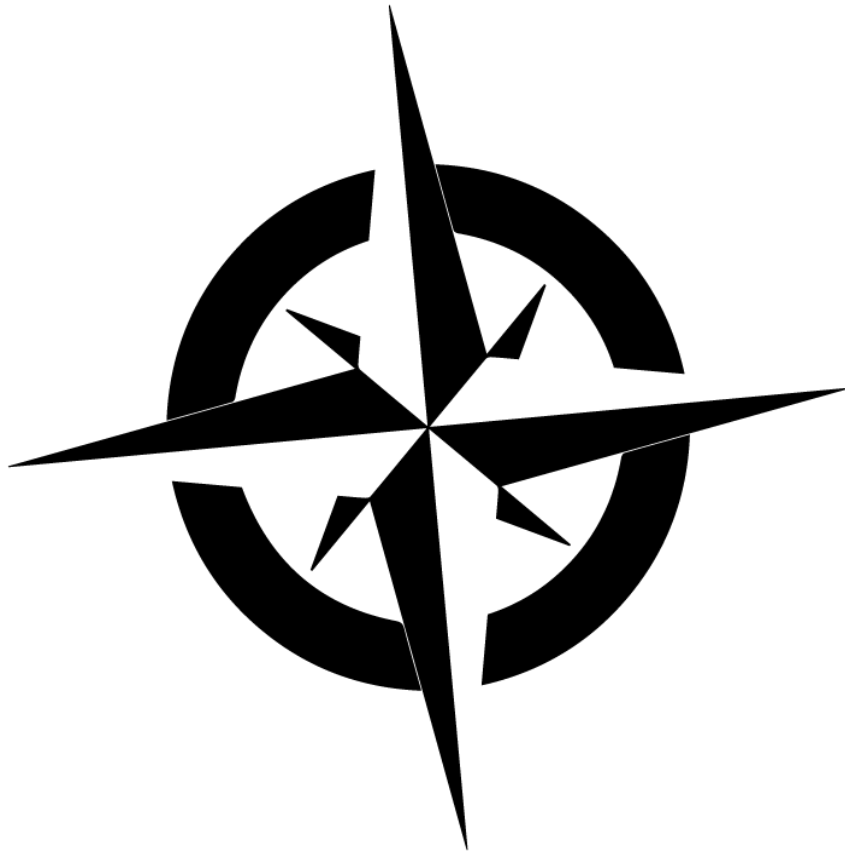


FUNDRAISE HANDBOOK

SET COURSE FOR NEW HORIZONS



WINDSEEKER

Dear (future) Trainee, Dear Windseeker

Sail Training is an experience you will never forget. Not only will you learn to sail a Tall Ship, but - even more importantly - you will grow as a person, learn about yourself and make international friendships. It is an adventure you will remember for the rest of your life, but the costs can seem overwhelming.

We, the team at Windseeker, want as many youngsters as possible to have this experience. Therefore we would like to give you tools. We put together this fundraising handbook to inspire and guide you through getting funds for your journey of a lifetime.

We have put together three different methods of fundraising for you. These methods can be used separately or together. Remember to take the parts that suit you, don't get overwhelmed by all the information.

Once you have read through the necessary information you are ready to start! We will support all our trainees with fundraising activities and campaigns. We would be very happy to advise you on a bursary, who to contact and to help you make the most of your local press and media. Email: info@windseeker.org

Thank you for sailing with us and good luck with your fundraising!

Best regards,
WINDSEEKER TEAM

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BE PREPARED – SET YOUR GOAL

Before you begin it is important to get organized and set a target. How much will your journey cost? Remember to keep in mind your travel costs to and from you embarking port and disembarking port. When you have set a target you have a goal that gives you the motivation and helps you focus.

When you have set your target, take a moment to write down why you want to have this experience, what is your motivation for raising funds? Explain it with circa five sentences and try to make it sound as adventurous as possible. Here are some questions for inspiration: What will you experience? What will you learn? Why do you want to go? Maybe the first time you write it down, it won't sound the way you hoped, then try again, until you are satisfied. Read it out loud to yourself and keep the text. This will help you be prepared for when people ask you why they should help you. You can also use this pitch when you write texts later on for funding.

FIND THE COURAGE

Just 3 little points that are essential for successful fundraising.

MOTIVATION

- You are going to have an amazing adventure at sea with other youngsters from all over the world!
- **Let your enthusiasm rub off on others** – be positive when you are approaching people and let your positive energy rub off on others.
- **Do it together with your friends!** Together it's more fun and it brings in more energy.

