

For the love of the
BOUNDARY WATERS

RESOURCE TOOLKIT

PEER TO PEER FUNDRAISING

SAVE 
BOUNDARY WATERS

For the love of the

BOUNDARY WATERS

WE'RE SO GLAD YOU'RE HERE

Thank you for joining us in this incredible effort! Together, we're raising funds to protect the wild, pristine waters, and forests we all cherish. This packet will guide you through setting up your page and fundraising – let's make every activity count.

By participating, you're engaging in *your* way – whether that's paddling, hiking, walking, biking, running, skating, or simply walking around your backyard – **while raising money to safeguard the Boundary Waters.**

YOUR ACTION PLAN

This toolkit will help you crush your fundraising goals while enjoying the movement you love. By supporting the Boundary Waters, you're protecting a Wilderness like no other.

GETTING STARTED	2 – 3
SPREADING THE WORD	4 – 9
ABOUT SAVE THE BOUNDARY WATERS	10 – 11
FUNDRAISING DOS AND DON'TS	12



Bonus: if you raise \$100+, you'll earn a custom BWCA sticker pack, \$500+ gets you \$50 to spend on merch, and \$1,000+ unlocks \$100 to spend on merch.

FOR THE LOVE OF THE BOUNDARY WATERS,
LET'S FUNDRAISE.



GETTING STARTED

1 SET UP YOUR FUNDRAISING PAGE

Before you start fundraising, create your [**GiveMN fundraising page**](#) – the hub where friends and family can support your journey.

Personalize it with:

- Your fundraising goal (we recommend starting at \$250!)
- Your movement challenge (e.g., "Paddling 50 miles for clean water" or "Walking daily for the Wilderness," etc!)
- Your "For the Love of the Boundary Waters" statement – share with the world why you love the BWCAW.

2 SPREAD THE WORD

Reach out to your friends and family members to see if they'd be interested in donating. The more personal the ask, the better!

3 THANK YOUR DONORS

It's important to thank everyone who donates to your fundraiser for being a part of your cheer squad.

4 REPEAT UNTIL YOUR GOAL IS MET

Keep your outreach consistent! Think about setting up a calendar or phone reminders to help remind you to post, email, and reach out!

5 ENGAGE WITH THE COMMUNITY

Join our Strava group to connect with fellow participants, share your progress, and cheer each other on.



