teeth of a minnow can do so much damage. Actually, it’s the rocks and other natural (and un-natural) fixtures in the streams!

**\$50** — Enables the purchase of 10 small trees or large plants for a rain garden installation. Rain gardens are a tool in reducing stormwater pollution and flooding and protecting water quality.

### If you are a participant, a cumulative pledge goal of...

**\$100** — Helps us print and provide Rain Garden installation and maintenance manuals to schools and communities that are struggling with ways to reduce stormwater pollution and improve and protect water quality.

**\$250** — Buys a new microscope for our River Explorer education program. Many of the students who participate have never seen let alone looked through a microscope. These field grade scopes provide an eye-opening experience.

**\$500** — Provides planting material for a 10x20 rain garden. Ohio River Foundation is leading efforts to establish rain garden programs throughout the watershed to combat water pollution.

**\$1,000** — Funds the participation of 30 kids in our River Explorer field trip program. More than 1,000 participate each year.