



Fundraising Guide



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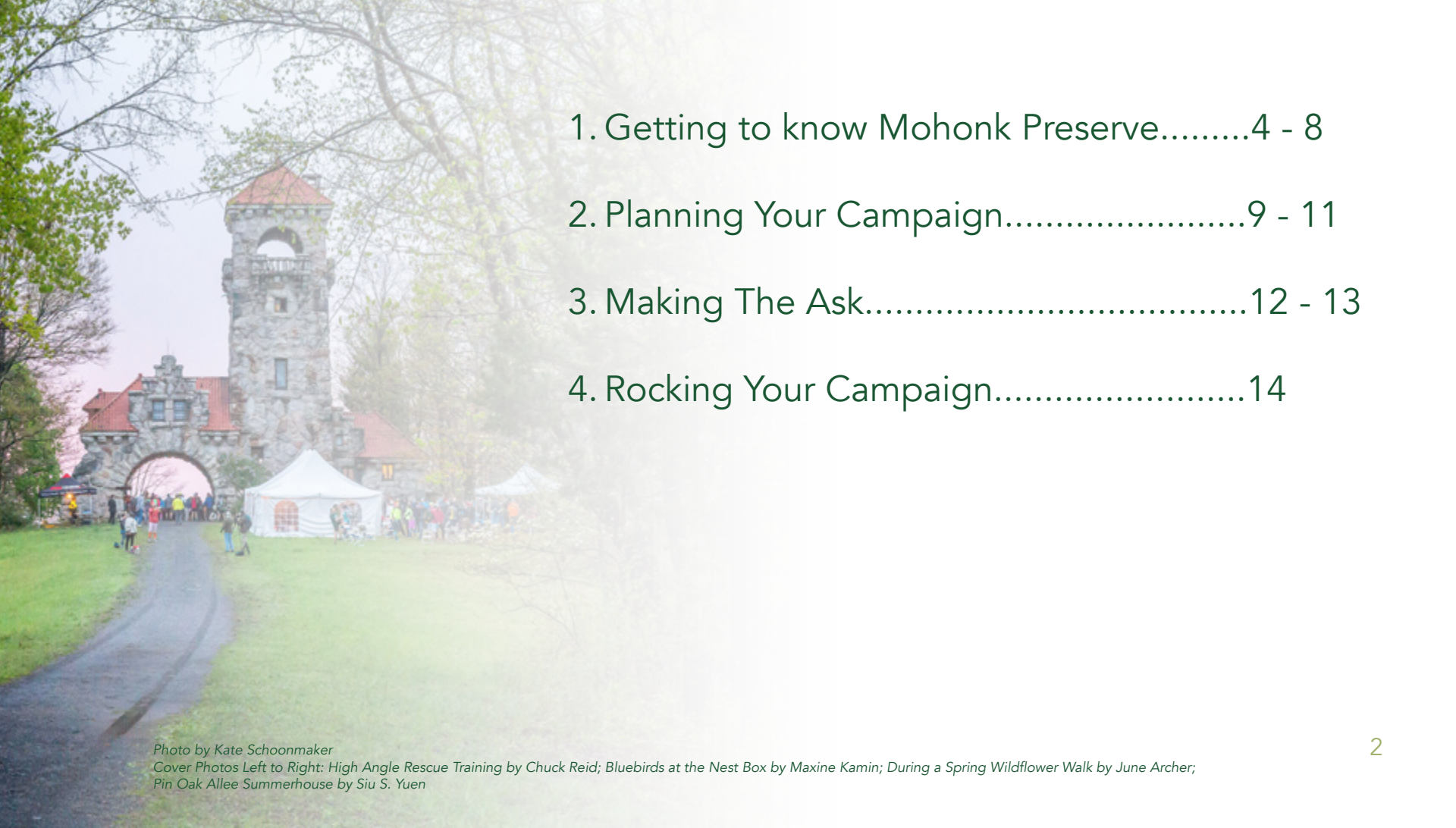


Photo by Kate Schoonmaker

Cover Photos Left to Right: High Angle Rescue Training by Chuck Reid; Bluebirds at the Nest Box by Maxine Kamin; During a Spring Wildflower Walk by June Archer; Pin Oak Allee Summerhouse by Siu S. Yuen



Welcome



Thank You for being a Ridge Rocker and helping Mohonk Preserve create a place where people and nature thrive!