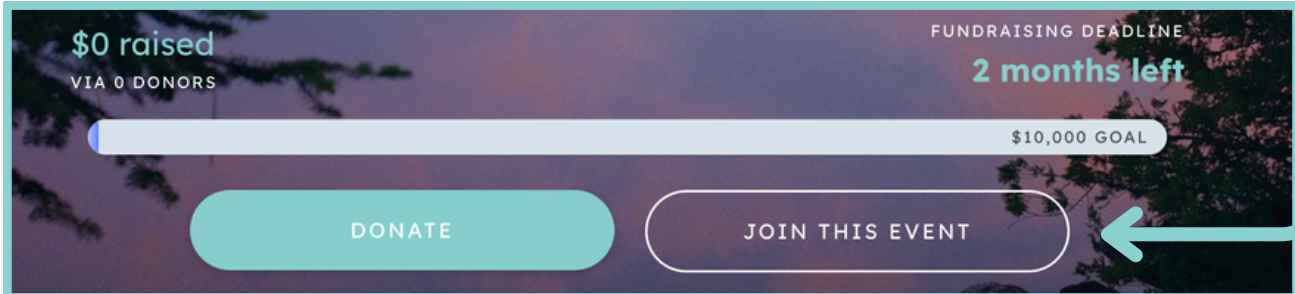
SCAN TO VISIT
THE GIVEMN
LANDING PAGE



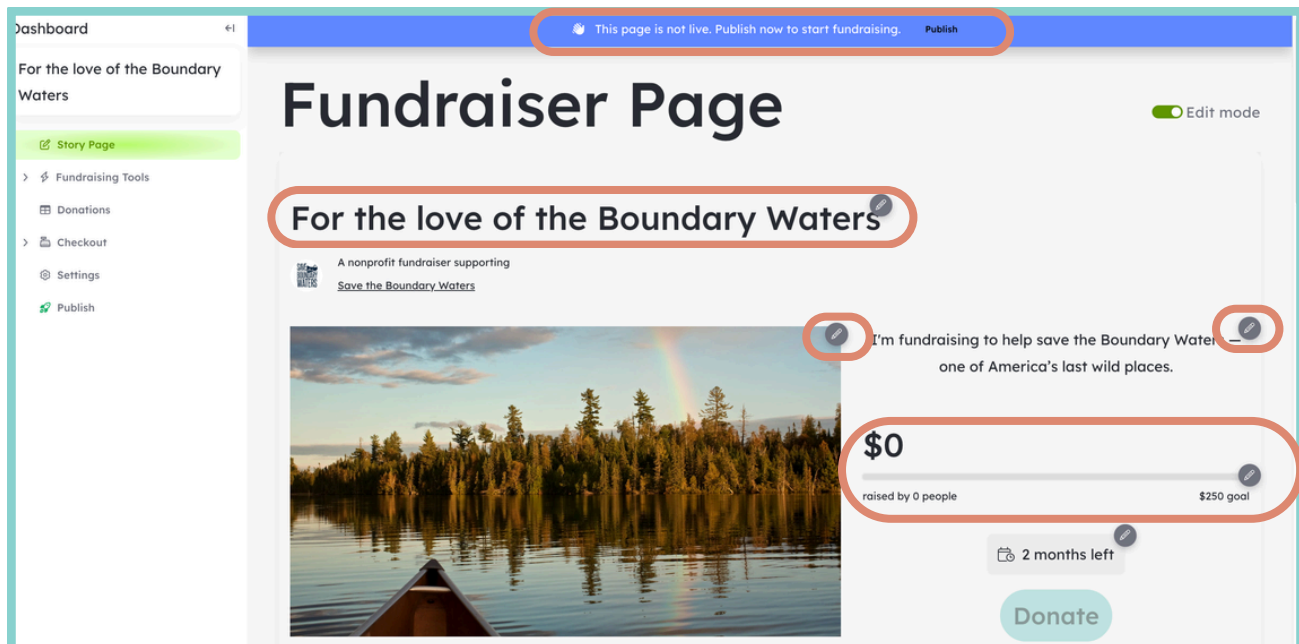
SCAN TO JOIN
THE **STRAVA**
COMMUNITY

YOUR FUNDRAISING PAGE

To set up your fundraising page, click “join this event” on the GiveMN landing page. From there, you will log in or create a GiveMN account.



Next, customize your fundraising page!



We've set up a ready-to-use template. You can edit:

- Your page's title (e.g., "Jane's run for the love of the BWCA")
- Your fundraising goal (How much will you raise for the Wilderness?)
- Your personal story (Why do you love the Boundary Waters?)
- Your movement challenge (e.g., "50 miles for clean water")
- Your page's images (add a picture of you or of the BWCA!)

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to donate.

SPREAD THE WORD

Using your own words or the templates below, reach out to your friends and family members to see if they'd be interested in donating. **The more personal the ask, the better!** Fundraising requires using your own social network to raise money and spread awareness. To be successful, you have to know what to share, who to share it with, and how. **Don't forget to include the link to your fundraising page!**

Emails: Emails are one of the easiest and most effective ways to fundraise. They make the ask feel more personal, and you can add a personal note to the recipient.

Social media: Social media is good for asking relatives and acquaintances. You can send a link and a few words explaining your link to Save the Boundary Waters. You can also write up a more general post and encourage others to share it themselves.

Phone calls & texts: Sending individual messages or making personal phone calls to a few people in your contact list is likely to bring in multiple donations. Don't forget your group chats—family threads, friend groups, hiking buddies. A quick message can turn into a string of support (and donations)!

PRO TIP: You don't need to call everyone. Focus on 5–10 people you think are most likely to give or to share your message.

Word of mouth is the most powerful way to spread a message. When people ask you what is new, tell them you're raising money for the love of the Boundary Waters, benefiting Save the Boundary Waters!



savetheboundarywaters.org



@SavetheBWCA



info@savetheboundarywaters.org

#savethebwca

COMMUNICATION TEMPLATES

Adding personal touches to your fundraising page and communications, such as why you're fundraising, your connection to the Boundary Waters, or including personal photos and stories from trips, helps your friends and family connect more with our mission. Your network will feel more compelled to give because they understand your unique relationship to the Wilderness and what our organization means to you. So **don't forget to personalize your page** to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.



EMAIL TEMPLATE #1: AN INTRODUCTION

Hello {First Name},

I'm showing up and showing out for the love of the Boundary Waters. I'm raising funds for Save the Boundary Waters, a non-profit organization that works to permanently protect the Boundary Waters Canoe Area Wilderness in Minnesota from sulfide-ore coppering mining.

(We suggest adding a personal story about your connection to the Boundary Waters, and why you're raising money for us. Feel free to include personal photos as well!)

