



Earth Day Ride | April 24, 2010

THANK YOU for signing on to collect pledges for Rock to Rock, New Haven’s biggest Earth Day celebration. Every dollar you raise goes to support environmental education and community-building in New Haven.

Registration proceeds are split among the organizing partners (Solar Youth, Common Ground, and the New Haven Parks Department) and pledges can be collected to benefit one or all of our amazing participating partners:

- | | |
|--|---------------------------|
| Friends of Edgewood Park | Friends of East Rock Park |
| Friends of Beaver Pond Park | Elm City Cycling |
| The Urban Resources Initiative | Common Ground |
| Sierra Club’s Inner City Outings | Solar Youth |
| New Haven Department of Parks and Recreation | |

This fundraising guide will help you get started. It includes:

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Have questions? Need help? Give us a call, email maggie@solar youth.org or visit www.rocktorock.org!

I’m Registered ... What Next?

We’d love to help you get rolling. Here is what we suggest:

- 1. Read this fundraising guide** to get a sense of what Rock to Rock is all about.
- 2. Create your personal fundraising page** through FirstGiving.com. Set your fundraising goal and tell people why you’re excited to ride Rock to Rock!
- 3. Reach out** to friends, family, coworkers, neighbors, etc. There is a sample message included on page 3 that you can send out or post on Facebook and Twitter! Checks and cash are also welcomed (handy pledging forms and receipts for cash donations are in this packet)!
- 4. Follow up** to thank donors, collect pledges, give receipts and encourage other people to come out and ride.
- 5. Show up** and join in the fun on April 24, knowing that you’ve supported a great cause!



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Why You Rock!

Rock to Rock is a city-wide cycling celebration of Earth Day. It's going to be a lot of fun.

But Rock to Rock is more than this, too. It's also a chance to support important work in our city. Did you know that New Haven is 17% parkland -- but that the budget for parks is under threat? Do you know the average child only spends 10 minutes outside each day? Do you know that people who spend time outside are healthier, have fewer mental health problems, and think more clearly?

Rock to Rock is all about community-building and education. Our amazing partner organizations are dedicated to improving New Haven's environment and the youth who live here. Choose if the pledges you collect will support one organization or all of them. The pledges will:

- ▶ Create hundreds of opportunities for youth to **get out into the city's parks** -- picnics, celebrations, educational bicycle workshops, hikes, and service days.
- ▶ Help us get **every child outside** through field trips and after-school programs for New Haven students.
- ▶ Improve **trails**, remove **invasive plants**, and plant **trees** in the city's parks.
- ▶ Keep our **nature centers** open for public programs.
- ▶ Create **leadership, outdoor adventure, and service opportunities** for New Haven's young people.

And that's why you rock. Because the pledges you collect support this important work.

Organizing Partners

Common Ground is a high school, urban farm, and environmental education center at the base of West Rock Ridge. Each year, Common Ground helps over 6000 children, young people, and adults cultivate habits of healthy living and sustainable environmental practice.

Solar Youth is a youth development and environmental education organization that provides opportunities for young people to develop a positive sense of self and connection and commitment to others through programs that incorporate environmental exploration, leadership and community service. Last year, SY reached over 500 youth in New Haven!

The New Haven Parks Department make getting outside and enjoying New Haven's natural beauty accessible to thousands of visitors each year -- through ranger walks, workshops, and dozens of other programs.

Participating Partners

Friends of East Rock Park

Friends of Beaver Pond Park

Friends of Edgewood Park

The Urban Resources Initiative

Sierra Club's Inner City Outings

Elm City Cycling



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Five Ways to Raise Funds!

- ▶ Set up a fundraising page at www.firstgiving.com
- ▶ Send emails or letters
- ▶ Ask face-to-face or on facebook!
- ▶ Pick up the phone
- ▶ See if employer matches gifts

Sample Email/Letter!

Dear Friend,

On April 24, I'll be joining a band of other cyclists for a great event called The 2010 Rock to Rock Earth Day Ride. To celebrate Earth Day, we'll be joining together to connect New Haven and support its amazing environment. We'll travel from West Rock to East Rock by way of bicycle lanes, the Farmington Canal Trail and city streets, with stops at Beaver Pond Park and Edgewood Park. I'm excited.

Rock to Rock is more than just a fun day of cycling. It's also a way to raise funds for environmental education and community-building in New Haven. I'm collecting pledges for [*whichever organization you choose - listed on page 2. Add in a personal note about why you're choosing to support a specific organization - remember, you can choose to support all of them!*] These organizations:

- ▶ Help get thousands of city kids out into nature -- through camps, field trips, and after-school programs.
- ▶ Keep the city's parks clean and beautiful -- planting trees, dealing with litter, removing invasive plants.
- ▶ Organize literally hundreds of community events -- nature hikes, farm festivals, volunteer days, trail runs.
- ▶ Make sure New Haven is a vibrant, healthy, safe city by preserving greenspaces, encouraging outdoor recreation, and making good use of our parks.

I'm riding to support their important work - and I hope that you will join me. I have set a personal goal to raise [*add your fundraising goal here, such as \$766 -- the combined elevations of West Rock and East Rock*] -- through Rock to Rock. Would you help me reach this goal by making a pledge? Your contribution is tax-deductable and will support great environmental work in New Haven. To make a pledge, visit [*insert your custom firstgiving.com fundraising page here - created during registration!*].

Thanks so much for your support.

Sincerely,

(Your name)



Pledge Form!

Name: _____

Email: _____

Address: _____

Phone: _____

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My ROCK TO ROCK Fundraising Goal: _____

Please make all checks payable to: Solar Youth, Inc. [Memo: Rock to Rock]

Sponsor Name/Contact Information	Amount Pledged	Amount Collected



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Donation Receipt

Name: _____

Date: _____

Amount: _____

Rider Name: _____

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