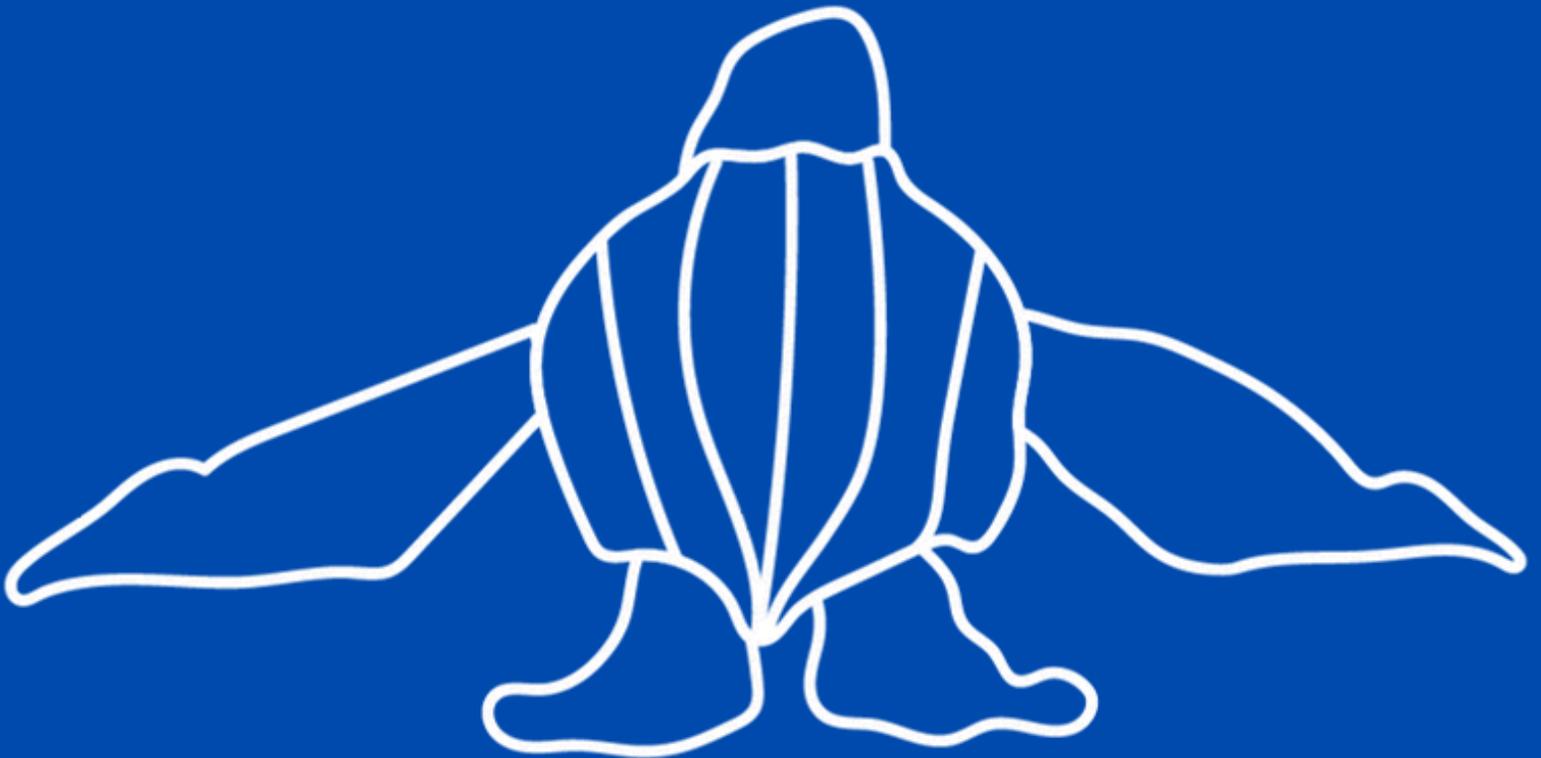


2025 Baby Turtle Fundraising Contest Class Guide



seeTURTLESORG



**BillionBaby
Turtles**

Table of Contents

Contest Instructions	1
Set Up A Fundraising Page.	2
How The Contest Works	3
Contest Prizes	4
What Do Donations Go?	5
Fundraising Ideas	6
Contest Sponsors	7
Contest Terms and Conditions	8
About SEE Turtles	10