My goal is to donate \$____, and I need your help to raise this. All donations, no matter the size, will make a difference. Will you help me meet my goal and donate today? **[link to your fundraising page]**

Thank you so much for your support!
-- {Your Name}

COMMUNICATION TEMPLATES



EMAIL TEMPLATE #2: AN UPDATE

Hello {FirstName},

I wanted to give you an update on my fundraiser for Save the Boundary Waters: for the love of the BWCA. So far, I have raised \$___ towards my \$___ goal. If you've donated, thank you so much!

If you haven't had the chance to donate, can you help push me to the finish line and donate today? All proceeds from my fundraiser go towards Save the Boundary Waters, an environmental non-profit that seeks to permanently protect the Boundary Waters Canoe Area Wilderness in Minnesota. ***[link to your fundraising page]***

Thank you for your support!



EMAIL TEMPLATE #3: FINISH LINE

Hello {FirstName},

I'll make this quick. I am showing up for the love of the BWCA, and I'm raising money for an organization I care deeply about – Save the Boundary Waters.

So far, I have raised \$___ towards my \$___ goal. Thank you to everyone who has already donated!

Can you help push me to the finish line and donate today? All proceeds from my fundraiser go towards Save the Boundary Waters, an environmental non-profit that seeks to permanently protect the Boundary Waters Canoe Area Wilderness in Minnesota. ***[link to your fundraising page]***

Thank you for your support!

COMMUNICATION TEMPLATES

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value.

CAPTION #1

For the love of the Boundary Waters...

...I'd portage a canoe uphill.

...I'd battle a million mosquitoes.

...I'd even share my last s'more.

But what won't I do? Let this Wilderness be irreplaceably polluted. Help me raise \$___ to protect the BWCA – because some loves are worth fighting for. 🛶💙 **[link to your fundraising page]**

#ForTheLoveOfTheBWCA #SaveTheBWCA

CAPTION #2

Sweatbands are optional, but passion for the BWCA? Non-negotiable! 🌲

🛶 I'm **[hiking, biking, paddling, etc.]** to raise \$___ to protect the Boundary Waters. Join me! Every dollar keeps this wilderness wild! **[link to your fundraising page]** #ForTheLoveOfTheBWCA #SaveTheBWCA

CAPTION #3

Just \$___ stands between me and my goal to protect the Boundary Waters. 🛶✨ Every dollar fuels the fight to keep it wild. Will you join me? **[link to your fundraising page]**

#ForTheLoveOfTheBWCA #SaveTheBWCA

COMMUNICATION TEMPLATES

Share your fundraiser via text message with friends and family. Don't forget to include a link to your personal fundraising page.

TEXT #1

Hey [Friend's Name], hope you're doing well! I'm on a mission to raise funds for Save the Boundary Waters. Any support you can give would mean the world to me. Even a small donation goes a long way! *[link to your fundraising page]*

TEXT #2

Hi there! I'm showing up and showing out for the love of the Boundary Waters. I'm raising money for a fantastic cause – Save the Boundary Waters. Would you consider making a contribution to support me? Every bit helps! *[link to your fundraising page]*

RESOURCES LIBRARY & TEMPLATES

We've put together a collection of ready-to-share photos, logos, and social media graphics—perfect for spreading the word with friends, family, and your network. Scan the QR code to access the library!



Complete library



Canva templates
square social media



Canva templates
vertical social media

THANK YOUR DONORS

It's important to thank everyone who donates to your fundraiser for being a part of your cheer squad and helping you get to race day. Your success wouldn't have been possible without them! Send a personalized email or thank you note, or give them a shout-out on social media.

PRO TIP: When thanking on social media, be sure to tag the donor and share a link to your fundraising page to encourage others to donate.



EMAIL THANK YOU

Dear {First Name},

Thank you for donating to my fundraiser for Save the Boundary Waters! In total, I raised \$____. ***(You can include messaging if you went over your goal.)***

All proceeds go directly to Save the Boundary Waters, a non-profit working to permanently protect the Boundary Waters. Learn more about Save the Boundary Waters by visiting savetheboundarywaters.org.

Thank you again for supporting my fundraiser!

Sincerely,
{Your Name}



SOCIAL MEDIA THANK YOU

Thank you, @_____, for donating to my fundraiser to protect the Boundary Waters! With a goal of raising \$____ for @SaveTheBWCA, your support brings us one step closer to permanently protecting this special Wilderness. ***[link to your fundraising page]*** #ForTheLoveOfTheBWCA

ABOUT SAVE THE BWCA

Here are a few key messages that can help you get started with your outreach. They're also great to share with your friends and family if they ever ask you what our organization does in the community.

