



Great Earth Walk 2004

NBNF RECRUITMENT KIT



This document is intended to provide the information needed to make it easy to “sell” walkers on walking in the Great Earth Walk to raise money for Newport Bay Naturalists & Friends (NBNF), and provide the information needed to make it easy to “sell” donors on donating money to support the walkers and NBNF. You may be recruiting walkers, donors, or both. If you find someone who is interested in walking, feel free to give them a copy of this Kit, or call (949) 640-6712 to have one sent.

What is the Great Earth Walk?

The Great Earth Walk is a statewide event organized by The Earth Institute to promote environmental education. It will take place from 8 to 11 am on Saturday, May 1. It is expected to draw from 25,000 to 50,000 people throughout California, all walking to raise money for participating non-profits. Upper Newport Bay (UNB) will be the primary walk site in Orange County, and NBNF will be site host. You can walk at UNB or another more convenient walk site in Orange County. If you can't make it on May 1, walk on another day. Start any time. Walk by yourself or with family or friends. A walk distance of 3 miles is suggested but you do not have to walk that far. A map showing walk routes and check-in points will be available at newportbay.org or by phone request by mid March.

Why should I or someone else want to walk?

There are three parts to the answer. We are asking you/them to make a commitment to:

- The protection of the environment in general
- The preservation of UNB as a precious resource, and
- The important work of Newport Bay Naturalists & Friends at UNB.

Why should people want to sponsor me to walk?

There are the same three parts to the answer. Some reasons for them to make that commitment to UNB and the work we do are stated on the Donation Form provided with this Kit. Please read the Donation Form thoroughly and know what reasons are stated. Also think in terms of why you have made a commitment and feel free to share your personal passion with those you approach.

How do I register to walk?

It's quick, easy and there is no fee for registering to walk. You have two choices:

- Simply leave a message on our Walk phone line (949) 640-6712. Just give your name, daytime phone and address. We will take care of the rest. If you need more copies of this Kit or the Donation Form, tell us in your message. Or just make copies yourself.
- Go to our website newportbay.org and click on the Great Earth Walk link. There you will be able to use the simple Sign Up To Walk form to provide us with the same brief registration information. This Kit and the Donation Form are available there for download and printing. An online credit card option is available by going from the Sign Up To Walk page to the Naturalists' home page at greatearthwalk.org. There you will be able to create your personal walk page. Family, friends and associates you contact by email or phone can easily go to your page and pledge/donate.

How much money should I try to raise?

You decide how much money you would like to raise. Some people may give themselves a personal goal of \$100; others a more ambitious goal. Some may be happy to sign up 5 donors; others may try to get 50. Some may feel comfortable suggesting donors give \$10; others may feel that those they are asking can afford to give \$100 or more and will suggest that to prospective donors. There is no minimum target for you to reach.

How do I go about seeking donations?

Decide who you will contact and how. Asking people in person works better than asking over the phone. You can give them the Donation Form and hopefully you can get a check right then and there. Even if you create your own personal Walk Page you need to tell people about it in person or on the phone. The same is true if you write a letter seeking support. Be passionate about your interest in UNB and what NBNF does. Personalize your approach. Gus Chabre, our new Board President, and his wife have challenged each other to see which of them can raise more money. I recently donated to support someone running for the first time in the LA Marathon to raise money for leukemia research. The runner sent me a letter she herself wrote saying her personal pledge was to raise \$5,000. Had she not indicated such a substantial goal, I would have donated far less I did.

Where should donations go?

If you ask people to donate online, donations will be tracked automatically and you can check to see where you are. If you give people the Donation Form you can either have them return the form and payment to our P.O. Box or you can collect the forms and payment and forward them to our P.O. Box in one or more batches. Similarly, if you send out a personal letter, you can have forms/payment sent back to you or directly to our P.O. Box. The address is on the form. We will record all donations made on behalf of each walker before sending on to The Earth Institute who are administering the Walk.

If someone wants to give cash, please accept the cash, but send us one check from yourself for the total cash you received.

Are donations tax deductible?

All donations are tax deductible as charitable contributions as allowed by the Internal Revenue Code. Tax ID numbers for The Earth Institute and ourselves are given on the Donation Form. Donations made on behalf of those walking for NBNF are split between ourselves and The Earth Institute. We receive 75% of the donated amount.

By walking you have made a substantial gesture of support for NBNF. You do not need to also make a donation. If you do feel like doing so, please consider becoming a member of NBNF or increasing your membership contribution. You can find out about membership at newportbay.org or obtain a brochure by calling (949) 640-6712.

Thank you for your commitment. If you have any questions, please call me at (949) 933-6804.



Roger Mallett
Interim Executive Director
Newport Bay Naturalists & Friends