



Joshua Tree Experience 2009 – Fundraising Tips

Thank you so much for signing up for Outdoor Outreach's third annual Joshua Tree Experience. This signature fundraising event earned \$35,000 last year, benefiting Outdoor Outreach's programs. We are confident that with you on-board, we'll be able to hit our fundraising goal of \$75,000.

Here are some tips to help you successfully surpass the \$250 minimum fundraising goal and earn some of the amazing tiered incentive prizes we've established. The more money you earn, the more prizes you get and the more you are able to help change the lives of the youth we serve.

- Your fundraising page – Please take the time to customize your page to make the most impact on the people from which you are asking for donations.
 - Create a personal message about what Outdoor Outreach means to you and why raising money for our programs is a worthy cause. Describe specific experiences of youth you've worked with or experiences you've had with Outdoor Outreach.
 - We strongly suggest that you upload a picture to your individual fundraising page. There is a dropbox with choices of some photos from our programming. Or use your own!
 - Feel free to use the quotes below from the youth we serve to help spice up your page.
- Soliciting donations – More than an email blast
 - We strongly advise you not to send out one big email blast to everyone you know. Or if you do, follow it up with a personalized email or a phone call to each individual. Copy and paste pertinent text but try to personalize the information to each individual audience.
 - Send more than one message. You have a couple months to raise funds – once you've made initial contact, follow up and ask people to remember to donate to your page.
 - Use social networks like Facebook, Twitter and blogs to get the word out and raise money.
- Innovative ideas – More than just “please donate.”
 - In addition to asking people to donate to the cause, try to come up with a way that you, personally, could incentivize people to donate:
 - If you have a special skill, host a workshop and charge people to attend (asking them to donate to your page to gain entrance to your event).
 - Throw a party and charge for admission by asking people to donate to your page to gain entrance to your event. You might even be able to have food or drink donated for your event.
 - Have a yard sale with proceeds benefiting Outdoor Outreach.
 - See if your employer provides matching donations.
 - If you come up with a unique way to raise money, please contact our Marketing and Fundraising Committee so we can add it to the suggestions.

The fundraising committee will be updating you with innovative ways to maximize your fundraising efforts.

If you have questions or need suggestions to help raise money, please contact your Marketing and Fundraising Committee representative or contact Julie at julie@outdooroutreach.org or 619-238-5790.

Good luck and have fun!

Quote options to paste on your fundraising page

“The whole way up [the lift], Chris kept saying how good I’ve gotten in such a short time and how much he knew I could master this next run. His encouragement was a huge plus and was, in fact, all I needed to accomplish what I didn’t know I could do, the best I’ve ever done. Before this, I didn’t even know what snow felt like, though I knew after that day something was going to be different about my future... The Leadership Program was opening doors that had been shut my entire life. Being in my position was rewarding in so many ways you couldn’t count them with every limb, finger or toe on your body... Outdoor Outreach has given me, and those like me, the chance to grab hold of something out of our reach – a chance to be someone we had never imagined.” – Ryan, Leadership Program Participant

“Outdoor Outreach has changed me in many ways. It has inspired me to love the outdoors and what it has to offer. Before Outdoor Outreach I didn’t care about our environment or nature. I used to litter and throw everything in the streets, disrespecting Mother Nature. While in Outdoor Outreach I learned how to rock climb, snowboard and surf. While learning these sports I also learned to care for what is rightfully ours, to make the outdoors useful and healthy. Outdoor Outreach also taught me to eat healthy and to use the outdoors like a free gym membership. I really thank Outdoor Outreach for everything they have taught me and for helping me to become a better person. – Alondra

“Outdoor Outreach has helped me face more obstacles than I could have ever done by myself. Obstacles that meant letting go of my fears of never achieving them. For example, one of the most impossible obstacles that I had to face was at the rock climbing trip – as scared and frightened as I was, I tried not to think of how far the ground was, but how high I had reached. At the hardest part of the climb I closed my eyes and decided to pull myself up. I turned around to see my friends happily cheering and saying, “You did it!” I knew that I had faced my fear of heights and found the courage to keep going. As I reached the top, I knew that if I wasn’t given this opportunity by Outdoor Outreach, and if this program was never made, I would never have gotten the courage to climb and see the outdoors. Now I’m ready to face another great obstacle, and experience a new challenge with Outdoor Outreach.” – Stephanie H.

