



RASCALS ROUNDUP

World Water Day March 22, 2020

RASCALS ROUNDUP

Global Fundraising Event On March 22, 2020

using action sports to help
solve the world water crisis



Rascals Roundup

RASCAL

ras·cal | \ 'ra-skəl noun

: surfer, biker, snowboarder, skier, racoon, etc.

ROUNDUP

round·up | \ 'raʊnd-,əp verb

: ride and/or session





Rascals Roundup

the time has come for us to roundup the rascals,
as a unified front, to tackle the world water crisis.



participating is simple



Rascals Roundup

01 SIGN UP


- Head over to rascalsroundup.org
- On the 'homepage' click **Join Rascals Roundup** button.
- On the 'register' page create your Rascals Roundup profile & set a fundraising goal.

NOTE: a donation of \$20 will be required to register & participate

- Once registered choose your sport:
SURF, SNOW, or BIKE
- Then decide whether to:
 - join an existing Rascals Roundup in your area
by using 'find a roundup' search tool
 - or create your own Rascals Roundup
make sure to specify your sport, give your Rascals Roundup a name/photo and description, there will also be a dropdown menu to choose your location & start time

CREATE A ROUNDUP

BASEBALL INFO



JOHN KRISTOFFERSON[CHANGE](#)

ROUNDUP DETAILS

Roundup Type

Roundup Name

Description

Time

Start End

Files must be less than 200k. By uploading a photo you agree to the [Terms, Privacy Policy, and Representations](#) and understand that all photos are subject to approval before being shown on the site.

LOCATION INFO

Country State

Street Address

City Zip

02 ENLIST

- Rally your crew of rascals, near and far, to sign up (if they haven't already).
- If they are near
have them join your Rascals Roundup
- If they are far
help them create a Rascals Roundup of their own



03 FUNDRAISE

- ✓ Your Rascals Roundup is set
- ✓ You've rallied others to participate

Now its time to get support:

- Get the word out to your network of friends, family, co-workers, social media followers, etc.
- Ask them to donate to your Rascals Roundup by sharing your Rascals Roundup profile page URL.
- Unlock Rascal Rewards by hitting new fundraising thresholds.
- Awesome rewards from participating sponsors will be given to rascals that raise \$175, the top three fundraisers in each sport, and the top fundraiser overall
[see website for breakdown of exact rewards](#)



SNOWBOARD BIG SKY SLOPESTYLE

Big Sky, Montana

Money Raised
\$30,000

People Impacted
2,500

[Donate to this Roundup](#)



ORGANIZER

John Gufstufsson

04 LOOK THE PART

this one is important

black & white stripes represent Rascals Roundup and its cause



here's why

literally:

the global water crisis is a black and white issue - people either have access to clean water or they don't

figuratively:

our chosen mascot to represent the rascal spirit that connects us all, is the Raccoon!

05 GAME DAY

World Water Day March 22



show your rascal spirit and solidarity for the cause by everyone in your roundup wearing **black & white**

this guideline is open to interpretation, so get creative!

but here are a few ideas to get you started:

- paint black & white stripes across your board, bike, or even your face!
- put your black & white striped RR "flag" stickers (provided in two sizes upon signup) on your helmet, bike, or board.
- use black & white duct tape to create stripes down the arm of your wetsuit



06 SEND IT

Ok, listen closely, this one is perhaps the most important step...

We want you to absolutely, **SEND IT**, during your Rascals Roundup!

In other words, have the best freakin' day ever, going big, with your homies.

It's finally come! This is a celebratory moment for all your hard work... play hooky, unleash that rascal spirit, and do it all in the name of clean water!



07 GO VIRAL

this one is simple

Post images from your Rascals Roundup tag **@rascals_roundup** use **#rascalsroundup**

Don't be shy! this is the way for everyone to see the impact we can have when rascals unite.

It's also a way for rascals across the world to share their awesome adventures with one another, on that day.

This step is ultimately meant to inspire:

- more people to care about the world water crisis
- more people to go do what they love and help along the way
- Rascals Roundup participants with new ideas, to go bigger with their adventures (and their black & white attire) for next year's Roundup
- Rascals that may have missed out on this year, to sign up for next year



all funds raised will benefit



Rascals Roundup



purpose

ACCESS TO CLEAN WATER, FOR EVERYONE THAT NEEDS IT

Over the past ten years Waves For Water has;

- implemented **155 clean water programs**
- in **over 45 countries**
- responded to **33 major natural disasters**
- impacting an estimated **3,750,000 people**



Rascals Roundup



imagine the impact we could have



Rascals Roundup



rascals unite

#RASCALSROUNDUP

@rascals_roundup



Rascals Roundup

**DO WHAT YOU LOVE
HELP ALONG THE WAY**





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