

Paddle-a-thon 2022 Welcome Packet

What's Inside?

Check out the following tools & resources to help you raise funds for the Ipswich River.

- [Welcome Letter](#) from PAT Co-chairs
- [Paddle-a-thon FAQs](#) - You have questions. We have answers!
- [Welcome Email](#) from PAT Committee
- [Fundraising FAQs](#) - Learn how Paddle Raisers - solo participants and team participants - raise money for the river.
- [How to Create a Fundraiser](#) - Turn your passion for the Ipswich River into purpose. Create a fundraiser today!
- [PAT Graphics](#) - Download these pre-made graphics to promote your fundraiser on social media.
- [PAT 2022 Logo with Background](#) - Add the PAT logo to the compelling visuals **you** create to demonstrate the impact of the funds you're raising for the Endangered Ipswich.
- [PAT Logo without Background](#) - Add the PAT logo to the compelling visuals **you** create to demonstrate the impact of the funds you're raising for the Endangered Ipswich.
- [PAT homepage QR code](#) - This QR code leads back to the PAT donation page. Print this QR code or take a screenshot to share or archive the code on your phone or tablet so that you can **accept donations anywhere** (e.g., at events or on the river). Learn [how to copy a QR code](#) on an iPhone or iPad.
- [Event Guidelines](#) - Follow these guidelines if you plan to **fundraise by self-hosting an event(s)**.
- [Water Fun Facts](#) - **Strike up a conversation** with your friends, family, and neighbors about water. Use these fun facts to **set the stage** for your personal fundraising story.



The Paddle-a-thon
2022 Committee

Amy MacNulty
Committee Co-chair
Lynnfield

Lauren Fitzgerald
Committee Co-chair
Topsfield

Keith Attenborough
Newburyport

Carol Bousquet
Ipswich

Eric Brisette
Ipswich

Erin Curley
Lynnfield

Steve Fantone
Lynnfield

Jeremy Foster
South Hamilton

Chris Gauthier
Gloucester

Daniel Heiter
Topsfield

David Kneeder
Middleton

Kathy Lindquist
Topsfield

Brian Tinger
South Hamilton

<<Envelope Name>>
<<Address>>
<< Town>>,<< State>> << Postal Code>>

Dear <<First Name>>,

Welcome! We're thrilled to have you on our team, helping us ensure the future health of the Ipswich River.

The Ipswich River Watershed Association (IRWA), founded in 1977, is a group of residents, scientists, businesses, and community leaders concerned about the health of the Ipswich River and its watershed. We aim to protect nature and make sure there is enough clean, safe, reliable water for people, fish, and wildlife.

Dating back to the first Paddle-a-thon (PAT) in 2016, Paddle-a-thon has always been a volunteer-driven fundraising initiative to raise awareness and connect people to the river. In that first year, we raised approximately \$25,000. In 2021, PAT raised over \$100,000 and engaged more than 130 participants. This year, the PAT Committee has set a goal of raising \$100,000 and engaging over 150 participants (called "Paddle Raisers")!

Over the past two years, Paddle-a-thon has shifted from a day-long party in June with paddling and other activities to a series of individual and team-driven events and activities in April, May, and June, culminating in a celebration party, this year on June 18th. In 2021, over 35 individuals and teams engaged in various activities on and near the river, including paddling, hiking, cycling, etc., to raise critical funds for the river. Over 130 business sponsors joined the effort.

We hope you will join us at our party on June 18th at the Topsfield Fair Grounds. We've planned a Social Paddle from 9 am to noon and a canoe race and party from noon to 3 pm. The party will feature music by Orville Giddings, beer from Ipswich Ale Company's "Tapmobile" (beer truck), tacos from Baja Taco Truck, and a raffle for a 15'10" Tom Hill "Champlain" lapstrake canoe, donated by White Rose Canoe in Newbury.

We encourage you to include your family and friends in the fun and get the word out in your town, schools, and workplace about your efforts to support the Ipswich River and its watershed.