Contest Instructions

Contest Dates: Oct 15 - Nov 12, 2025

1. Fill out the form on the contest page to register (no cost to enter). We will follow up with resources and information to get started (including this guide).

2. Read through this contest guide to get the full rules plus ideas and details on contest prizes and more.

3. Schedule a sea turtle educational presentation for your class to get them motivated. Contact us at brad@seeturtles.org to schedule. We tailor presentations to the grade level and class length.

Presentations are done via Zoom, or Google Hangouts (your choice) and include information on sea turtle biology, threats, and conservation efforts. We'll show your students the beaches the funds they raise will help protect!

4. Check out our classroom resources:

- [Lesson Plans for grades K-12](#)
- [Turtle nesting & migration videos & fact sheets on each species](#)
- [Billion Baby Turtles introduction video](#)
- [How does Billion Baby Turtles work?](#)
- [Donation Recipients \(where the funds go\)](#)

5. Get started raising money! Check out this guide for ideas on ways to raise funds or come up with your own fun ideas.

New! You can set up a fundraising page for your group to automatically collect the donations. Read the next page for instructions.

6. Send in your donations. Be sure to send in your money by Nov. 12th.

[Donate Here By Credit Card On The Contest Page](#)

Donate by check to the address below (made out to "SEE Turtles"). Please contact us if you are sending by check, must be postmarked by Nov 12th to be eligible for prizes.

SEE Turtles

5605 SE Rural St

Portland OR 97206

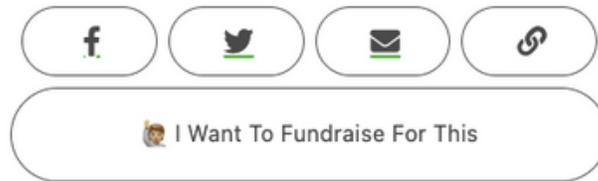
Contact us at Brad@seeturtles.org with any questions.

Set Up A Fundraising Page

Personalize your own page for your fundraiser to keep track of how the class is doing.

1. [Visit our School Fundraising Contest page.](#)

2. Sign up to fundraise by clicking on **I Want To Fundraise For This** under the donation form.



3. You will be sent to our Give Lively Fundraising Page site where you can personalize your page. Click on **Confirm Creation of Your Fundraising Page** and a form will pop up to fill out.



4. Include your:

- a. Name
- b. A personal note about why your class wants to help sea turtles
- c. Your fundraising goal (optional though we recommend it)

5. Click **Save** at the bottom of the page. You will be redirected to the live page, **be sure to save the link**. You will be able to see your progress towards your goal on the page. You will also get an email from Give Lively with a copy of your link to share.

Share Your Fundraiser:

1. Take your link and share it with your class or community! Can you think of 20 people in your network that would be interested in supporting your fundraiser?
2. Personal and individual text messages and emails are by far the most effective ways to have people support your fundraiser. Group emails or texts rarely motivate people to participate.
3. Share on your social media accounts. Have your student include why they love sea turtles.
4. Follow up at least once or twice with your list.
5. [Contact us here](#) if you want a list of who has donated.

How The Contest Works

School classes and students from kindergarten to high school in the US will compete to raise the most money for turtle conservation from October 15th until Nov. 12th, 2022. **To date, 3,800 students at more than 35 schools across the US have raised nearly \$50,000, helping to save roughly 500,000 endangered baby turtles around the world.**

- Prizes will be given for different categories and every class that raises at least \$100 and every student or small group that raises \$50 will receive the prizes listed below.
- Classes can determine how to raise the money but every class will have the option to sell our hatchling postcards or SEE Turtles stickers for a \$1 donation each. See page 3 for more information.