ABOUT US: Save the Boundary Waters is a nonprofit 501(c)(3) that mobilizes a national coalition of 400+ conservation, access, hunting & fishing organizations & businesses, working tirelessly for more than a decade to permanently protect the Boundary Waters Wilderness, Superior National Forest, Voyageurs National Park, & Canada's Quetico Provincial Park from copper mining.

MISSION: We unite people to advocate for the protection of wilderness and wild places, especially the Boundary Waters Canoe Area Wilderness and the greater Quetico-Superior Ecosystem.

VISION: We envision a future where people understand the value of wild protected lands, and are unified to forever protect the greater Boundary Waters Wilderness and the greater Quetico-Superior Ecosystem as vital components of a healthy and resilient planet.

KEY MESSAGES AND FACTS:

- The Boundary Waters Canoe Area Wilderness is an undeveloped **1.1 million-acre** federal and state-recognized Wilderness Area.
- The Boundary Waters has **1,100 lakes**, **237.5 miles of overnight hiking trails** and **2,000 designated campsites**.
- The Boundary Waters is a thriving wild ecosystem, **home to hundreds of species** like wolves, moose, loons, lynx, walleye, northern pike, and more who rely on its clean waters and protected forests.
- The Boundary Waters is a designated **dark sky sanctuary** and awarded Wilderness Quiet Park, offering unparalleled opportunities for stargazing, aurora chasing, and escape from modern light and noise pollution.

ABOUT THE ISSUE

Here are a few talking points about the copper mining threat:

- Twin Metals, **owned by Chilean mining giant Antofagasta**, wants to build a copper-nickel mine immediately upstream of the Boundary Waters, and along waterways that flow into the Wilderness.
- **Acid Mine Drainage** from these mines would pollute the waterways that flow into and through the heart of the Boundary Waters and along the international border, downstream to Voyageurs National Park, Quetico Provincial Park, and Hudson Bay.
- This type of mining, hardrock mining, is **America's most toxic industry** (EPA Toxic Release Inventory)
- Byproducts of sulfide-ore copper mining include **hazardous pollutants** such as sulfuric acid and heavy metals, which are **harmful to wildlife and people**, and could permanently ruin the pristine water and unspoiled forests of the Boundary Waters.
- An industrial mining district on the edge of the Boundary Waters would **forever change the area**, devastate the Wilderness ecosystems, pristine waters, wildlife, and surrounding communities.
- **This type of mining has never been done before in Minnesota** and has never been done safely.

LINKS & RESOURCES:

- Templates: [For the love of the Boundary Waters resource library](#) (templates, photos, and social media graphics for your use)
- Templates: Editable Canva graphics | [Square Social Media](#) & [Vertical Social Media](#)
- Factsheet: [Critical Minerals](#)
- Factsheet: [The Science](#)
- Map: [Wilderness and National Park at risk](#)

FUNDRAISING TIPS



TRY THIS | FUNDRAISING DOS:

SHOUT-OUT DONORS: Acknowledging donors ensures that they feel appreciated. It also shows other people in your network that you're already receiving donations.

ASK MORE THAN ONCE: Follow-ups and additional asks can help increase the probability of securing donations.

MAKE THE FIRST DONATION: This is a good way to get the ball rolling. It's also a good way to show people that you are passionate enough about the cause to donate your own funds.

BE ENTHUSIASTIC: All of your communication about the fundraiser should show your passion and enthusiasm. Showing your commitment and connection to the BWCA means people will be more inclined to donate.

BE CREATIVE: You may find that other people in your network are fundraising or showing their support for other organizations. Make a short and fun video, pose for a photo, or customize your email signature. Find new and creative ways that make your fundraiser stand out.



AVOID THIS | FUNDRAISING DON'TS:

GET DISCOURAGED: Cold calling and emailing potential supporters may seem like a daunting task at first. Sometimes the rate of success is not as high as we'd like it to be, but don't get discouraged!

OVERDO IT: Be sure to stagger your posts, emails, and other correspondence about fundraising. After all, your friends and family follow your social media for posts about your life and interests, so make sure they can still find those posts.



For the love of the
BOUNDARY WATERS

**THANK YOU FOR RAISING FUNDS FOR AND
AWARENESS OF *SAVE THE BOUNDARY WATERS!***

If you have any questions, reach out to Mira Tomten at
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