“Outdoor Outreach means a lot to me and is a big influence in my life. It has helped me by developing skills that I didn’t even know I had! And just working all together as a team encourages me to help others and care for everyone in our community. I really love Outdoor Outreach because it is really fun and creative, plus I know that the instructors really care about us. I wish more people knew about this amazing program and would get involved with it!!! I’m so grateful that I am a part of Outdoor Outreach!” – Stephanie M.

“Outdoor Outreach is the best program there is for teenagers because it helps get us out of trouble. Before I got involved with Outdoor Outreach I was bad. I was in a gang, got in fights and got high every day. I didn’t care what happened to me. I was doing really bad in school and getting suspended all the time. In the 10th grade my teacher told me about Outdoor Outreach. I started going to the club meetings and met new people. I got really into surfing, snowboarding, mountain biking, rock climbing and hiking. Those are the things that changed my life in a very good and powerful way. Those are the things I never thought I could have done, not a girl that has parents that are druggies and big time gangsters. If I can change like this anybody can. I am so grateful to be a part of Outdoor Outreach, I wish everybody could do it too.” – Lizette

“Outdoor Outreach has been the greatest experience ever. It’s changed my life and made me see new opportunities. My life hasn’t always been as perfect as I pretend or wish it was. I grew up around drugs, abuse and lived in unimaginable situations. I was forced to grow up skipping all my childhood experiences to look out for my two sisters. I moved to California a couple years ago and joined the Adventure Club at my school. I never thought I could do anything like that in my life. I started snowboarding, rock climbing, surfing and all the other awesome stuff Outdoor Outreach does. I fell in love with the program and fell in love with the outdoors. I am now in the Leadership Program and have been trained to be an instructor on all of the Outdoor Outreach trips. I am part of a team that takes kids out to participate and experience the goodness of the outdoors as I have done.” – Latisha, Leadership Program Participant

"Once I started doing the different trips like snowboarding, rock climbing, mountain biking and surfing I found out I was an outdoor adrenaline junkie. I love all outdoor activities. I've snowboarded double black diamonds at Mammoth, rock climbed an 800-foot face, mountain biked some of the hardest trails in southern California, been flipped over in a class IV rapid, and I'm a pro surfer in the making. In fact, it is my goal to surf Pipeline in Hawaii. The best thing about all of this is that is now my job. I've been in the Leadership Program for close to four years now. I'm now an instructor for all of the different Outdoor Outreach trips. It's great to be able to share all I've learned and give youth the same opportunities and experiences I've had. I have the best job in the world... I've been called all sorts of things in my life: homeless, at-risk, underprivileged, troublemaker, loser. Now I'm called rock climber, surfer, and snowboarder." – Juan, Leadership Program Participant

"My favorite part about Outdoor Outreach is that I was able to go in the ocean for the first time." –Submitted by a 12 year-old student who has lived in San Diego all of her life

"I love doing everything and learning that I can do stuff that I never thought I could do. It helps me focus on facing my fears and doing new things like learning how to swim." – Chardonnay

"My first trip I thought the people facilitating it would be like most staff that work with "at-risk" youth. I expected a strict atmosphere where we could have fun but not too much. When Chris Rutgers, the Executive Director, took my friends and I out for the time of our lives I knew how very wrong I was. It only got better with each new trip and I learned so much and had so much fun, I felt as if I was getting away with something great." – Stephen, Leadership Program Participant

"Before San Diego, I came from Pittsburgh. I was always getting into trouble. I didn't do nothing in school. I hated my teachers. I thought everyone was out to get me. If a teacher gave me a bad grade I would say it's because they hated me. I didn't see any reason why I had to do well in school. I hated policemen too. Now, I want to be in that department! I want to be CSI and work in forensic science! I just wasn't something I would have ever thought about back then. With Outdoor Outreach, I saw how everyone had a positive attitude. They were all having fun and I kept thinking, I want to be as happy as them. I have new friends. I notice I'm smiling more often. Outdoor Outreach helped me get into college. I mean, I didn't think I was able to do that. And now I'm furthering my education and making friends - it's turned me around completely." – Leadership Program Participant

