

**HELP RAISE MONEY FOR STERLING FOREST STATE PARK  
AND THE NEW YORK NEW JERSEY TRAIL CONFERENCE!**

**OBTAIN PLEDGES FROM FRIENDS, NEIGHBORS, FAMILY  
AND CO-WORKERS FOR YOUR RACE!**

Our mission is to raise funds to support the Trail Conference and Sterling Forest.

For example, here is how your efforts directly benefit the Trail Conference, a 501c(3) not for profit organization:

- \$40 Produces 27 waterproof tear-resistant maps
- \$100 Funds a one day trip to visit the state legislature to advocate for trails and parks
- \$500 Helps train and support volunteers for three days

Current NYNJ Trail Conference projects include:  
the Trail Conference Conservation Corps, Trail Conference Trail Stewards, the Invasive Species Pilot Program and Conservation Dogs Fund, Trail University to train volunteers to maintain our trails, multiuse trail construction, and the Harriman-Bear Mountain Trails Improvement project

## **ASKING FOR SUPPORT**

Many of us are uncomfortable asking for contributions. Here are a few thoughts about how to craft your message:

1. **EVENT:** Tell your supporters what you are doing, how hard you have trained, and what it means to you to celebrate having the fitness to complete this half marathon!
2. **CAUSE:** You are supporting the parks and Trail Conference so that we can continue to enjoy the benefits of these great places and inspire people to care for our natural world.
3. **ASK:** Ask your potential donor if they would be able to pledge any amount to support you when you run the race and help protect our environment. You might also ask for a specific amount.
4. **CHECK** to see whether your employer will contribute to or match your fundraising efforts. Many businesses have funds set aside for these purposes.

## **DONATION:**

**Fundraising checks/payments should be made payable to "Trail Conference A.C." All proceeds will be divided between the NYNJ Trail Conference and NYS Parks.**