PERSISTENCE

- You may be faced with problems, so **don't give up** at the first hurdle – be prepared to overcome them and carry on.
- **Remember**, the worst thing that can happen is: Someone will say no. But if you don't ask, you already have a no.
- **20 x no + 1 yes = success**, every step in the right direction is a success.

CONFIDENCE

- **Ask for what you want** and tell them why you want this.
- **Aim higher** – this way it allows for minor setbacks, or you could end up with a little extra instead.

CROWDFUNDING

Crowdfunding is the new generation raising money for projects. You do it by creating a fundraising campaign on a crowdfunding platform. Here people can donate how much they would like to support you with. The platform handles the transfers, all you have to do is have people visit your page on the platform and they can donate. Using a fundraising platform brings more security to the transactions and makes it easier to do online donations.

USE A PLATFORM

There are a lot of different platforms. The most used international platform is GoFundMe, which we also can recommend. But it is important that you find one with terms you can agree on. If possible try to find a platform in your own language. It is good to do fundraising locally and by using a platform in your own language, it makes it more personal and easier for your grandmother to donate. Most platforms look similar, but here is a guide to use GoFundMe step by step with our recommendations:

1. Name your campaign: Use your own name and the name of the Ship. Add creative words like dreams, adventure or sailing enthusiast. Try to think of what people would search if they were looking for your campaign (campaign name can be up to 30 characters).
2. Type in your target: When you type in your target, you and your donors can see how far you are from your goal. Explain later if your target in your campaign is not your total target. E. g. if you have some savings, tell your audience, so they see that you are doing all you can to raise this money. They will see how committed you are and that you are invested in this journey.
3. Add a picture: Choose a picture of yourself. Choose something with action or something associated with sailing, sports or the sea – maybe you on the beach. Be creative!
4. Explanation: Now it is time to explain more about your campaign. GoFundMe gives you some questions for inspiration:
 - Who you are
 - Who (or what) you're raising money for
 - How the money will be used
 - How soon you need the funds
 - Why this means so much to you
 - How thankful you will be

Try to be as specific as possible, be personal and reliable.

5. Add link/video/picture: Here you can add a link if you have a blog or a Facebook page. If possible, clip together a video of you. We understand that it is hard to make a video of you sailing, if this will be your first time. But the more visuals the better. Maybe go to your local park and make some short clips of you, explaining why you are doing fundraising. You can insert some pictures of the ship you are going on. If you have more pictures it is also possible to add them to your campaign at this step. Remember these are all possibilities, not musts. If your time is spent better on handing out flyers than putting together a video, do that. It is important to challenge yourself, but use your energy wisely.
6. Insert practical information: Add the following to legitimize your profile and campaign: Phone Number, Street Address, Postal Code, City and Country.
7. Add Facebook profile picture: GoFundMe asks you to add your Facebook profile picture to make your campaign more personal and your supporters confident that you are a real person.

8. Share on social media: Your campaign is now ready and you are asked to share it on Facebook. GoFundMe gives you some information about how important it is to share your campaign on social media and update regularly (we talk more about this later).
9. Legitimize your profile and add bank details: Accept your email address and add your bank details, so you can withdraw your funding when you have reached your target. You will receive an email with a link, where you add the details.
10. Ready to go!: Your campaign is now ready and you get a link to it. It is always possible to make changes in your campaign, e.g. if you want to add more to your explanation.

Your Fundraising campaign is now ready and it is time to get the word out and promote it.

PROMOTE YOUR CAMPAIGN

Facebook page/blog

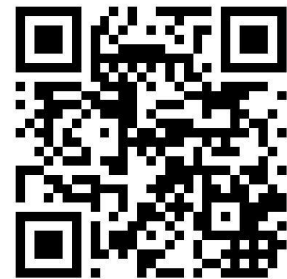
Make a Facebook page, where people who are interested in your adventure and fundraised journey can follow you. By making a page everyone can follow your adventure, not just your Facebook friends on your private profile. You can also post updates here and tell about your trip once you are back. A Facebook page is an alternative to a blog. If you are more confident with writing a blog, do that! Writing updates to your donors is important. It is a way of giving back and a way of showing them what their money is being spent on. It is a nice touch to give a small token of appreciation to your donors. Maybe you can send them some postcards from the ports, or print the pictures of yourself sailing? Or buy small souvenirs for the people who made the biggest donations?

Update your campaign site

On your Campaign site you can make updates (if you use GoFundMe). This is a way of making your campaign site look more active.