You are raising funds to support Mohonk Preserve's mission – to protect the Shawangunk Mountains Region and inspire people to care for, enjoy and explore their natural world.

Our goal is to make your Rock The Ridge fundraising campaign easy, successful and fun! We've created this guide and toolkit so you'll have everything you need to have an effective fundraising campaign.

We recommend you read the entire guide and refer to it throughout your fundraising campaign.

This guide will help you:

1. Learn how your fundraising efforts support Mohonk Preserve
2. Prepare your fundraising message and materials and launch your fundraising efforts
3. Identify your list of possible donors
4. Set goals and design a calendar to keep you on track



Getting To Know Mohonk Preserve



Rock The Ridge fundraising supports Mohonk Preserve, New York's largest member and visitor-supported nature preserve. Mohonk Preserve protects over 8,000 acres of mountain ridges, forests, fields, streams, ponds and other unique and beautiful places.

Mohonk Preserve's mission is to protect the Shawangunk Mountains region and inspire people to care for, enjoy, and explore their natural world.

Our Programs:

- **Education** — We serve over 40 area schools and adults through our award-winning, innovative outdoor education programs.
- **Conservation Programs** — We protect fragile habitats, scenic viewsheds and key recreation areas and conduct conservation, climate and natural history research to manage the Preserve's ecosystems.
- **Stewardship** — We protect and manage over 8,000 acres of property including 70 miles of historic carriage roads and trails, along with the Visitor Center and trailheads, and other Preserve buildings, facilities and equipment.
- **Visitor Experience** — We provide member and visitor safety and support services and maintain the critical balance between recreation and conservation.



Environmental Education



Funds Raised by Rock The Ridge Support:

- Innovative outdoor education programs that serve over 14,000 adults and children annually.
- Our award-winning *NatureAccess*® program that provides quality outdoor education for people of all abilities.
- School programs and summer camps that help children discover the wonders of the natural world

You'll Help Kids Get Into Nature:

- Being outside helps keep children healthy and in touch with nature.
- Children who participate in environmental education score higher in math, reading, writing, listening, and critical thinking.
- Nature protects children's emotional development, reducing stress and supporting positive social interactions.

Information from *Whole Child: Developing Mind, Body and Spirit through Outdoor Play*; National Wildlife Federation

Photo by John Decker



Conservation Programs



Funds Raised by Rock The Ridge Support:

- Protecting the land needed for quality natural habitats, and public recreational and restorative space.
- Over a century of critical climate-change and natural history data.
- A robust citizen science program to engage the community in conservation.

You'll Help Safeguard Nature:

- Our land protection team ensures environmentally sensitive land is protected from development.
- Large, intact forests mitigate the effects of climate change by sequestering harmful carbon.
- Conservation science staff apply critical climate-change research to sustain important ecosystems.



Stewardship



Funds Raised by Rock The Ridge Support:

- Maintenance of 70 miles of historic carriage roads and trails.
- Land management guided by conservation imperatives.
- Protection of culturally and environmentally sensitive areas.

You'll Help Care for the Land:

- Stewardship staff carefully repairs and restores the carriage road and trail network, ensuring safe access to the Preserve.
- Facilities and Grounds staff maintain important infrastructure, including trailheads, restrooms and bridges.
- Stewardship develops and signage and wayfinding aids to help everyone enjoy and explore the outdoors.



