

## ORGANIZE YOUR OWN EVENT TO BENEFIT OUR COAST

Perhaps you love Georgia's 100-mile coast for its scenic barrier island beaches or sunset strolls along River Street in Savannah. Or maybe you care about protecting our endangered and threatened wildlife – like loggerhead sea turtles, right whales, and oystercatchers – for your children and grandchildren. Whether you have a personal connection to One Hundred Miles or you're just looking for a fun way to raise money for a good cause, organizing your own event is a great way to support coastal conservation.

We've seen events that come in all shapes and sizes, for all ages and audiences. Whether it's a simple fundraiser like a car wash or one that requires more planning, such as a concert or golf tournament, *every* event makes a difference. Use your imagination and have fun!

For more information or questions about planning your event, please contact Mary at [mary@onehundredmiles.org](mailto:mary@onehundredmiles.org). We may be able to provide OHM flyers and/or educational material with enough notice and if supplies are on hand. We kindly ask that you keep conservation in mind (i.e., no styrofoam, animal giveaways, etc.). When publicizing the event, we prefer "One Hundred Miles" or "OHM" in place of "100 Miles."

### Event Ideas

- Birthday or Holiday Party
- Dinner Party, Game Night, or Wine and Cheese Reception
- Kayak Trip
- Game Night
- Coastal Cleanup (Pledge-a-thon for each item of trash picked up?)
- Backyard Oyster Roast
- Restaurant Benefit Night
- Business Discount Night or Special Promotion
- Bake or Yard Sale, Car Wash, or Lemonade Stand
- Pledge Walk/Run
- Online Event
- Challenge (Think Ice Bucket)

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### Things to Consider

- Who will be invited: friends, family, co-workers, church or social group, neighborhood, town, etc.?
- What is your budget?
- How will you generate revenue: tickets, registration fee, donation to participate?
- What is the schedule of activities for the event?

- When would you like the event to take place? (Create a back up plan in case of rain or other outside influence.)
  - Should you prepare an email or printed invitation, and when should the invitation be sent?
  - Where will the event take place?
  - Are there any permits or permissions required to use the venue?
  - Does the location supply the equipment you need or will you need to rent anything?
  - How will food be prepared and set up? Does it need to be picked up or delivered?
  - How do you want the venue to be organized (registration or greeting area, tables for eating, dance floor, etc.)?
  - Do you need to recruit volunteers to help before or at the event?
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## Promoting Your Event

The key to successful fundraising is getting the word out about your event. One way to increase participation is to put a spin on your benefit and focus your marketing on that angle. A little extra spin can turn a typical fundraiser into a fun and inspirational event that entire communities want to be a part of in whatever way they can. Make it clear that all proceeds will benefit One Hundred Miles' coastal conservation efforts!

- Send a letter, postcard or invitation in the mail, or email with the event details. Ask everyone on your list to pass it on to their friends and family
- If you or your group has a website, post the event in a prominent place. Or set up a dedicated page for your event on sites like Facebook, Twitter, and Instagram.
- Send a request to [mary@onehundredmiles.org](mailto:mary@onehundredmiles.org) to promote the event on OHM social media.
- Create and distribute posters or flyers. Ask others to help you post on bulletin boards in your community (library, church, gym, school, coffee shop, etc.)
- Send a press release to your local newspaper

If you plan on submitting a press release or calendar announcement to promote your event, please send it to [mary@onehundredmiles.org](mailto:mary@onehundredmiles.org) for approval along with a list of publications you plan to approach.

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## After Your Event

- Be sure that you collect all of the money raised for your event
- Return any borrowed or rented equipment
- Pay vendors for their services
- Send thank you letters to your guests and sponsors
- Send pictures with guest names to local newspapers and magazines
- Consider making it an annual event and start planning for next year! *(Make a list of what worked and where improvements can be made while it's still fresh)*

All donations should be sent to:

**One Hundred Miles**

**Attn: Development Department, 3<sup>rd</sup> Party Events**

Post Office Box 2056

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