Campaign poster/flyer w. QR code

Make a poster you can put up at your school, the supermarket, your local sports club, your parent's work etc., wherever you can think of. Remember to ask before you hang it. Insert pictures of you and the ship, so people can see what a Tall Ship is. Put your pitch or a small text, about what you are doing and why people should donate. Insert the link to your campaign page or make a QR-code that will make it easier to find your campaign. You can also make a small flyer that you can hand out. This is nice for people who do not follow you on social media or who do not have social media, e.g. your grandmother. GoFundMe has a function that creates a poster for you with your campaign and links to it. This is a simple way of making a poster, but if you have the time, make a poster yourself. It makes it more personal. If you don't have a printer, try at your school or the library. Create a QR-code [here](#) or get tips on how to [here](#).



Share on social media: Twitter, Instagram, Facebook

Share your campaign on your social media. Do it as often as you find necessary. Don't just share the link, write a short text and maybe insert a picture. Include a *call to action*, a short sentence directing people to your campaign page (e.g. "Donate here").

Use your network

A personal connection is always good and leads to more commitment and success. Reach out to your family, friends, friends of friends and friends of family. Make a list of your network and give everyone a call or send them an email or message. Ask them to share your campaign.

Local media: press releases

To reach more people, contact our local newspapers, radio, give the national newspapers/magazines a try too. If you don't ask, you don't get! Local media often tend to support youngsters! Here's a few tips:

Press Release: Aim to catch and hold attention. Essential details should be contained in the first paragraph. The following paragraphs should answer the questions: Who? What? When? Where? How? Why? Always provide a contact number with your press. Contact the newspaper again three days before.

Radio Publicity: Contact the local radio, they like to have stories about the locals. Send an email that contains the same content as a press release and give them a call.

TV Publicity: Write to the producer, if he is attracted by your idea he will meet with you to discuss the relevant details.

REMEMBER

- You won't reach your target just waiting around. Most of the work is to promote your campaign.
- GoFundMe charges 5% of the money you raised, when you take out the money. There is also small fee for your donors for the Payment Processing. Your donors' fee is up to 2.9 % for doing the transaction. If any of your donors should be skeptical about this, simply ask them to minus the fee from what they expected to donate. If you don't reach your goal you can still withdraw the money. Remember to take the money out at least 7 bank days before you need them.
- GoFundMe is not supported in every country, mostly due to the different currencies. Check if your country is supported [here](#).
- GoFundMe is just one crowdfunding platform, and there are a lot out there, you can use. The different platforms varies and have different fees, term, etc. For some you can't take your funded money out unless you reach your target.

SPONSORS

A classic way of doing fundraising is to **find a sponsor or two**, who will fund you with a bigger amount. **Write an email** and send it out to as many potential sponsors as you can find. Potential sponsor can be **anyone**, a small or big company, an organization with a maritime connection, banks, insurance companies and/or organizations with a strong Corporate Social Responsibility (CSR) policy and interest in helping you to develop; Service clubs; Rotary clubs, etc.

It is always better to reach out to **local potential sponsors**, since it is easier to meet with them and they can relate more to you. Of course, it's even better if you know someone personally. A good way to find your sponsors is to look for companies that already have a sponsor program. Find them on the internet.

When you have found a potential sponsor, identify them by **checking their website**. It is always good to know a little about them before asking them for money. Maybe you find something on their website which makes sense to refer to in your letter to them. Here you also find the inputs and opportunities to get introduced to the **right people** within the company. Large companies often have a Marketing, Communication, Public Relations or even Sponsorship Department that you should reach out to.

Write an email and send it to your potential sponsor. Remember to **add a nice picture of yourself**. Give them a **call** after a few days (unless they already responded) and say you sent them an email. You can start by asking: Did you receive my email? Introduce shortly why you have contacted them. You can also show up with the letter at their address, which makes it even more *personal*.

Have your friend, teacher, brother or mother **read your letter through** and give you constructive criticism before you send it to make your letter as good as possible.

GUIDE FOR SPONSOR LETTER

Your address

(Get the name of the appropriate person to write to)

Name of addressee

Name of Company

Address

Date

Dear (Name),

(What you're doing: voyage – Sail Training – what they do)

I am writing to you to ask for your assistance in helping me to join a Sail Training journey onboard (name ship), intended to introduce young people like me to the sea and further personal development through participation in the challenges of offshore sailing.

(Short introduction about yourself, your age, school, work and interests)

I would like to participate on a voyage on ... going from ... to (Name Ship) is a square-rigged ship.