"I have some friends that have been to counselors and those types of things and they don't like them because they are meetings where all they talk about is their problems. It's so much better to just go outside and do something. Outdoor Outreach has helped me work better as a team. I think Outdoor Outreach is really good for kids because it keeps them away from drugs and teaches them to get along with others." – Adventure Club Participant

"I really liked the rock climbing and snowboarding. It made me open up to trying new things... The staff were really sweet and supportive on our trips and pushed us to try new things. I really loved and enjoyed this club and I'm planning to stay in the club until I graduate." – Ziyadah, Lincoln Adventure Club

"All I have to say is thank you for all the fun experiences you gave to me. I wouldn't have done them out of school because family isn't really outgoing like me. I'm going to hold all the memories that we had in our time together this year. Thank you so much for caring for me, it really means a lot to me. I hope that you continue the program, I bet that other students would love to have the fun experiences I have had. I know I'm going to join next year." – Frida, Lincoln Adventure Club

"I found the trips to be educational and opened up a new appreciation for some new found hobbies. And I can say I milked a goat – not many people could say that. The Adventure Club lets you live life!!!" – Julia, Lincoln Adventure Club

"I loved the Adventure Club. I really enjoyed it. I feel like all the staff and other were super great! I feel like all the things we do in Adventure Club made me appreciate nature, and taught me a lot of things I didn't know. It exposed me to so much that I never would have done. Thanks for everything!" – Kyoko, Lincoln Adventure Club

"Being in this club has taught me how to work together as a group and not by yourself all the time. It also taught me how to trust others too. I had the most fun on camping and snowboarding trips because I got to know everyone really good. The hardest trip was the rock climbing because I had to face my fears." – Brannie, Lincoln Adventure Club

"What I like about being in the Outdoor Outreach program is: 1. Meet new people; 2. Do things that you thought you wouldn't; 3. Come over your fears; 4. Experience new things. When I went rock climbing I didn't want to do it but everyone believed that I could do it, so I tried it. As I was climbing the rock, I was scared, but I got through it. I made it to the top and everyone was proud of me, but most of all I was proud of myself for conquering my fears."
– Branndie, Lincoln Adventure Club

"While being in the Outdoor Outreach program I have been able to get the feel for new things such as rock climbing, snowboarding, and kayaking. I've really enjoyed being in the Outdoor Outreach program because it has given me the feel of togetherness, and it makes me feel like I can do anything I put my mind to." – Junoria, Lincoln Adventure Club

"Being in the Adventure Club has really changed my view of things that I can do over the summer. Being in the Adventure Club has taught me that there is more to life than just being in my comfort zone, that it's good to try new things and get over fears that you've had in the past. It's been a blast being in the Adventure Club!" – Junoria, Lincoln Adventure Club

"I loved the time we went to the snow. I had the best time ever. I think that's what I'll be doing as a hobby now. Thanks for opening my eyes." – Dezmond, Lincoln Adventure Club

"I really like that this program took me to see snow for my first time. I enjoyed going on weekly trips and not stay home and do chores. I also was able to meet new people. It also helped me do new activities that I really would not pay for." – Porfirio, Lincoln Adventure Club

"I really liked the Adventure Club and I think it is a very good thing for kids. I also think that the things we do are fun and challenging. My favorite moment in Adventure Club would have to be snowboarding because it was hard at first but then I got it and it was fun." – Devan, Lincoln Adventure Club

"As long as I have been in the Adventure Club I feel like I now know myself a lot more. I thank you all for making this program awesome." – Guillermo, Crawford Adventure Club

"I never knew how drastically a club can change a person. I am really glad I became part of this club. I met really funny and new people that I am happy to have met. The bond between the people in this club is big. This club feels like my second family. I have learned how to do many new things that I thought I would have never done. I overcame some of my fears because I wanted to not be afraid anymore. Everyone helped me realize I can overcome anything and not be scared because I know I have them. They have made me into a better person, a person who has bigger goals to reach and more adventurous. I will stay in this club for the rest of my years in high school. You guys are now part of my life!" – Sara, Crawford Adventure Club