

Aquarium of the Pacific

RUNNING AND RAISING FUNDS FOR THE AQUARIUM



Welcome to Team Aquarium! From sea otters to sea stars, we are all excited that you are running and fundraising for the Aquarium of the Pacific.

This guide will be useful in learning how to raise money for your feathered, furry, and finned friends. Lace up your shoes and let's get started!

GETTING STARTED ON CROWDRISE

It's time to create your Crowdrise profile. This is an important part of the process to help you put your best foot forward in the fundraising race.

Follow these steps to make the best page possible:

1. **Upload a photo to your page.** Choose a photo of your smiling face or one of you running. Some of our animals already have their adorable mugs on our [Crowdrise page](#), so we think you should too.
2. **Set a fundraising goal.** It can be any amount: \$100, \$500, or even \$1,000 or more! Whatever your goal is, we know you can do it! No amount is too small, and every dollar counts.

Our animals are so happy that you're running and fundraising for them that they think you should receive rewards for your fundraising achievements.

- Everyone who joins Team Aquarium receives **this awesome guide**.
- Raise **\$500** through your Crowdrise page, and you will receive a **FREE behind-the-scenes tour for two**, where you'll get an inside look at the Aquarium.
- And if you raise **\$1,000**, you'll get a chance to go on a **FREE animal encounter for two** to meet one of our cuddliest and cutest animals!

TIPS ON REACHING YOUR FUNDRAISING GOALS

Create a list of everyone you know including family, friends, coworkers, neighbors, local businesses, companies, social clubs, etc.

Then, send everyone on your list a personal email or letter asking for their support. We suggest you:

- Keep your message short and light-hearted.
- Tell your personal story, and explain why you are fundraising.
- Express your love of the ocean and marine animals.
- Include the benefits of donating (i.e. top-notch medical care for the Aquarium's animals in addition to supporting our education and conservation programs).
- Ask for their support and include the link to your Crowdrise page in your email.
- Thank your contributors in advance for helping you in your efforts.

Once you send your fantastically written email or letter to your friends, family, and colleagues, they are sure to respond in a positive way!

Not sure where to begin? Here's a sample email to help you out:

Hi Mom,

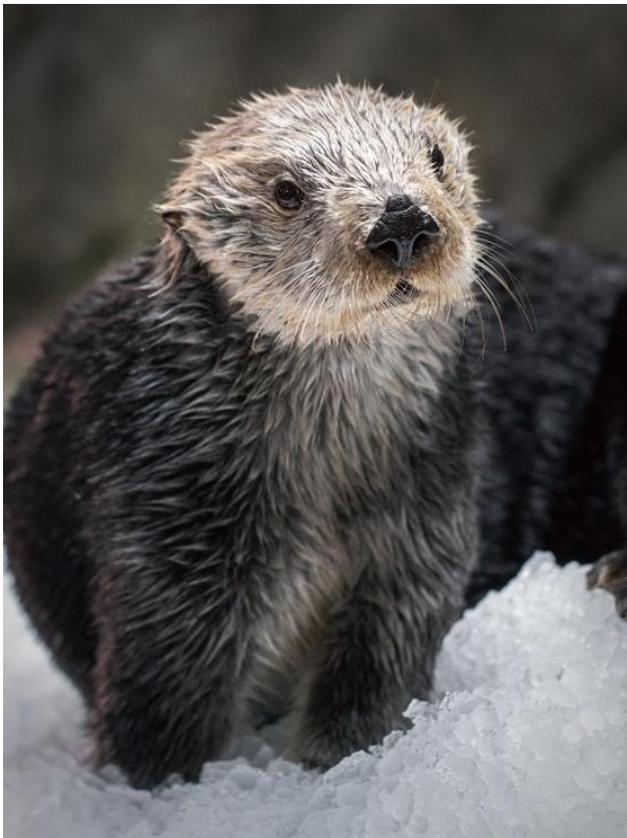
As you already know, I'm training to run 26.2 miles in the Jet Blue Long Beach Marathon. However, you may not know that I'm also raising money to help support the otters at the Aquarium of the Pacific!