Prize Categories:

- **Total Money Raised:** The class that has raises the most money raised of all participating and eligible classes or clubs.
- **Amount Raised Per Student:** The class that has the highest average amount raised per participating student.
- **Elementary Schools:** The class from Kindergarten to 4th grade that raises the most money.
- **Individual Students:** The top 3 raising students will receive prizes.
- Classes that raise at least \$100 and students that raise \$50 will receive prizes listed on page 2.
- Additional runners-up prizes may be given depending on availability of prizes.

Contest Rules:

- Open to public and private schools and student clubs and students in the continental United States only, grades kindergarten to 12.
- **Contest runs from October 15th until Nov. 12th, 2025.** Donations need to be postmarked or made online (at this link) by midnight PDT on Nov 15th to be eligible for the prizes.
- Prize winners will be notified by Nov. 17th and prizes will be mailed by mail by Nov. 21st.
- Classes or clubs need to raise at least \$100 to qualify for the prizes.
- See pages 10 - 11 for full contest rules and conditions.

[Learn More & Register Here](#)

Contest Prizes

Class Eco-Prize Packs

Three classes will win prizes for each student and the classroom. Each student in the winning classes will receive:

- Coupon for a free Nature's Path Organic Foods product
- Turtle stickers & hatchling postcards
- Turtle Talks Activity Book (up to grade 8)
- Turtle stickers from Fin Pin Ship
- Reusable lunch containers and thermoses from Lunch Bots
- Paintable ceramic turtle from Bisque Imports

The class will also receive a certificate stating how many hatchlings saved (one per class).

* Classes must raise at least \$100 to be eligible for prizes.

Student & Small Group Prizes:

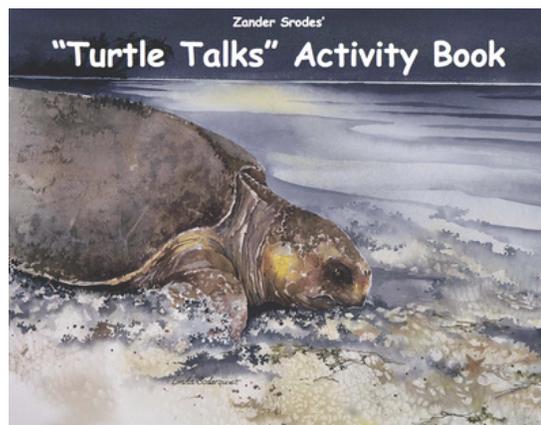
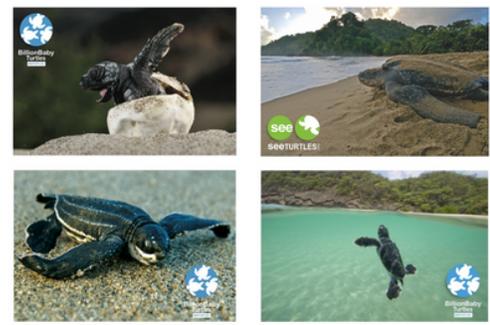
Individual students and small groups can also compete for prizes. The top 2 raising students will win a prize pack plus a personalized certificate and a Plush Pals plush turtle. All students raising at least \$50 will receive a certificate, postcards, sticker, activity book, and a small ceramic turtle to paint from our friends at Bisque Imports.

Class Prizes

Classes that raise at least \$100 will receive:

- Hatchling postcards and stickers for each student
- Turtle adoption certificate for the classroom

Every class that raises funds will get a certificate for the classroom.



Where Do the Donations Go?

