

Fish-A-Thon



Ways People Can PLEDGE!



PER SPECIES PLEDGES

➔ Overall

"I'll pledge \$10 per species you catch!"

➔ Overall with a cap on it!

"I'll pledge \$20 per species caught up to \$100 max!"

➔ Specialties (these are often a BONUS pledges)

"I'll pledge \$10 per species PLUS \$1 for ever fish you catch!"

"I'll pledge \$100 for every steelhead spawning redd you photograph!"



SET PLEDGES

"I'll pledge \$10, \$50, \$100, or \$250 no matter how many species you catch!"



SPECIALTY PLEDGES

Someone uncertain about pledging? Offer some alternative pledging ideas to keep it interesting! But remember to keep it simple enough so you can do the tallying required!

➔ PER ?

- ⌘ Hours you spend fishing
- ⌘ Number of spawning redds you photograph
- ⌘ \$100 in pledges you raise

Pledge Incentives!

Remind folks:

- ➔ Fish-A-Thon donations are eligible for tax deductions
- ➔ Non-members making a pledge contribution of \$50 or more are eligible for a 1-year introductory *Native Fish Society* membership!

Other Ways to RAISE PLEDGES!



MATCHING GIFT PROGRAMS FROM EMPLOYERS

Check to see if your employer or the employer of the individual pledging you has a matching gift program



HOLD YOUR OWN PARTY!

You can have great success getting your friends to pledge at a party you host, especially if it's your birthday party! Make it pot-luck and tell them you'll provide the drinks ... make a note on your invitation *"No Gifts Please! Though now accepting pledges for my Fish-A-Thon!"* The cincher is passing around the pledge sheet at the party too! Works like a charm!



FLIES/TRIPS or any specialty you have to offer!

You can offer a fly fishing fly of a sponsor's choice if they will pledge for your Fish-A-Thon. Perhaps you could offer to take a sponsor fishing if they pledge more than \$100.



GARAGE SALES



SERVICE SALES

This is especially great for kids! Ask neighbors, friends, family if you can cut their lawn, pick up trash, etc., for a pledge to your Fish-A-Thon!

Who to ask for PLEDGES!

- Family!
 - In-laws
 - Out-laws
 - 3rd cousin by marriage
 - ALL of them!
- Friends!
- Work Cohorts!
- School Cohorts!
- Business Associates!
 - Customers
 - Vendors
 - That guy at the boat ramp that you talk fishing with
 - Your hair dresser

- Your doctors
- Your dentist, oral surgeon, and whatever-kind-of-tooth specialist
- Your pet's veterinarian
- Neighbors –current, past, your parent's neighbors ...
- People on your Christmas card list!
- People at church, at your health club, in your yoga class, etc!
- People you go fishing with! YES, even if THEY too are doing Fish-A-Thon!
- People who have asked YOU for support:
 - How about those umpteen boxes of Girlscout cookies you bought?
- Even ask people you think you are sure they WON'T pledge!
Because you know what? You're likely wrong and let them decide rather than you decide for them. No one likes to be left out. Even if they say no, most folks appreciate being asked.

How to ask for PLEDGES

Letters

Email

Be sure and refer folks to our website if they want more info where there money goes!

Phone calls

Through others

- spouse asking for you at his/her work, class, etc.
- through your pet, "Oh look, I think Spot is asking you to pledge me for Fish-A-Thon!"

Remember!

- You are NOT asking for money for yourself, it's for native fish!
- Be creative and make it fun. Write a poem, use drawings or photos. We can provide you with an electronic copy of this year's Fish-A-Thon logo, just shoot as an e-mail.