Baby Turtle
School Fundraising Contest
2019 Guide
1. Fill out the form on the contest page to register (no cost to enter). We will follow up with resources and information to get started (including this guide).

2. Read through this contest guide to get the full rules plus ideas and details on contest prizes and more.

3. Schedule a sea turtle educational presentation for your class to get them motivated. Contact us at brad@seeturtles.org to schedule. We tailor presentations to the grade level and class length.

Presentations are done via Skype or Google Hangouts and include information on sea turtle biology, threats, and conservation efforts. We'll show your students the beaches the funds they raise will help protect!

4. Check out our classroom resources:
   - Lesson Plans for grades 6-12
   - Turtle nesting & migration videos & fact sheets on each species
   - Billion Baby Turtles introduction video
   - How does Billion Baby Turtles work?
   - Donation Recipients (where the funds go)

5. Get started raising money!
Contact us at brad@seeturtles.org if you have any questions or you would like to sell baby turtle postcards or stickers to raise funds (more info page 6.)

6. Send in your donations!
Be sure to send in your money by Nov. 15th to be eligible for prizes. You can send by check to the address below (made out to “SEE Turtles”) or online at our website at this link (choose “custom amount” at the bottom).

   SEE Turtles
   7227 SW Linette Way
   Beaverton OR 97007
Contest Rules

How it Works:

• School classes and students from kindergarten to high school in the US will compete to raise the most money for turtle conservation from October 14th until Nov. 15th, 2019.
• Prizes will be given for different categories and every class that raises at least $100 and every student that raises $50 will receive the prizes listed below.
• Classes can determine how to raise the money but every class will have the option to sell our hatchling postcards or stickers for a $1 donation each. See page 3 for more information.

Prize Categories:

• **Total Money Raised:** The class that has raised the most money raised of all participating and eligible classes or clubs.
• **Amount Raised Per Student:** The class that has the highest average amount raised per participating student.
• **Elementary School Money Raised:** The class from Kindergarten to 4th grade that raises the most money.
• **Individual Students:** The top 3 raising students will receive prizes.
• **Classes that raise at least $100 and students that raise $50** will receive prizes listed on page 2.

Contest Rules:

• Open to public and private schools and student clubs and students in the continental United States only, grades kindergarten to 12.
• Contest runs from October 14th until Nov. 15th, 2019. Donations need to be postmarked or made online (at this link) by midnight PDT on the 15th to be eligible for the prizes.
• Prize winners will be notified by Dec. 1st and prizes will be sent by mail by Dec. 10th.
• One eligible teacher will be selected at random for the Costa Rica trip. Winner will be required to cover airfare to Costa Rica but all other expenses will be paid. Open to all US teachers whose classes raise at least $100. Teachers who have won this prize in the past are not eligible to win again.
• Classes or clubs need to raise at least $100 to qualify for the prizes.

See pages 10-11 for additional rules and conditions.
Contest Prizes

Each student in the winning classes will win an Eco-Prize Pack that includes:

- **Endangered Species Chocolate** bar (milk chocolate)
- Box of **Nature’s Path** EnviroKidz snack bars
- Turtle sticker & hatching postcard
- Turtle Talks Activity Book (up to grade 8)
- String bracelets from **Pura Vida Bracelets**
- **Turtle Bath Fizzy** from Smith & Vandiver (up to grade 4)
- Metal straw from **The Sandstraw**

The class will also receive (one per class)

- Solar Turtle Sun Lamp & eco products from **Eartheasy**
- Certificate stating how many hatchlings saved
- Teachers will get a free gift from our online store of their choosing

* Classes must raise at least $100 to be eligible for prizes.

**Student Prizes:**
This year, we are offering prizes for individual students in addition to classes. The top 3 raising students will win a prize pack plus a certificate and turtle ID guide. All students raising at least $50 will receive a certificate, postcard, sticker, activity book, and ID guide.

* Note: Students participating as part of a class group are not eligible. US students only.

**Teacher Prize - Free Trip to Costa Rica**
One random teacher will win a free spot on a Costa Rica sea turtle trip through our partners at **EcoTeach**. The winner may join our **Costa Rica Leatherback Volunteer Vacation**, which has dates in May and June.

*Notes:*
- Only eligible for teacher’s whose classes raise at least $100 total.
- This prize does not include airfare to Costa Rica or tips for the guide and driver.
- The winner may bring along a second person if space is available at a discounted rate (exact cost TBD).
- The prize must be used within one year of winning unless no trips are available.