(What you'll be doing. What you hope to achieve)

Sail Training requires me to confront many demanding challenges, both physical and emotional. It is an activity that inspires self-confidence and personal responsibility. It promotes an acceptance of others whatever their social or cultural backgrounds, and develops willingness to take controlled risks.

Onboard everyone works together to keep the ship running – this involves swabbing the decks and cooking, as well as setting the sails and helming. I feel this is an excellent opportunity to develop my own ability to work in a team and learn from the particular challenges of Tall Ship sailing at sea.

(What you're offering in return for a donation)

In return for any financial assistance your company may be able to offer towards my fee of €..., I will be writing an account of my experience and taking photographs to produce as an informative account of my time on board as part of (Name ship)'s crew. I would also be happy to help with any appropriate PR. I have raised € ... myself and €... via my parents.

(Inviting a relationship – offering to talk more about it)

If you would like to hear more about my voyage, I can be contacted on ...telephone number... or by email at..... mail address. I would also be happy to come and meet you, and talk to you about my voyage in person.

Yours sincerely,
(Your name)

EXAMPLE LETTER I (TALL SHIPS RACES)

15th of February 2017

Dear John Hansen, xxxxx Company

I am a 17 year old girl dreaming of an adventure at sea. This summer the Tall Ship Morgenster is Participating in the Tall Ships Races and I wish to be a part of the Sail Training and international exchange on board. I am writing to you to ask for your assistance in helping me to join this Journey, because I unfortunately can't cover all the cost myself. The Journey intend to introduce young people like me to the sea and further personal development through participation in the challenges of offshore sailing.

In my daily life I am a highschool student, studying biochemistry in my hometown Aalborg. When I am not in school I swim on my local swimming team and play the guitar now and then. Once a week I am a babysitter for two twin boys, which I really enjoy. I love meeting new people and learning new things.

I would like to participate on a voyage going from Halmstad (SW) to Kotka (FI) on the square rigged brig Morgenster in July this summer organised by the organization [Windseeker](#). The Journey is a two week voyage and a part of the Tall Ships Races, which is a yearly race with more than 80 participating ships from all over the world organized by [Sail Training International](#). Just like the Races are very international, so is the Sail training, with trainees from different countries and a international exchange program. Through the program I won't only learn about sailing but also about different cultures, countries and teamwork across nationalities.

Recently I had the opportunity to join a friend on a day sailing trip on his parents' sailing boat, and I got a taste of life at sea. I want to learn more about sailing and experience new challenges. Sail training is physical and emotional demanding. On board I will be a part of a watch team and be on sailing watch 4 hours two times a day, which means sailing day and night. Through the Sail Training I will learn about setting and trimming sails, steering, navigating at sea and running a Tall Ships, which also involves swabbing the decks and cooking. I am especially looking forward to learning about navigation and to the quite nights at sea with hopefully clear starry sky. I hope to develop my team working skills and discover new talents.

I am asking you for economic help to go on this sailing experience. The journey is 1190 € and travel cost to and from the Race is 180 €, which means a total of 1370 €. I have raise 250 € through my work and have 200 € from savings from birthdays. Therefore I am asking for a sponsoring of 740 € or less. In return I will be writing a story of my experience and taking photographs to provide you with an informative account of my time on board Morgenster. I will also be very happy to help with appropriate PR.

If you would like hear more about my Journey, please contact me on +45 xxxx xxxx or Emma@xxxxx.com. I would also be very happy to come and meet you at your office and talk about the Journey in person. You can read more about the Journey on Windseeker's website: <http://www.windseeker.org/journey/morgenster-halmstad-se-kotka-fi-as08516/>

Hope to hear from you!

Kind regards
Emma Jensen

EXAMPLE LETTER II (SAIL TRAINING)

5th of January 2017

Dear Missouri Martin,

I am writing you to ask for assistance in helping me join a Sail Training Journey on board the Tall Ship Atyla. A Journey, a experience, an adventure that will take me out of my everyday life and teach me the things I don't learn in school. The Sail Training will not only teach me how to sail but that also let's me work on personal development and challenges my comfort zone.

My name is Antoine, I am 19 years old and live in Bordeaux. Why do I need to get out of my comfort zone? Well I have always walked the safe road. I am in school. I have a part time job in the local supermarket and I play on a soccer team. I want a taste of life outside my hometown and improve my English. I have never sailed before, but when I heard about this Journey I got hooked on the idea of combining a personal challenge with a voyage at sea.

The Journey I would like to participate in is from Atyla's homeport Bilbao in Spain to Porto in Portugal in April 2017 and is organized by the organization Windseeker. Atyla is a 2 masted topsail schooner, and I hope to learn more about what that means, when I go on board. Through the Sail Training program I will also learn about sea navigation, setting and trimming sails and how to steer a ship. The program encourages acceptance of others whatever their social or cultural backgrounds and teamwork across nationalities.

