



Grand Rapids Crew

GRAND RAPIDS



ROW-A-THON

Rower Name: _____

Name:	Phone Number:	Pledge Per Meter:	Pledge Amount:	Money Collected:
1.				
2.				
3.				
4.				
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22.				
23.				
24.				
25.				

Date: **March 13, 2010, 10A – 2P**

Where: **Downtown YMCA, 475 Lake Michigan NW**

Please make checks payable to: **Grand Rapids Rowing Association**



Who are we?

The Grand Rapids Crew Team is collection of novice and varsity athletes from several local schools. The Grand Rapids Rowing Association started the program in order to generate excitement for one of the fastest growing sports in the country. The Rowing Association was incorporated in 1987 to help coordinate and formalize rowing in the area. Rowing has been in Grand Rapids since 1896!

What is it?

The Row-A-Thon is an annual fundraising event for the Grand Rapids Crew Team. This year, we are also raising funds for the rowing club in general. Each individual team member will be testing their endurance by rowing as many meters as they can for one hour. A good performance goal is 12,000 meters!

Why do we need the money?

The money raised from the Row-A-Thon is spent on maintaining and paying for the boathouse, and purchasing new equipment for the team, including oars, boats and supplies.

What's the pitch for fundraising?

"Hi my name is _____ (offer a handshake with a smile) I'm trying to raise money for my crew team/rowing club."

(Explain **who**, **what** and **why...** when asked)

"We certainly will take pledges for any amount...\$5, \$10, \$20 or more for this event"

Or

"In order to challenge me to do my very best and for me to meet my individual goal, I'd like to find people who will pledge 2 cents for every 10 meters I row. If I row 10,000 meters, that would earn me \$20 toward my goal. If I did better than that, the maximum donation I would expect is \$25."

Would you like to make a pledge or donation to the Grand Rapids Rowing Association?

Remind the donor:

All donations are 100% tax-deductible, as the Grand Rapids Rowing Association is a 501(c)(3) charitable organization.

www.grrowing.org