



# ArtSeed 10th Annual Earth Week Fundraiser Saturday, April 21, 10 a.m. - 8 p.m.

**Tides Converge in the Presidio, parking lot entrance  
1016 Torney Ave. San Francisco, CA 94129  
PresidiGo Shuttle (Free) & MUNI lines 28, 30, 41, 43 and 45.**

**Brainstorm, reach out, write home.**

**Can John Brown's legacy illuminate our own aspirations and enslavements?**

All-day art-making with demos, free food, live music, and prizes.  
Proceeds provide project-building and exhibition opportunities for  
school teachers, artists and families in need.

Register or make a gift at: [www.artseed.org](http://www.artseed.org). Contact:  
[gino@artseed.org](mailto:gino@artseed.org), 612-978-3511 or [josefa@artseed.org](mailto:josefa@artseed.org), 415-656-9849

**ArtSeed's classical and cutting-edge art projects connect  
gifted and vulnerable communities.**

This event is sponsored by the Sam Mazza Foundation,  
the Cervin & Gavrich family, and Tony & Caroline Grant.  
Donations and gifts of time from individuals like you are essential to our success.

Suggested donations: \$20 adults / \$10 children and students.  
No one turned away for lack of funds.

Registration Forms can also be returned via Email at: josefa@artseed.org or  
Postal Mail at: Box 29277, San Francisco, CA 94129-0277 or Faxed at: 415-751-4442.  
For more information go to www.artseed.org or  
Call 612-978-3511(Gino) or 415-656-9849 (Josefa)

## ArtSeed Art-a-thon Participant Form

Participant Name(s) \_\_\_\_\_

Date of Birth: \_\_\_\_\_; I can volunteer to help (optional, check one) Yes \_\_\_\_\_ No \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Emergency Contact Person: \_\_\_\_\_

Relationship to you: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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### BELOW THIS LINE TO BE COMPLETED ON THE DAY OF THE ART-A-THON:

How are you participating today? Circle all that apply: Art-a-thoner, Volunteer, Observer

Musician, Other: \_\_\_\_\_; Who (what) sent you? \_\_\_\_\_

Time-in:		Time-out:	
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Do you have a Pledge Sheet?	Circle one: Yes / No
Total Pledged	\$
Total Paid:	\$

Total amount raised:	Personal donations or registration fee: \$
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### NOTICE

Your participation in an ArtSeed project means that you have signed this photo waiver & agree to:

- 1) As a courtesy, credit ArtSeed when publishing or publicly displaying any works you make with us.
- 2) Let ArtSeed photograph you & make copies of your art which you will donate to us if left behind.
- 3) Read & sign this Artist Agreement & the General Release of Liability Agreement below
- 4) Before you leave, please sign out and take a moment to fill out the evaluation or give a testimony.

General Release of Liability – The undersigned agrees to release, waive, discharge, and hold harmless ArtSeed, its directors, officers, employees, and agents from any and all claims, suits, losses, or related causes of action for damages, including but not limited to such claims that may result from any negligence of anyone, for any injury or death, illness, accident or any loss or damage to personal property or otherwise, during or arising in any way from participation in the ArtSeed program.

I ACKNOWLEDGE THAT THIS GENERAL RELEASE OF LIABILITY OF ARTSEED IS BINDING ON ME PERSONALLY AND ON MY HEIRS, PERSONAL REPRESENTATIVES, SUCCESSORS, AND ASSIGNS. I HAVE READ AND AGREE TO THE GENERAL RELEASE OF LIABILITY.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(if participant is a minor)

## Sponsor Me



## Tips for making this ArtSeed fundraiser a success:

Tell *your* story.

How does art education benefit you and your community?

How has ArtSeed made an impact in your life?

### Get Excited

**Write down why you are excited about the Art-a-thon.** If you are passionate about your participation in ArtSeed, then your excitement will spread to those ready to listen and they may sponsor you. Think about what projects you will be doing on the day of the Art-a-thon. Tell them about all the exciting things happening on Saturday, April 22, 2017, 10 a.m. - 8 p.m.

### Networking

**Make a list of potential sponsors you would like to approach in your networks.** This includes friends and family, schools, local businesses, art-minded organizations, local neighborhood businesses, organizations you're involved in. Think about the best promotional resources (listed: far right column) to use when approaching people.

### Stress Opportunity Over Need

**Remember the opportunity you are offering:** You are inviting your sponsors to feel great about partnering with you to make a difference in the lives of other, less fortunate children. You are practicing enrollment, a vital tool for any field of endeavor!

### Ways to Make Contact

#### ArtSeed website.

All the information someone would need about the Art-a-thon is at [www.artseed.org](http://www.artseed.org) as well as important information about the organization.

**The Facebook factor.** Connect with your friends and family on Facebook by inviting them to sponsor you or to participate in the event. You can post a link from your Razoo page (for online donations) on Facebook too. Get them to "like" us! This way people can be updated with Art-a-thon news and stay connected with ArtSeed in the future. Keep people up-to-date on Twitter as well.

**Write a persuasive email.** Write a personal email which can be sent to many people. Think of simple ways to personalize it. Cut and paste to save time. You don't have to reinvent the wheel for each email.

**Make a call, set up a meeting.** In the age of texting and email, it never hurts to meet people in person, or to talk to them on the phone. This may be an excuse to reconnect with someone you don't have a chance to talk to very often. Let them know that you also want to catch up with how things are going with them.

### Be Prepared

In the weeks before the event, always keep some sponsor pledge sheets and some post cards with you so you can catch, and keep track of, potential sponsors. Only you can enter their pledges online to get Razoo points. Online, sponsors can only make donations in your name (not pledges).

### Promotional Resources

**Online:** [www.artseed.org](http://www.artseed.org), Facebook, Twitter, Flickr, Youtube

**Print:** Postcards, flyers, schedule of events, ArtSeed brochures, other ArtSeed PR information you may have received in an email, etc.

**People:** If you or your sponsors have questions call Josefa at 415-656-9849 or Gino at 612-978-3511

**Artwork:** Show prospective sponsors what you have made and let them know that your work will be on display following the Art-a-thon.

### Fundraising Goals

**Set an amount you want to raise.** Give yourself an amount to work toward. Still, keep it fun. Any amount you raise will be appreciated.



# ArtSeed – Earth Day Art-a-thon Fundraiser Pledge Sheet

Mailing Address: Box 29277, San Francisco, CA 94129-0277

Phone: 415-656-9849, Fax: 415-751-4442

Earth Day Art-a-thon Information				
Name	Address: Street, City, Zip	Email	Phone	I found ArtSeed by...
<b>Sponsor Information</b>				
1	Name	Address: Street, City, Zip	Email	Phone
2				
3				
4				
5				
6				
7				
8				
9				
10				
Total Pledged: \$		Total Amount Paid: \$		

Earth Day Art-a-thon Event Details

When: Saturday, April 21, 2018

Where: Tides Converge in the Presidio, parking lot entrance

1016 Torrey Avenue, San Francisco, CA 94129

If you are also an online contestant, you can raise the amount of funds attributed to you and move up in the online Razoo list with pledges of support and offline donations which you can enter online yourself.