**Classes that raise at least $100 will receive:**

- Hatchling postcards and stickers for each student
- Turtle adoption certificate for the classroom

Every class that raises funds will get a certificate for the classroom.
Where Do the Donations Go?

Our Billion Baby Turtles Project supports sea turtle conservation organizations that work to protect turtle hatchlings at important turtle nesting beaches across Latin America. The funds are used to pay local residents and researchers to patrol the beaches, protecting turtles that come up to nest, and ensuring that the eggs and hatchlings are protected from poachers and predators.

This funding goes to community-based turtle organizations at key nesting beaches. In addition, the funds are used to build and maintain hatcheries where the eggs are protected until they hatch and are released to the ocean. Check out our partners here.

We work with organizations whose work we know intimately and we prioritize nesting beach projects that are newer with less stable sources of funding and immediate threats like poaching.

Turtle Conservation Projects We Support

Hawksbill Turtles
These are fewer than 1,000 hawksbill turtles along Central America's Pacific coast. We support the efforts of local organization ProCosta to pay local residents in El Salvador to collect the eggs and bring them to a turtle hatcheries for protection until they are released after hatching.

Leatherback Turtles
These largest of turtles are considered vulnerable. Our funding supports community-based conservation projects on Costa Rica and Panama's Caribbean coast through Latin American Sea Turtles and the Sea Turtle Conservancy, helping to build hatcheries and pay for researchers to protect nesting beaches. We also support a project on Mexico's Pacific coast by the Kutzari Project.

Green Turtles
Billion Baby Turtles supports several projects that help protect green turtles in Mexico on both the Pacific coast. Donations will go to the University of Michoacan's green turtle project on the Pacific coast at Colola Beach.
Turtle Hatchling Postcards & Stickers

Our most popular fundraising method is to sell our beautiful turtle hatchling postcards and stickers (photos at right). Each one can be sold for a $1 donation and represents 10 baby turtles saved. We require a small deposit to send the cards or stickers (depending on the quantity needed) which comes out of the total raised and we cover the cost of shipping and printing.

How It Works:
Order through SEE Turtles (allow one week for delivery). For every 100 postcards or stickers, we request a deposit of $20 (those schools who have done postcards in the past are exempt from the deposit). The deposit is deducted from your final donation amount. We cover the shipping and printing costs.

Contact us at Brad@SEEturtles.org for more information or to order.

Photo: Neil Ever Osborne
Fundraising Ideas

Cleanup Fundraiser

Organizing a community cleanup project, is yet another way to fundraise and send a positive message at the same time. Pick a convenient day or weekend and a location that needs some help. Look around for local organizations that run regular cleanups to see if they have suggestions for a location. Here your group’s participants solicit pledges from the usual suspects - family, friends, and neighbors.

Pledges are tied to a specific attainment goal such as the number of pounds of trash collected or the number of road miles cleaned of debris. You’ll need to create a one-page overview of your cleanup program and a pledge signup sheet.

It works best if your overview specifies a suggested range for donations, say anywhere from a penny to a dime a pound for a large project. An amazing amount of garbage can be collected from a local stream or an illegal dumping area, so it’s not a bad idea to also put a maximum limit on a pledge amount of say, $20.

Adapted from: [www.fundraiserhelp.com/free-fundraisers.htm](http://www.fundraiserhelp.com/free-fundraisers.htm)

Recycling Fundraiser

If your state has deposits on things like bottles and cans, you can collect those and redeem them for money, which can be used to help save baby turtles! Depending on the amount per bottle collected, you can save a baby turtle with every bottle (or 2 bottles if it is 5 cents per bottle)! You can look up your state at this link.

Ask your fellow classmates to bring in their recyclables every day and collect them at the school. You can also go around to your neighbors and ask them to collect them and give them to you every week. The bottles can be turned in for money either at supermarkets or collection centers, depending on your state.

You can also look up Terracycle, a great organization that recycles products, to see if you can earn points for recycling different things. When you recycle with them, you can earn points that can then be sent to organizations like ours as donations. Learn more about Terracycle here. Cartridges for Kids is another organization that will accept empty ink cartridges, cell phones, laptops, and more and make donations to non-profits like SEE Turtles.

Sell Resuable Straws & Bags

Plastic bags and straws can impact sea turtles but the good news is there are great alternatives to single use plastic. Many students have decided to sell things that can help reduce our use of plastic while raising money at the same time.

