

SEWISC GARLIC MUSTARD  
PULL-THON

PULLING TOGETHER TO PROTECT OUR WOODLANDS



Caledonia Conservancy Land Trust Team 2016



River Revitalization Foundation Trophy Winners 2017

## SEWISC Garlic Mustard Pull-A-Thon

### TEAM LEADER INFORMATION

**Thank you** for leading the way in our annual Garlic Mustard Pull-A-Thon! Together, we can continue to control invasive plants in Southeastern Wisconsin, while involving and educating more people.

#### Raise Money for YOUR Organization!

Your nonprofit organization will earn half of any Pull-A-Thon funds you raise. The remaining proceeds help SEWISC support programs to control invasive species in our eight county area through education and on-the-ground management. Let your sponsors know that!

#### Making Fundraising Easier

We realize that asking friends and family to donate money to your cause can be difficult, but we try to make that easier! We offer pre-written emails and printable donation forms that you and your team members can use to inspire family, friends or colleagues to support your efforts. As a team leader, you don't have to collect donations. Sponsors send their donations to SEWISC, which then distributes the proceeds to your organization.

#### How to participate in 9 steps

1. **Select a Pull-A-Thon work site** that has been invaded with garlic mustard (*Alliaria petiolata*). For example, select a neighborhood park or natural area and arrange work days through the natural area's managers/owners.
2. **Register your work site** with SEWISC. Just send an email to [info@sewisc.org](mailto:info@sewisc.org) and include your work site location, team leader/your name and contact information.
3. **Schedule one or more Pull-A-Thon work days** at your site and report the date(s) and time(s) to SEWISC at: [info@sewisc.org](mailto:info@sewisc.org). We'll include your event(s) on our website calendar.

4. **Promote your event.** Download and customize a Pull-A-Thon [Promotional Flyer](#) to distribute and promote your event. Post it at your workplace, school or other appropriate meeting and activity facilities. Send it to volunteers, teachers and parents. Also announce it in [social media](#) and newsletters.
5. **Form a Pull-A-Thon team** by recruiting volunteers to fundraise and pull garlic mustard.
  - It's a fun team activity for both adults and children. You can find volunteers among neighboring residents, [schools](#), youth groups and senior centers.
  - Encourage each volunteer to commit to their sponsors that they'll pull at least one bag of garlic mustard. They will gain a sense of accomplishment and pride by doing something worthwhile for their community and the environment.
  - Advise volunteers to dress for outdoor, grubby work. Long pants, a long-sleeved shirt and sturdy footwear are essential. They should also bring a water bottle, sunscreen and insect repellent on work days. All should have a great time!
6. **Encourage each volunteer to request donations from 3+ sponsors before the work day.** Donations help both YOUR organization and SEWISC's regional efforts. Leaders may want to print copies of the mail in donation form to distribute to volunteers.
  - For email contacts: Volunteers can ask for donations from friends, family and others by using a **pre-written** [donation request email](#). Simply download the text and customize it.
  - For in-person contacts: Volunteers can ask friends, family members, neighbors, or local businesses for donations, using the mail in donation form. Sponsors will mail the form and donation check to SEWISC.
  - Donations can be made [online](#) or with a [mail-in donation form](#).
7. **Purchase 33-gallon-sized trash bags** for your event, or ask team members to bring their own bags to your work day. You can also ask local businesses to donate trash bags.
8. **Print a Pull-A-Thon [Work Day Tally Form](#)** for each work day and have each team member sign in at the event. At the end of each work day, use the tally form to:
  - Record the number of bags pulled by each team member.
  - Record the total bags pulled for the site.
  - Repeat this process for each work day completed.
  - Send completed tally forms to the address listed on the form.
9. **Conduct your Pull-A-Thon work day(s).** This is the best part!
  - Each team can hold as many work days as they wish, usually ranging from 2-5 hours each.
  - Pulling can begin as soon as garlic mustard is identifiable, but **all pulling must stop once seed pods have formed**, to avoid spreading the seed. If seed pods are developing, the bagged material should be disposed of in a landfill or burned to avoid potential seed spread. The competition officially ends June 30, but you may need to stop pulling before that date.
  - Dame's rocket, another invasive member of the mustard family, can be pulled and bagged along with garlic mustard, giving your team the extra pounds we call a Rocket Boost!
  - Instruct your team to **knock and shake soil from the roots of all plants before bagging**.
  - Download and print these helpful **fact sheets** to share with your team during work day events: [Garlic Mustard Fact Sheet](#), [Dame's Rocket Fact Sheet](#)

### Receiving Your Donation Proceeds

After the event, the SEWISC Treasurer will send 50% of your team's donation proceeds back to your organization for continued stewardship of your work site and invasive species education. **Please inform SEWISC of the name of the non-profit organization to which the proceeds check should be payable.**

Please contact Jill Hapner with any questions: [Jill.Hapner@sewisc.org](mailto:Jill.Hapner@sewisc.org)

## Ready. Set. PULL!

### Links to Online Tools/Documents

Use these documents to communicate with your team and sponsors. Customize them as needed before sending!

[Promotional Flyer](#) – to recruit team volunteers

[Promotional Email](#) – to recruit team volunteers (email this request to [info@sewisc.org](mailto:info@sewisc.org))

[STAR Team Member Information](#) – everything your team members need to know

[Promotional Flyer & Email](#) – for teachers and parents to make them aware of the event

[Sponsor Request](#) – sample email to potential sponsors

[Work Day Tally Sheet](#)

[Social Media](#) – message suggestions

