



Ocean Conservancy®

**HOST A
FUNDRAISING
EVENT FOR
OCEAN
CONSERVANCY**



Ocean Conservancy has been a champion for the ocean for more than 50 years. Together, we create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.

Thank you for hosting a fundraising event on behalf of Ocean Conservancy and for helping us work towards a healthy ocean for generations to come! To help make your event a success, we have assembled some materials here including guidelines and best practices, tips for planning and promoting your event, suggested promotional language and downloadable templates and resources.

TABLE OF CONTENTS

I. Event Guidelines and Best Practices.....	1
Safety.....	1
Sustainability.....	2
Donations.....	2
II. Event Ideas.....	3
III. Promoting Your Event.....	4
Promotional Materials.....	4
Suggested Language.....	5
IV. Downloadable Templates and Other Resources.....	5

I. EVENT GUIDELINES AND BEST PRACTICES

Listed below are key guidelines and best practices that the events team at Ocean Conservancy recommends when either hosting an event on our behalf or collaborating with us on an event that we are producing.

SAFETY

The safety of you and your guests is very important to us. Please have a plan on what to do in the event of a health or safety emergency, and identify whether any of your guests or volunteers have medical training or know basic first aid.

By hosting an event or engaging in outreach in support of Ocean Conservancy, you agree to release and forever discharge Ocean Conservancy and its officers, trustees, employees, agents, servants and representatives from any and all claims, demands, actions, causes of action, judgments, expenses, injuries to person(s) or property sustained or incurred in connection with, or as a result of your participation in your fundraising event. You agree to hold Ocean Conservancy wholly harmless for any and all liability, loss, expense, or damage it may incur by virtue of allowing participation in the aforementioned event.

SUSTAINABILITY

Ocean Conservancy is committed to sustainability. Please consider hosting an event with little to no waste.



Use biodegradable straws or alternatives. Avoid plastic straws.



Avoid single-use plastics of any kind including water bottles, cups, flatware, etc.



Opt for locally sourced food and beverage products to reduce your environmental impact.



If serving seafood, we recommend sourcing sustainably in accordance with the Monterey Bay Aquarium's Seafood Watch which Ocean Conservancy helped develop.



Recycle all plastics, glass, paper, cardboard and other items based on what your region allows.



Aim to have a zero waste event. If possible donate all leftover food and beverages to those in need.

DONATIONS

Ocean Conservancy will provide acknowledgment letters to guests who contribute directly to Ocean Conservancy. Event contributions can be sent to Ocean Conservancy in the following ways:



By debit or credit card on our online donation page:
<https://oceanconservancy.org/eventdonate>



By cash or check, payable to Ocean Conservancy and sent to:

Ocean Conservancy
ATTN: Taryn Cohen
1300 19th Street NW, 8th Floor
Washington, DC 20036



Through donor advised funds and via gifts of stock



More ways to give can be found at:
<https://oceanconservancy.org/ways-to-give>

II. EVENT IDEAS

Want to host a fundraising event for Ocean Conservancy, but need inspiration? Start here!

- **Create an online fundraising page/team or Facebook fundraising campaign to commemorate your birthday or another life event.** Peer-to-peer fundraising campaigns are a great way to direct friends and family to donate towards a target goal.
- **Host a virtual happy hour or trivia night with family and friends.** Gather virtually on a platform like Zoom, Skype or Google Hangouts to create an ocean-themed cocktail or play ocean trivia.
- **Host a dinner party at your home.** Host a party for family and friends and encourage attendees to donate to Ocean Conservancy.
- **Choose Ocean Conservancy as the beneficiary of your company's reception or gala.** Honor Ocean Conservancy and have ticket sales or auction profits go to support our conservation initiatives.
- **Showcase a talent and organize a bake sale, comedy show, fitness class, art show or fashion show.** People love to donate when they receive something in return. Try organizing one of these fun activities to raise funds for Ocean Conservancy.
- **Organize a beach cleanup, charity run or bike fundraiser.** Raise funds while enjoying the outdoors, and ask participants to donate to Ocean Conservancy.
- **Honor a loved one's milestone or memory.** Encourage friends and family to mark a significant event or carry on a loved one's legacy through an honor or memorial gift.



III. PROMOTING YOUR EVENT

Once your fundraising event is planned, it's time to promote it throughout your community and network! We recommend sharing your event across multiple channels to help you reach a larger audience. For some helpful materials you can download and print, see the "Downloadable Templates and Other Resources" section at the end of this guide.

PROMOTIONAL MATERIALS

Below are some different ways that you can share your event with your community and network:

Mail or email invitations – Use our invitation template or create your own and send it to your family and friends.

Create flyers – Create and print flyers for your event and post them around your community in prominent locations.

Post on social media – Social media is a great tool for spreading the word about your even and Ocean Conservancy's initiatives.



@ourocean



@oceanconservancy



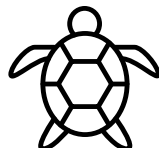
facebook.com/oceanconservancy

Post about your event on
Facebook, Twitter, and
Instagram.

Don't forget to tag us!



Create an online event page – Websites like Classy, Eventbrite and Facebook provide a user-friendly platform to share your event and track the guest list.



SUGGESTED LANGUAGE

Looking for the best way to talk about your fundraising event on behalf of Ocean Conservancy? Here are some examples:



I am hosting a fundraising event to support Ocean Conservancy, a 501(c)3 nonprofit and the nation's oldest ocean conservation group that is working to protect the ocean from today's greatest global challenges. Proceeds will go to help Ocean Conservancy's mission of creating evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.

I am hosting a fundraising event to support Ocean Conservancy's efforts to collect millions of pounds of trash and plastics that threaten the health of our ocean and the marine wildlife that call it home.

I am fundraising to support Ocean Conservancy's vision for a healthy ocean free of debris. Help us turn the tide against ocean pollution by attending my event.

In support of Ocean Conservancy's conservation initiatives, I am hosting an event to increase awareness in my community and generate support for our shared conservation goals to keep our ocean clean and healthy.



IV. DOWNLOADABLE TEMPLATES AND OTHER RESOURCES

Looking for more ways to engage your friends and family? We have compiled some resources here that you can download and/or print to incorporate into your fundraiser.

[INVITATION TEMPLATES](#)

[RSVP LIST TEMPLATE](#)

[TOOLKIT: SHOW YOUR SUPPORT FOR OCEAN CONSERVANCY](#)

[ABOUT OCEAN CONSERVANCY FLYER](#)

[ABOUT OCEAN CONSERVANCY TWO-PAGER](#)

[INTERNATIONAL COASTAL CLEANUP DATA DETECTION POSTER](#)

Good luck with your event!