Our Billion Baby Turtles Project supports sea turtle conservation organizations that work to protect turtle hatchlings at important turtle nesting beaches across Latin America. The funds are used to pay local residents and researchers to patrol the beaches, protecting turtles that come up to nest, and ensuring that the eggs and hatchlings are protected from poachers and predators. We've helped save more than 10 million baby turtles around the world so far!

This funding goes to community organizations at important nesting beaches all around the world. In addition, the funds are used to build and maintain hatcheries where the eggs are protected until they hatch and are released to the ocean. [Check out our full list of partners here.](#) We prioritize nesting beach projects that are newer with less stable sources of funding and immediate threats like illegal egg hunting.

Turtle Conservation Projects We Support

Hawksbill Turtles

Hawksbills are critically endangered and their population dropped dramatically in the 1900's due to the trade in their shells (known as "tortoiseshell.") We currently support conservation groups working in 10 countries to protect hawksbills, including Mexico, Panama, Costa Rica, and Indonesia.

Leatherback Turtles

These largest of all turtles are considered vulnerable around the world and some populations are critically endangered. Our funding supports 7 leatherback conservation projects on beaches in places like Mexico, Costa Rica, and Panama, helping to build hatcheries and pay for researchers to protect nesting beaches.

Green Turtles

Billion Baby Turtles supports projects that help protect green turtles in several countries. Some of the beaches we support are in Mexico, Indonesia, Costa Rica, and others.



Fundraising Ideas

Turtle Hatchling Postcards

Our most popular fundraising method is to sell our turtle hatchling postcards. Each one can be sold for a \$1 donation and represents 10 baby turtles saved. We require a small deposit to send the cards (depending on the quantity needed) which comes out of the total raised by the class or student.

How It Works:

Order through SEE Turtles (allow one week for delivery). For every 100 postcards, we request a deposit of \$20 (those schools who have done postcards in the past are exempt from the deposit). The deposit is deducted from your final donation amount. We cover the shipping and printing costs.

Contact us at Brad@SEEturtles.org for more information or to order.

Sticker Fundraiser

Our sponsors [Fin Pin Shop](#) offers their awesome stickers at a 50% discount to use for fundraisers. Choose from a huge variety of great ocean wildlife stickers. Minimum order of at least \$100 is required. Contact them at finpinshop@gmail.com to order and [see their full selection on their website here](#).

Cleanup Fundraiser

Organizing a community cleanup project, is yet another way to fundraise and send a positive message at the same time. Pick a convenient day or weekend and a location that needs some help. Look around for local organizations that run regular cleanups to see if they have suggestions for a location. Here your group's participants solicit pledges from the usual suspects - family, friends, and neighbors. Pledges are tied to a specific attainment goal such as the number of pounds of trash collected or the number of road miles cleaned of debris. You'll need to create a one-page overview of your cleanup program and a pledge signup sheet.

It works best if your overview specifies a suggested range for donations, say anywhere from a penny to a dime a pound for a large project. An amazing amount of garbage can be collected from a local stream or an illegal dumping area, so it's not a bad idea to also put a maximum limit on a pledge amount of say, \$20. Adapted from: www.fundraiserhelp.com/free-fundraisers.htm

Recycling Fundraiser

If your state has deposits on things like bottles and cans, you can collect those and redeem them for money, which can be used to help save baby turtles! Depending on the amount per bottle collected, you can save a baby turtle with every bottle (or 2 bottles if it is 5 cents per bottle)! You can look up your state at this link. Ask your fellow classmates to bring in their recyclables every day and collect them at the school. You can also go around to your neighbors and ask them to collect them and give them to you every week. The bottles can be turned in for money either at supermarkets or collection centers, depending on your state. [Cartridges for Kids](#) is another organization that will accept empty ink cartridges, cell phones, laptops, and more and make donations to non-profits like SEE Turtles.

