



## Southeastern Wisconsin Invasive Species Consortium, Inc.

### Annual Garlic Mustard Pull-A-Thon

#### *2017 Information for Team Leaders*

Thank you for participating in our Annual Garlic Mustard Pull-a-thon. Our 2017 goal is to collectively pull **10,000 lbs. and raise \$50,000** to fund invasive species education, prevention and control in southeastern Wisconsin. That is an ambitious, but not unreachable, goal that we can accomplish with your help!

#### **By participating in this event, you can:**

- Promote repeated control and proper disposal of garlic mustard in your parks and natural areas.
- Promote public awareness of invasive species issues.
- Share control methods and best management practices with landowners and land managers.
- Create camaraderie and strengthen your overall local volunteer efforts.
- Raise funds to use locally for your organization and regionally for SEWISC.
- Be involved in an exciting, regional competition with press coverage.
- Have a chance to win the impressive traveling trophy!

#### **Here's how to participate in 9 easy steps:**

1. **Select a Pull-A-Thon Work Site** that is invaded with garlic mustard ([Alliaria petiolata](#)). For example, a good Work Site choice is a neighborhood park or natural area with an organization that supports that Site (like a Friends Group).
2. **Register your Work Site** along with the Team Leader's (your) name and contact information with SEWISC by sending an email to: [info@sewisc.org](mailto:info@sewisc.org).
3. **Schedule one or more Pull-A-Thon Work Days** at your Work Site and report the date(s) and time(s) to SEWISC at: [info@sewisc.org](mailto:info@sewisc.org) (this information will be added to our website calendar). Download and customize a [Pull-a-thon Advertising Flyer](#) to distribute and advertise your event.
4. **Form a Pull-a-thon Team** by recruiting volunteer participants who will solicit their sponsors and pull garlic mustard. One team is allowed for each Work Site. A great source for volunteers includes neighboring residents, schools, youth groups, senior centers. This is a fun activity for both adults and children. We encourage each participant to make a commitment to their sponsors that they will pull at least one bag of garlic mustard. They will gain the personal satisfaction and sense of pride that comes from doing something worthwhile for their community and the environment. Encourage your Team Members to bring a water bottle, sunscreen and insect repellent to Pull-a-thon Work Days. Also instruct them to dress appropriately for outdoor, grubby work. Long pants, a long-sleeved shirt and sturdy footwear are essential. We look forward to all our participants having a great time!
5. **Encourage each participating Team Member to solicit donations from at least 10 sponsors** by sending emails requesting donations prior to the Work Day. As an example, these email requests can be sent to family, friends and co-workers and it is a great opportunity to educate the public about the

negative impacts of invasive species! Each team member can customize and send a **Template Donation Email Request** (which will be provided to each registered team) to raise funds for your Team's organization and SEWISC. [Donations can be made online](#), and a [mail-in donation form](#) is also still available for download on the donation web page.

6. **Purchase 33 gallon-sized trash bags** for your event, or ask Team Members to bring their own bags to the Work Day.
7. **Execute your Pull-A-Thon Work Day(s)**. Each Work Site Team can hold as many Work Days as they wish. Pulling can begin as soon as garlic mustard is identifiable, but ***all pulling must cease once the seed pods have formed to avoid spreading the invasive plant.*** The competition will officially end on June 30, but you may need to cease pulling before that date. Dame's rocket ([Hesperis matronalis](#)), another invasive member of the mustard family, can be pulled and bagged along with garlic mustard during the competition, giving each team extra pounds we call a rocket boost! Pulling before flowering is an effective single plant control technique and pulling second year plants when they are in flower is easier than pulling first year rosettes. If seed pods are developing, the bagged material should be disposed of in a landfill or burned to avoid potential for seed spread. Instruct your Team Members to ***knock and shake soil from the roots before bagging the plant.*** Please download and print these helpful fact sheets to share with your team members during the Work Day events: [Garlic Mustard Fact Sheet](#), [Dames Rocket Fact Sheet](#).
8. **Print a [Pull-a-thon Workday Tally Form](#)** for each Work Day and **have each Team Member sign-in at the event.**
9. At the end of each Work Day, **record the number of bags pulled by each Team Member and the total bags pulled for the site using the [Work Day Tally Form](#).** Repeat this process for each work day executed at the Pull-A-Thon site. Promptly send completed forms to the address listed on the form.

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

The handsome SEWISC Pull-A-Thon Traveling Trophy will be passed to the Team that collects the most pledges and pulls the most garlic mustard/dame's rocket by our 2015 winners, the Caledonia Conservancy.

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

Ready? Set? PULL!



The 2016 Pull-a-Thon Winning Team was organized by RNC and included volunteers such as the RNC Habitat Healers, Girl Scout Troop #40093 and local Grafton Kohl's Associates

The 2016  
Garlic Mustard  
Pull-A-Thon  
Winners  
will soon pass the  
traveling trophy  
to our 2017  
Champions!



SEWISC Board President Andy Holschbach along with SEWISC Board Vice-President and RNC Board Member Mike Grisar present Phyllis McKenzie and Matt Smith with the 2016 Pull-A-Thon Traveling Trophy