I'll always remember the time we spent together at the Aquarium when I was little. We loved watching the otters dip and dive and play around with each other. Since then, I always make a point to stop by the otter exhibit when I visit and check in on my favorite furry friends. I'd love to raise money for these adorable animals and help keep them happy and healthy.

You have always been so supportive of everything I do. Would you support me once again with a donation on my Crowdrise page to help the otters at the Aquarium?

*Love,
Jane*

INSPIRATION TO RUN AND RAISE FUNDS



Don't forget! The dollars you raise will help us in achieving animal success stories.

Back in 2008, we were fortunate to have the opportunity to help raise Gidget the sea otter. She was a little otter pup that was found abandoned and had no chance to survive on her own. Because she was so young, she needed around-the-clock care and feeding.

Gidget would patiently float right next to our staff members as they placed small portions of gourmet-quality squid, shrimp, and clams on her chest. Sometimes she would finish one piece and then calmly extend her paws outward waiting for the next piece. Just like a tiny football player waiting to catch a punt!

Over the next four years, she grew up to be healthy and strong. Then, in 2013 she became a surrogate mother to orphaned sea otters at the Monterey Bay Aquarium's Sea Otter Rescue and Conservation center (SORAC).

PUT THE “FUN” IN FUNDRAISING

Keep your friends and family informed throughout your training process by sending email updates or sharing milestones on Snapchat, Instagram, or other social media accounts. It will not only keep you motivated, but will also inspire them to give!

- **Share Short Videos:** Film yourself during a training run and share it with everyone you know. Use it to get your friends to pledge for miles trained. For example, my best friend will donate \$50 once I’ve run 10 miles in a training session.
- **Involve Your Donors:** The person who donates the most gets to decorate a pair of knee-high socks for you to run in, and another donor can decorate a headband for you.
- **Practice Your Pose:** Feeling great after all that exercising? Why not strike a pose and post it with a fun caption like, “Running for Team Aquarium and feeling ‘otterly’ awesome!”
- **Say Thank You:** Be sure to thank your supporters shortly after they make a donation in honor of your efforts, whether it’s by phone, mail, email, or text.

INSPIRATION TO RUN AND RAISE FUNDS



There are lots of animals to love at the Aquarium, both large and small! Two of our tiniest are the Guam Kingfishers on exhibit in an aviary near Shark Lagoon.

Up until the 1980s these birds were found only in Guam, but were nearly wiped out by the invasive brown tree snake and loss of habitat to development. During this time, the United States Fish and Wildlife Service reported that only twenty-nine Guam Kingfishers remained on the island.

Since this species is part of an Association of Zoos and Aquariums (AZA) program that administers a Species Survival Plan, the Aquarium has joined their efforts to help bring these little birdies back. We’re happy to report that the number of Guam Kingfishers has grown to more than 130 birds!

Wouldn’t it be awesome to run and fund animal success stories like this one?

WHAT ABOUT TRAINING?

If you are not a seasoned runner, these two guides could help you in training for the marathon.

[Training for Your First Marathon with REI](#): This detailed blog post gives you a good base of knowledge on how to train for the marathon by starting early and varying your workouts. They also provide an entire section on what to do on race day. Handy stuff!

[Runner's World Training Guide](#): This downloadable guide is formatted like a small magazine, with interesting articles on all sorts of training topics. We especially love the day-by-day training guide, helpful hints on what to eat while training, and a recovery plan for after race day.

Remember, the techniques and suggestions presented are not intended to substitute for proper medical advice. Please consult your physician before beginning any new exercise program.

THE AQUARIUM IS ROOTING FOR YOU

We know you will train hard, and soon enough you'll get to showcase your hard work in front of thousands of fans on race day. All of our adorable animals will be cheering you on, and we know you'll do great.

Remember to thank your gracious donors for their support with an email, letter, or phone call...and don't forget to rest up before the big race. Good luck and thank you for being part of Team Aquarium!