Contest Sponsors



Contest Official Terms & Conditions

1. The promoter is: SEE Turtles, a 501c3 non-profit whose registered office is at 5605 SE Rural St, Portland OR 97206. The organization's EIN is 81-4325149.
2. Employees and directors of SEE Turtles and contest sponsors or their family members or anyone else connected in any way with the competition or helping to set up the competition shall not be permitted to enter the competition.
3. There is no entry fee and no purchase necessary to enter this competition.
4. Route to entry for the competition and details of how to enter are via www.seeturtles.org/school-contest
5. Closing date for entry will be Nov 15th, 2023. Donations must be received online or postmarked by 12 midnight PST that day. After this date the no further entries to the competition will be permitted.

Donations can be made through [the contest website](#). Donations can be accepted at any time but will not be eligible for prizes.
6. No responsibility can be accepted for entries not received for whatever reason.
7. The rules of the competition and the prize for each winner are as follows:
 - Public and private schools and student clubs and students in the United States only, grades kindergarten to 12 are eligible to win prizes.
 - Contest runs until Nov. 12th, 2025. Donations need to be postmarked or made online by midnight PDT that night to be eligible for prizes.
 - Prize winners will be notified by Nov 17th and prizes will be sent by mail by Nov 21st.
 - Prize packs are limited to a maximum of 35 students.
8. The promoter reserves the right to cancel or amend the competition and these terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the promoter's control. Any changes to the competition will be notified to entrants as soon as possible by the promoter.
9. The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected with this competition.

10. No cash alternative to the prizes will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving notice.

11. Class winners will be chosen the following ways:

- **Total Money Raised:** The class from grades K-12 in the continental US that has raised the most money of all participating and eligible classes or clubs;
- **Money Raised Per Student:** The class that has the highest average amount raised per student, determined by dividing the total raised by the number of students in the class;
- **Elementary School Money Raised:** The class from Kindergarten to 4th grade that raises the most money;
- All classes from grades K-12 that raise at least \$100 in the US will receive prizes listed on the page three; and
- Specific classes cannot win more than one category. If a class wins more than one category above (not including the \$100 prizes), the next class in one of the other categories will be chosen winner.
- We may award runners-up prizes depending on the number of prizes available after awarding the initial prizes. The second place schools are contacted if there are runner's up prizes available.

12. Individual winners and groups will be determined by the highest amount raised, either by an individual or the average amount raised from a group. Individuals that raise at least \$50 will also receive prizes listed on page 3.

13. The winners will be notified by email and/or phone within 12 days of the closing date. If the winner cannot be contacted or do not claim the prize within 7 days of notification, we reserve the right to withdraw the prize from the winner and pick a replacement winner.

14. The promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into.

15. The winner agrees to the use of his/her name and image in any publicity material. Any personal data relating to the winner or any other entrants will be used solely in accordance with current US data protection legislation and will not be disclosed to a third party without the entrant's prior consent. Photos or full names of minors will only be used with written consent from guardians.

16. Entry into the competition will be deemed as acceptance of these terms and conditions.

17. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or any other social network. You are providing your information to SEE Turtles and not to any other party. The information provided will be used in conjunction with the following Privacy Policy found at www.seeturtles.org/privacy-policy/.

About SEE Turtles

SEE Turtles was launched in 2008 as the world's first effort to protect these species through ecotourism. Since then, we have expanded to include our Billion Baby Turtles, Too Rare To Wear, Community Leaders, Sea Turtles & Plastic, and Sea Turtle Week programs. For our efforts, we have been awarded the Global Vision Award from Travel + Leisure, the Changemakers Award from the World Travel & Tourism Council, and others.

To date, we have brought more than 1,500 people to visit turtle projects around the world, generated more than US \$1.5 million for turtle conservation and local communities, saved more than 20 million turtle hatchlings at more than 60 nesting beaches, and cleaned up more than 500,000 lbs of plastic. SEE Turtles is an independent 501c3 nonprofit organization based in Portland, Oregon.

www.SEEturtles.org

brad@SEEturtles.org

(800) 215-0378