Here are a couple of companies that set up fundraisers with plastic alternatives:

- [EcoLunchBox](http://EcoLunchBox)
- [Chico Bag](http://Chico Bag)
- [Strawsome](http://Strawsome)
Door To Door For Pennies Fundraising

Go door to door asking for pennies for what ever your group is trying to raise money for. If they try to give you any coins other than a penny, refuse but say that you will gladly take paper money. Most people are confused at the fact that you will only take pennies, but then smile and usually give you some form of paper money. It is best to carry a bucket for the coins, but be aware someone might just give you a big bucket of pennies, so have a place to put them for the time being (like in a car or somewhere where they will not all be seen).

When you get enough pennies (about 5-6 ice cream buckets full), take them to the bank. Most banks will let you change coins to bill for free, as long as you have an account there. You will most likely make the most money on the paper money, but the pennies may make up a significant portion of your earning.

Adapted from: www.fundraising-ideas.org/DIY/pennydoortodoor.htm

Mondo Yard Sale

A fundraising event that doesn't cost a lot is having a “Mondo Yard Sale,” usually coordinated as a group effort and conducted in a high traffic location such as a school or church parking lot. As with any yard sale, advance publicity is as easy as putting up signs advertising the event.

Have your supporters scavenge their closets, attics, and garages for unwanted items. Don't bother with individually pricing anything. Just place it out for display with other similar items and get what you can for each piece. The greenest products are ones that were already purchased; a successful yard sale will keep a lot of things out of the landfill.

A multi-family yard sale like this will draw Saturday morning shoppers in droves, so be ready to start early. Expect your first customers at the proverbial crack of dawn. Having a good mix of items is helpful as not all your buyers will be searching for the same things. Popular items include furniture, tools, clothing, and toys.

You can increase your donations, volunteers, and net proceeds by offering a percentage split to donors of large ticket items. They get rid of the old lawn mower and when it sells for $40, they keep $20. Don't forget to engage in a little give and take with your customers. Part of the fun of a yard sale is bargain hunting, so make sure all your sellers understand the art of making the deal.

Adapted from: www.fundraiserhelp.com/events-2.htm
Don’t Come Event Fundraising

A don’t come fundraising event is a clever way of asking for donations in a novel and humorous manner. First things first! This event will never actually happen — other than on paper. You send invitations to supporters - and potential supporters - for a spectacular event with scrumptious food, exciting entertainment, and a glamorous guest of honor. The sky’s the limit since the event won’t actually occur. Let your imagination run wild!

Why in the world would you do this? Because it’s a good way to raise funds and have some fun at the same time -- something that’s nearly impossible to do when trying to raise money. Your only costs are the printing of the invitations, thank you notes and postage. If you can get some of this donated, that’s even better.

Send the invitations to as many people as you want - overcrowding will not be a problem. In addition to your regular supporters, be sure to include local political leaders, businessmen and media personnel. You should also send press releases to the media outlets in your area. They are always looking for humorous current event items. Make sure you include information on how someone can purchase a ticket.

Okay ... so why would anyone buy a ticket to a non-existent fundraising event? Because there are a lot of very busy people who are willing to support a good cause but don’t have the time, energy, and/or interest to go to one more rubber-chicken dinner. Purchasing a ticket to a don’t come event lets them support a worthy cause while relaxing at home. Plus, they will appreciate your ingenuity.

You should make your invitations classy - printed on good quality paper. After all, the invitation is all they will get for the their ticket purchase. Make it just like an invitation to any formal affair. You can use a standard good quality thank you card. Make sure that the invitations and thank you cards are hand addressed to make them more personal. Oh ... and since the recipient gets nothing for their ticket purchase, make sure you include a notice with their thank you card that their donation is fully tax deductible.

Variations: Have a don’t come fundraising sporting event where members of your group ‘don’t play’ the Harlem Globetrotters, Green Bay Packers, etc.; a debate between someone in your organization and President Bush, Arnold Schwarzenegger, or some other famous person on a ‘nutty’ topic; or .....? Be creative. Be humorous.

Play up the environmental benefits of not having a “Don’t Come Event”, guess how many pounds of carbon are avoided since nobody will drive there. How many trees will be saved since there won’t be any paper used? How much trash will not be created?

Adapted from: www.fundraising-ideas.org/DIY/dontcome.htm
Contest Sponsors

A big thanks to the wonderful businesses that provide the gifts for the prize packs and help promote this contest!