Thank you!

Amy MacNulty
Paddle-a-thon 2022 Co-chair
Lynnfield

Lauren Fitzgerald
Paddle-a-thon 2022 Co-chair
Topsfield

ipswichriver.org/pat2022

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2022 Paddle-a-thon

Register

Learn More

It will take the combined actions of our entire river community to remove the Ipswich River from America's Most Endangered Rivers® list for good. Read on to learn how you can help.

The Ipswich River is a local treasure with many popular trails and properties sprinkled throughout its watershed. It's a **river worth protecting, restoring, and celebrating!** We hope you will help us do that by participating in Paddle-a-thon 2022. Our largest annual fundraising event, Paddle-a-thon highlights the river's value, increases public awareness, and encourages river stewardship.

Last year, Paddle-a-thon participants and local business sponsors came together to make a big splash for the river, leveraging their networks to raise \$100,000! We put those resources to immediate use to protect healthy river ecosystems, restore life to the river, and conserve clean water for our communities.

Will you help us make an even bigger splash this year?

Register for Paddle-a-thon

Since the first Paddle-a-thon in 2016, the Paddle-a-thon Committee and participants like you have reimagined this volunteer-led effort. These days, **each participant embraces a different strategy to raise awareness and funds for plentiful, clean water.** Some raise money together. Others fundraise on their own. Some host events. Others leverage social media. Some paddle the entire river. Others put in at their favorite spot. Many pedal or walk along the river's banks. (Ask your friends and family to support your challenge on a per-mile basis or by making an outright gift.)

Read more about past participants' fun and unique challenges and get inspired to create your own. No matter their approach to raising awareness and funds, one thing all participants share in common is having fun!

Registration is as easy as 1-2-3!

That fun will culminate in a party on the river on **Saturday, June 18th.** Everyone who helped make Paddle-a-thon a success is invited. There'll be beer, food, music, and more fun!

Our crowdfunding platform makes it easy for you to raise funds for the river by inviting your friends, family, and coworkers to join your fundraising team or donate to your fundraiser. Registering is easy, but we've created this [step-by-step guide](#) to help you.

If you get stuck, we're here to help! Contact us at **978.412.8200** or PAT@ipswichriver.org, or visit ipswichriver.org/pat2022.

Register

Learn More



Thank you,
Paddle-a-thon Committee co-chairs Amy
MacNulty & Lauren Fitzgerald



Help me save the Ipswich River



DONATE or JOIN MY TEAM



Paddle-a-thon

Paddle-a-thon 2022 FAQs

(see Fundraising FAQs for responses to common fundraising questions)



What is a “Paddle Raiser”? Paddle Raisers are solo participants or members of a fundraising team who pledge to give and raise funds through activities, challenges, and other outreach. We use the terms “Paddle Raiser” and “Participant” interchangeably. To see an up-to-date list of Paddle Raisers use the QR code or visit the Paddle-a-thon 2022 fundraising home page through our website ipswichriver.org/pat2022.

Do I have to be on a team to participate? We use the term ‘Team’ to refer to participants who fundraise together. Whether you’re a team of 1 or 75, you can help raise funds and awareness for the river. (We refer to teams of 1 as “Solo Participants.”)

What is a Sponsor? Who are this year’s Sponsors? Sponsors are businesses that donate at different levels to support the Ipswich River. Visit ipswichriver.org/pat2022 to see an up-to-date list of sponsors.

Who is a Supporter/Donor? Who should I ask to donate to my fundraiser?

Supporters/Donors donate to your fundraiser with a gift of any amount. Think broad and out of the box: family, friends, co-workers, folks in your church, and others in your network. People in your life want to see you succeed, especially concerning causes you’re passionate about.



Do I have to canoe or kayak on the Ipswich River to participate? No, paddling on the river is not required. You and your team can engage in other activities, e.g., walking, hiking, cycling, etc., near the river. If you’d like to paddle on the river but don’t have a boat, you are welcome to visit Riverbend to use our fleet of kayaks and canoes. Visit www.ipswichriver.org/riverbend/ to learn more.