Visitor Experience



Funds Raised by Rock The Ridge Support:

- Providing on-land services for over 300,000 members and visitors annually.
- Sustaining the Preserve's world-class Ranger team.
- Maintaining dedicated Trailhead Assistants, Interpretive Guides and Trailhead Ambassadors.

You'll Help Provide Access to the Ridge:

- Visitor Experience staff promote, inclusion of people of all abilities, backgrounds and experiences in nature.
- Rangers deliver Leave-No-Trace training for visitors to inspire them to care for the land.
- Vital training and gear for Rangers creates a safer environment for all members and visitors.



Photo by Chuck Reid



Preparing Your Campaign



Craft Your Message and Tell Your Story

Stick to 3 points you want people to remember:

1. Event
2. Cause
3. Ask

Example:

I'm (running/hiking) 50 miles during Rock The Ridge on September 25th for Mohonk Preserve. Ridge Rockers like me fundraise to protect the Shawangunk Mountains region and inspire people to care for, enjoy, and explore their natural world. Would you please donate to my campaign and help protect our environment?



Preparing Your Campaign



Prepare a Written Message

Find your personal connection to Mohonk Preserve. Ask yourself, what does nature/Mohonk Preserve mean to me? How does being outdoors impact my life? Why is protecting the environment important to me?

Write a sincere, informative message.

- **Why do I want to participate in Rock The Ridge?**
- **Why is this cause so important?**
- **Who is reading this message?**
- **What aspects of Mohonk Preserve can I highlight to inspire this donor?**

Tip: Check out our fundraising toolkit for sample letters and social media shareables!





Preparing Your Campaign



Show Donors the Impact of Their Support

Bring donations to life with examples:

\$10 — Helps to care for Mohonk Preserve's resident rescued turtles, who are nature ambassadors to visitors and school children during education programs.

\$40 — Would provide a new trail sign at one of our 200 trail and carriage road intersections.

\$50 — Could pay for one school student to experience nature on a guided visit to the Preserve.

\$100 — Helps protect and steward one acre of land.

\$150 — Could provide an outreach program like Pond Keepers to an entire class of school children.

\$500 — Would support one week of Ranger Rescue Services.



Making The Ask



Who Should I Ask?

Develop your contact list, including your friends on social media. Keep it simple. Your friends and family care about you and want to support your efforts.

- Family
- Friends
- School
- Small Businesses
- Neighbors
- Co-Workers
- Healthcare Providers
- Groups and Organizations

Tip: Don't be afraid to hear "no" — while many people will be happy to support you, some will say "no" and that's ok!



Making The Ask



Organize Your Fundraising List

The more people you reach, the more money you'll raise! Most of your potential donors can be contacted by email and/or social media. There may be some people on your list that you'll want to contact personally. We suggest you think about potential donor groups based on your relationship with them and consider how to approach them.

