



SWIM
JUNE 30, 2018

Double Your Donation

Who We Are

The Buzzards Bay Coalition is a membership-supported, nonprofit organization dedicated to the restoration, protection, and sustainable use and enjoyment of our irreplaceable Bay and its watershed.

About the Swim

The Buzzards Bay Swim is a 1.2-mile open water swim across outer New Bedford Harbor that raises funds and awareness for the Coalition's work to protect clean water. Over the last 24 years, swimmers have collectively raised over a million dollars through the Buzzards Bay Swim.

Join Us

Email or call us today to let us know that you'd like to join the Double Your Donation program or donate in support of it! events@savebuzzardsbay.org (508) 999-6363 x207

A swimmer's idea to expand support for clean water in honor of the 25th anniversary Buzzards Bay Swim

Nine-time swimmer Ben Ostiguy wanted to do something special for the 25th anniversary Buzzards Bay Swim and his 10th crossing of outer New Bedford Harbor. So he decided to double his fundraising goal: Last year, he raised \$1,225, a personal best. This year, he has committed to raising \$2,450.

"As I'm getting older, my time slows down a little every year, but the one thing that can continue to get better is my fundraising!"

Inspired by Ben's commitment, all of this year's swimmers and teams are invited to double their impact on clean water by doubling their fundraising donations in this milestone year.

The Buzzards Bay Coalition will honor Ben and everyone else who takes part in Double Your Donation at the Swim awards ceremony on June 30.

How it works:

Sign up for the Buzzards Bay Swim at www.savebuzzardsbay.org/swim

Set your fundraising goal to be twice what it was last time you swam, rounded up or down to the nearest \$50. (Email us at events@savebuzzardsbay.org if you're not sure what you raised.)

- **Already signed up?** Just edit your goal in your Participant Center.
- **On a team?** Teams can join, too! Team captains can update the team fundraising goal on the team page of their Participation Center.)
- **New to the Swim?** You can join the challenge by raising \$300 (double the \$150 fundraising minimum).

Tell your story via your Personal Page and Emails with a statement explaining the challenge and why you want to double your support for clean water.

Ask for your first donation. Email, share on social media, mail letters, hand out flyers, have a campaign launch party, make a self-donation, anything to spread the word and get the ball rolling!

Let us know that you've joined the campaign by emailing events@savebuzzardsbay.org so we can track your progress!

5 reasons to “Double Your Donation” this year:

1. **Your participation will help earn an extra \$50,000 for clean water.**

As part of an ongoing four-year challenge to grow the Buzzards Bay Swim, West Falmouth resident and 10-year Buzzards Bay Swim veteran Larry Fish has offered a \$50,000 matching grant through his Fish Family Foundation if 360 swimmers sign up and raise a total of \$157,000 or more in this 25th anniversary year. Every dollar raised through the Double Your Donation campaign will go toward meeting this goal!



2. **You’ll make a difference.**

When you double your fundraising, you’re doubling your support for the Coalition’s critical work to protect clean water through sound science, education, advocacy, and protecting vulnerable forests, streams, and wetlands.

3. **You’ll get extra fundraising support.**

The Coalition will help you achieve your new fundraising goal! Staff will provide you with a toolkit of fundraising resources including tip sheets, swimmer strategy stories, donor incentive ideas, free workshops, and one-on-one coaching.

4. **You’ll receive special recognition for your efforts.**

All “Double Your Donation” swimmers will be recognized at the awards ceremony at the finish line at 9:30am on the day of the Swim, with a group photo taken. You’ll also receive recognition in emails, on social media, in press and web materials, and in the Coalition’s 2018 Annual Report.

5. **You’ll accomplish something amazing!**

Imagine the profound sense of accomplishment you’ll feel when you achieve your goal!

Why not give it a shot?

There’s no penalty if you fall short of your increased fundraising goal, and every additional dollar you raise contributes to our shared success. **So why not give it a shot?** We look forward to celebrating with you at the 25th anniversary Buzzard Bay Swim!