How and when do I get my T-shirt? T-shirts are printed in May. You can pick up your t-shirt at several locations across the North Shore. Visit ipswichriver.org/pat2022 to see a list of available pick-up sites.

Can I recruit friends, family, and others to join my fundraising team? Absolutely! Fundraisers run by a team raise over three times as much as those run by an individual. And fundraising with a team is fun! Invite your neighbors, co-workers, friends, and family members, and help rally others around the #EndangeredIpswich River.



I heard there’s a raffle this year. What is the prize? How much are the tickets and how can I buy them? The raffle prize is a 15’10” Tom Hill “Champlain” lapstrake canoe donated by White Rose Canoe in Newbury, MA (whiterosecanoe.com). Tickets are \$5 each or 5 for \$20. Purchase them in person at Riverbend, at IRWA events, or from PAT committee members.

I still have questions. Email the committee at PAT@ipswichriver.org.

ipswichriver.org/pat2022

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Paddle-a-thon 2022

Digital Resources

- [PAT Graphics](#) - Download these pre-made graphics to promote your fundraiser on social media.
- [PAT 2022 Logo with Background](#) - Add the PAT logo to the compelling visuals *you* create to demonstrate the impact of the funds you're raising for the Endangered Ipswich.
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Hosting an Event

By charging a small event fee, you can introduce new people to the river and raise funds at the same time. Use the checklist below to host a successful event.

- **Event name**
- **Event location**
- **Google maps location**
- **Event date & time**
- **RSVP number, email, or url**
- **Event description**
- **Any suggested donation amount**

Make sure event fees are counted under your Team Fundraiser and to collect the following information from event attendees.

- **First Name**
- **Last Name**
- **Home Address**
- **Email**
- **Amount donated**



Do you know these water facts?

- ◆ Most of the earth's water is in a constant cycle similar to our cardiovascular system. The combination of severe storms and barriers to absorption and flow (like dams and non-permeable surfaces) throws the system out of whack by flushing water through this natural system too quickly.
- ◆ Geology shapes the way water flows through the ground. Down below, spaces between soil, gravel & rocks are filled with water. Different soils do not absorb and filter water in the same way. For example, the Ipswich River has one shared aquifer for the entire watershed, while some regions may have separate aquifers.
- ◆ Freshwater is only a tiny percentage of the water on earth. Surface water (lakes, rivers, streams, and ponds) are only a portion of our freshwater. More water is stored beneath the ground and water absorbed through the ground flows down towards the aquifer and out to sea. The upper surface of this water-filled area is called the water table.
- ◆ On average, each American uses about 80-100 gallons of water per day for indoor home uses alone? That's around 3.3 billion gallons of water used per day!
- ◆ Nature has its own desalination process. Evaporation, precipitation, and percolation each remove salt from water. When water can be absorbed into ground, it picks up less pollution and is then filtered by the ground. That's why spring water is so pure!
- ◆ When rivers, streams, and ponds go dry it's because the water table is too low to reach the surface. As time passes without groundwater recharge from rain or snow, the water table drops further, impacting wells and aquifers.
- ◆ Low impact development (LID), greenscaping, and green infrastructure are all nature methods of replicating the natural water cycle? Similar to the solar and wind energy movements, improving the way we design our cities and towns with hydrology in mind allows us to benefit from our relationship with nature, rather than struggle against it.
- ◆ Did you know the 14 cities and towns that rely on the Ipswich River's watershed could collectively save 3.5 million gallons per week by each using only 10 gallons less a week. That's less than an average shower!



What's Your Fundraising Strategy?

Get inspired by these Paddle Raiser stories.