Photo: Hal Brindley
Fundraising Resources

Green America, Greening School Fundraisers

Eco-Centric Fundraising Ideas

Environmentally Friendly Fundraising Ideas

Earth Friendly Fundraisers

10 Eco-Friendly School Fundraising Ideas
1. The promoter is: SEE Turtles, a 501c3 non-profit whose registered office is at 7227 SW Linette Way, Beaverton OR 97007. The organization's EIN is 81-4325149.

2. Employees and directors of SEE Turtles and contest sponsors or their family members or anyone else connected in any way with the competition or helping to set up the competition shall not be permitted to enter the competition.

3. There is no entry fee and no purchase necessary to enter this competition.

4. Route to entry for the competition and details of how to enter are via [www.seeturtles.org/fundraisercontest](http://www.seeturtles.org/fundraisercontest)

5. Closing date for entry will be Nov 15th, 2019. Donations must be received online or postmarked by 12 midnight PST that day. After this date the no further entries to the competition will be permitted. Donations can be made online here: [https://www.seeturtles.org/billion-baby-turtles-donations/](https://www.seeturtles.org/billion-baby-turtles-donations/) or through the contest website. Donations can be accepted at any time but will not be eligible for prizes.

6. No responsibility can be accepted for entries not received for whatever reason.

7. The rules of the competition and the prize for each winner are as follows:
   • Public and private schools and student clubs and students in the continental United States only, grades kindergarten to 12 are eligible to win prizes.
   • Contest runs until Nov. 15th, 2019. Donations need to be postmarked or made online by midnight PDT that night to be eligible for prizes.
   • Prize winners will be notified by December 1st, 2019 and prizes will be sent by mail by December 10th, 2019.
   • One eligible teacher will be selected at random for a Costa Rica Sea Turtle trip. Winner will be required to cover airfare to Costa Rica but all other expenses will be paid (outside of tips and travel expenses such as airport taxes). Winner will be provided options for eligible tours. Open to all US teachers whose classes raise at least $100. Winner will have one year to redeem the prize. Previous winners are not eligible.
   • Prize packs limited to a total of 35 students per class.

8. The promoter reserves the right to cancel or amend the competition and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the promoter's control. Any changes to the competition will be notified to entrants as soon as possible by the promoter.

9. The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition.
10. No cash alternative to the prizes will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving notice.

11. Winners will be chosen the following ways:
   • Total Money Raised: The class from grades K-12 in the continental US that has raises the most money of all participating and eligible classes or clubs;
   • Money Raised Per Student: The class that has the highest average amount raised per student, determined by dividing the total raised by the number of students in the class;
   • Elementary School Money Raised: The class from Kindergarten to 4th grade that raises the most money;
   • All classes that raise at least $100 in the continental US from grades K-12 will receive prizes listed on the page three; and
   • If a class wins more than one category above (not including the $100 prizes), the next class in one of the other categories will be chosen winner, individual classes cannot win more than one category.
   • Sometimes we are able to award runners-up prizes, depending on the number of prizes available after awarding the initial prizes. The second place schools are contacted if there are runner’s up prizes available.

12. The winners will be notified by email and/or phone within 12 days of the closing date. If the winner cannot be contacted or do not claim the prize within 7 days of notification, we reserve the right to withdraw the prize from the winner and pick a replacement winner.

13. The promoter’s decision in respect of all matters to do with the competition will be final and no correspondence will be entered into.

14. The winner agrees to the use of his/her name and image in any publicity material. Any personal data relating to the winner or any other entrants will be used solely in accordance with current US data protection legislation and will not be disclosed to a third party without the entrant’s prior consent.

15. Entry into the competition will be deemed as acceptance of these terms and conditions.

16. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or any other Social Network. You are providing your information to SEE Turtles and not to any other party. The information provided will be used in conjunction with the following Privacy Policy found at www.seeturtles.org/privacy-policy/.
SEE Turtles was launched in 2008 as the world’s first effort to protect these species through ecotourism. Since then, we have expanded to include educational programs and our Billion Baby Turtles project. To date, we have brought more than 1,200 people to visit turtle projects, generated more than $1 million for turtle conservation and local communities, saved more than 1 million turtle hatchlings at more than 15 projects around Latin America, are leading efforts around the world to end the turtleshell trade, and reached more than 10,000 students with our educational programs. As a result of our success, SEE Turtles received the prestigious 2019 Changemakers Award from the World Travel & Tourism Council. SEE Turtles is an independent 501c3 organization based in Oregon.

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