



STEP-BY-STEP SUGGESTIONS for a successful **Tree-A-Thon**

Dear Laguna Foundation Tree-A-Thon fundraiser,
On behalf of the Laguna Foundation staff and Board, I would like to thank you for participating in the Third Annual Tree-A-Thon. The following forms will help make your fundraising as easy and successful as possible

FUNDRAISER PACKET CONTENTS:

- Pledge Card
- Fundraising Letter
- Photo collage from last year's Tree-A-Thon

ADDITIONAL FUNDRAISER FORMS

All Tree-A-Thon fundraiser forms are available for download at www.lagunafoundation.org/donate_treeathon.htm. Forms in Excel and Word can be saved as templates and completed on your personal computer. Forms in PDF format can be printed and completed by hand. Additional printed pledge cards and printed forms can be mailed to you at your request, and fundraisers may copy any forms as needed.

ONLINE FUNDRAISING THROUGH FIRSTGIVING

You may solicit Tree-A-Thon funds online using a personalized FirstGiving website: <http://www.firstgiving.com/lagunafoundation>. Online fundraising can be done instead of or in addition to collecting donations by mail and phone. If you are part of a team, you can set up one page for your team or a team page plus one for each individual fundraiser on your team.

STEP 1: FIND SPONSORS

Send a **Pledge Card** to all friends, family, co-workers, neighbors and local business owners. Be sure that your name is included in the blank space provided on the pledge card. This will enable us to identify your pledges or donations when they come into the office directly from donors.

Share with potential sponsors the **Tree-A-Thon** pictures from last year.

A **Sample Fundraising Letter** is also enclosed for you to adapt as you wish and send with your pledge card to potential sponsors.

Note that new contributors donating \$25 or more will receive a one-year Laguna Foundation membership if they are interested and check the "Yes" box. Note that this offer is for new members only.

STEP 2: SUBMIT DONATIONS & COMPLETED FORMS TO LAGUNA FOUNDATION

Our address is 900 Sanford Road, Santa Rosa, CA 95401. We will record your donations and issue an acknowledgement letter to each of your donors.

STEP 3: THANK YOUR SPONSORS

Provide your sponsors with a recap of your day of tree planting. Thank them for their support, and if they haven't yet paid, remind them of their pledge, and collect final donations. If you would like a supply of Laguna Foundation greeting cards to use for thank you notes, please let us know how many.

**If you have questions or need additional forms, please contact
Nancy Hauptmann at (707) 527-9277x109 or email: nancy@lagunafoundation.org**