History Flows on the River

"For Paddle-a-thon 2021 I decided, through videos and guided walks, to share my interest and knowledge of local history and the role of the Ipswich River in shaping colonial history. As Kathy "Goody" Lindquist, I tied together the history of the Ipswich River in colonial times with the continued importance of the Ipswich River in modern times, while also addressing the major threats the River faces today. Both rivers and people change over time, but patterns emerge for both. To protect our Endangered Ipswich River for the future, we must learn key lessons from our history with the river."

Kathy Lindquist
Topsfield, Team Topsfield



Watch Kathy's
2021 Videos



Since the Herring Cannot Run, I Walk

"Delighted to learn that in a few years herring will be once again running up the Ipswich River and past my home on Howlett Brook, I walked that approximate route as a fundraising effort for the Ipswich River Watershed Association's Paddle-a-Thon 2020 and 2021 annual events. Since a number of obstacles will be mitigated soon, these herring will be able to return to Hood Pond on the Topsfield-Ipswich border after a few years at sea."

Joel Hariton
Topsfield, Team Herring Walk



See Joel's
2021 Route



Riding the River from Source to Sea

"I decided to 'ride' the river (by bike) as a way to remind residents in our watershed that before the Ipswich River gets to its more picturesque and appreciated stretches through lower river towns like Topsfield and Ipswich, it must first past through a number of upriver towns where it is less visible. If the quality and quantity of the river is not sustained at these upper regions – through towns like Wilmington and North Reading – it'll never successfully make it to the lower regions."

Ken MacNulty
Lynnfield, Team MacNulty



See Ken's
2021 Route



Battling it Out in a #PaddleRoyale

"After our 11 hour paddle during the 2020 flash drought, I wasn't all that sure I was ready to drop a kayak into the river at dawn, again. But in March 2021 that 30 mile journey became too tempting to pass up, especially when Team Reading Ripples challenged us to a #PaddleRoyale to be the first to raise \$7000. Throughout our paddle everyone said at least once, "it is so beautiful out here." At every turn there's something new to see, and all around you is such an abundance of life that it's hard to believe anyone could ever take it for granted. Unfortunately, it seems like not a lot of people ever get to see what's out there. I can't wait to do it again next year."

Matt Allen
Georgetown, Team Long Haul



See Matt's
2021 Route

Make a Big Splash for the Endangered Ipswich River

People in your life want to see you succeed, especially concerning causes you're passionate about. You can encourage people to support your fundraiser in any of the ways below.

Direct Ask

By phone, in person, or by email — Ask your friends, family, and coworkers to donate to your fundraiser.

Social Media

Share photos and videos on your social media accounts to inspire others to donate to your fundraiser. We love seeing participants enjoying Paddle-a-thon, so make sure to tag us **@ipswich_river**, and use the hashtag **#PAT2022**.

Sample Ask Language

[Your team name] are a team of friends and family from across the Ipswich River Watershed who love the river and relish the memories created on and along its banks. The Ipswich, a coastal river just north of Boston, is an iconic river in Massachusetts. My/Our team is raising \$1,000 for the Ipswich River to help take it off the endangered list for good. We're asking 50 people to donate \$20 each to help ensure there is enough water for the people, fish, and wildlife who depend on the river for habitat and drinking water. You can help! Please donate to our fundraiser today!



Get Donations Anywhere

Use this QR code to access the Paddle-a-thon 2022 Fundraising Campaign webpage. You can create a QR code for your fundraiser using your unique

URL by visiting qr-code-monkey.com. Questions? We're here to help. Contact PAT@ipswichriver.org. Our PAT2022 colors are:

- White (#FFFFFF)
- Purple (#514182)
- Gold (#ECB952)

Host an Event

- By charging a small event fee, you can introduce new people to the river and raise funds at the same time. Use the checklist below to host a successful event.
- Event name
- Event location
- Google maps location
- Event date & time
- RSVP number, email, or url
- Event description
- Any suggested donation amount

Remember to thank your donors!

Send a thank you card, email, or call to let them know you appreciate their support.



IPSWICH RIVER
WATERSHED ASSOCIATION