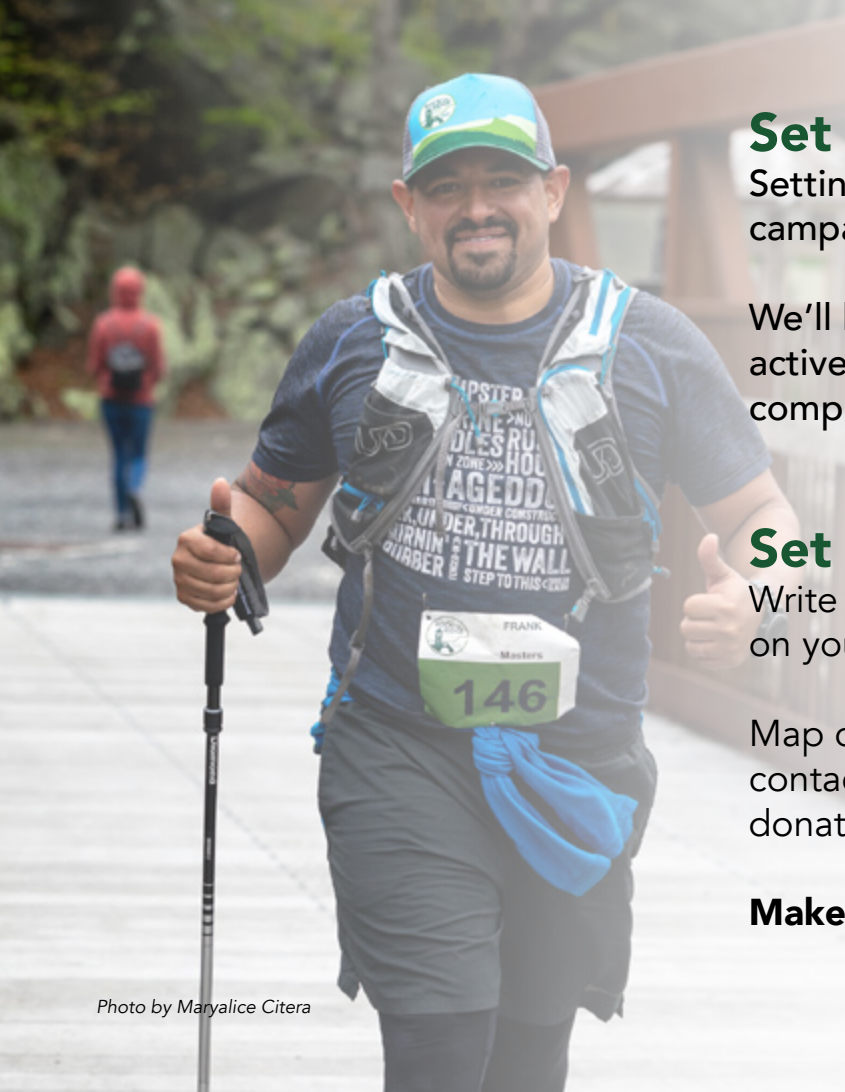
Here's an example:

Group:	Amount	How To Ask
Family & Friends		
Friends	\$25	Social Media
Mom	\$100	Phone Call
Dad	\$50	Email
Sister	\$25	Text
Grandparent	\$100	Visit

Tip: Your fundraising page on EnMotive makes collecting donations easy! If you collect donations outside of your official fundraising page such as a check or cash, please contact Tom Leader at rocktheridge@mohonkpreserve.org who can record these external donations to your fundraising page.



Rocking Your Campaign



Set Fundraising Goals

Setting monthly targets for yourself can help you pace your campaign and prevent procrastination.

We'll be sending you challenges to help you stay focused and active. You'll even earn awesome Rock The Ridge swag for completing our fundraising challenges!

Set a Fundraising Timeline

Write your fundraising goals on your calendar and set reminders on your computer or phone.

Map out when you will ask each group of people on your contact list, and when you will follow up with those who haven't donated.

Make sure you thank your donors!



Rocking Your Campaign



How to Raise \$300 in One Week:

Day 1: Kick off your fundraising campaign by supporting yourself with a \$25 contribution. Announce your plans and campaign goals on social media. Include a link to Mohonk Preserve's website so your followers can see what you're raising money to support. Don't be surprised if you get some donations right away!

Day 2: Thank your new donors personally with an email or note and on social media. If you received \$50 in donations, share that on your social media platforms with an upbeat post!

Day 3: Make a direct ask on social media or via email. Talk about what donations support (refer to page 11). Publicly thank social media friends who donate.

Day 4: If your employer allows, ask co-workers to support your campaign.

Day 5: Thank your new donors personally with an email or note and on social media. Keep those posts lively and fun. Remember to include a link to your campaign.

Day 6: Give a final campaign report via email and on social media. If you only need \$75 to reach your goal, let your friends, family and followers know! Remember to give a big shout out to everyone who has supported your campaign.



Thank You!



Get out there and rock your fundraising campaign!

For additional fundraising information or questions, contact:

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Photo by Kate Schoonmaker