As said I hope to learn more about sailing, but I am also excited about meeting people from other countries and learn more about their culture. Last but not least I hope to learn more about myself.

In return for any financial assistance your company may be able to offer towards my fee of €540, I will be writing an account of my experience and taking photographs to produce as an informative account of my time on board as part of Atyla's crew. I would also be happy to help with any appropriate PR. I have raised € 400 through my job. The Journey is € 640 and travel costs should be possible for € 300, which means a budget of € 940 for a Journey of 7 days.

Please feel free to contact me if you would like to know more about the Journey or me. You can reach me on +33 x xxxx xxxx or antoine@xxxxx.com. If you like I can also stop by at your office and tell you more about my Journey in person. You can read more about the journey on Windseeker's website: www.windseeker.org/journey/atyla-bilbao-es-porto-pt-as08405/

Yours sincerely,
Antoine Bourret

DO'S & DON'T'S

In life you rarely get something for nothing, so offer publicity, PR and follow up talks and reports once you have completed your voyage. Don't write more than one A4 page, you don't want your potential sponsor to not pay attention to the whole text. Tell the necessities and wrap it in creative and interesting language. The potential sponsor can always write you back if they need more information.

Be creative, think of something you can do in return. E.g. give a presentation, bake a cake and hold a meeting for them about your experience and what you learned. Or offer them to make a t-shirt with their logo and wear it in the ports.

Start with writing 5 potential sponsors in separate emails. If none of them are interested or you don't hear back from them after a week, write 5 more. If the same occurs to them, have a look at your letter and see how you can improve it and send out to 5 more, etc.

INVOICES FOR COMPANIES

If your sponsor would like an invoice, contact us and we will make one for them.

Email admin@windseeker.org the following information: Name of company, address, contact person, email address and amount of donation.

RAISE YOUR SELF

There are plenty of ways to raise money. Here are some ideas on how to raise smaller amounts of money. "Little by little, a little becomes a lot".

Cake sale. Bake a cake and sell pieces in break time at your school or sports club. Make a sign that shows what the money is going to. Place a pot or cup for donations, if people feel like helping you out a little extra.

Do gardening for others. Ask your parents and neighbors if you can do some gardening work for an amount of money. Remember to tell them what the money is going to, if you are lucky they might sponsor you with a little extra.

Organize a barbeque/ cheese and wine evening and charge € 15, - each per head for 15 people taking out € 5, - per head for groceries = € 150,-. Organize the gathering before and after your journey at sea. Family and friends would love to hear your stories afterwards.

Arrange an auction. Ask your friends, family and neighbors if they have some old things that they do not need but are still usable. Invite your friends, family, classmates and anyone you can think of. Ask your friends if they want to help out and sell some snacks at the event.

Hold a bingo night. Bingo is a classic and never gets too old. Ask your friends and family if they have old stuff they want to donate for prices or maybe try at your local supermarket. Take 1 or 2€ per plate and maybe arrange a snack sale.

Dog walk. Get some exercise and raise money at the same time! Offer your services as the neighbor's dog walker and charge per dog per walk.

Sports tournament. Arrange a sports tournament in a sport of your choice, e.g. volleyball, soccer, handball, ultimate etc. Ask your friends to be judges. Use your school's sport hall or the local park. Take a fee for each team that is participating, e.g. 10 €. Maybe ask a sponsor if they would like to donate a prize, like some balls from sports shop or shirts.

International Evening. Hold themed evening events to let people know more about the countries you intend to visit on your journey. Cook themed meals, have themed table decorations and wear appropriate clothing. Once everyone is digging into your delicious food, take the opportunity to tell them all about your sailing plans... then get the donations bucket out. To cover costs, it's probably best to charge a small entrance fee.

Show tourists around your city. Practice your English and show tourists around in your city. You can use showaround.com to get in contact with the tourists.

Pancake party. Everyone loves pancakes, right? Hold a party for all your family and friends (charge them 5€ each). Serve unlimited pancakes and hold a pancake-tossing competition. Ask your Friends and family to help out.

Boat Race. Contact your local yacht club and ask if you can arrange a race for big or smaller ships or maybe sell some snacks at one of their arranged races. This gives you a chance to learn more about sailing. The people are the perfect donors for you, because they can relate to your passion. So get them to shell out to enter a yacht race, with fun prizes for the winners.

Remember, only your imagination sets boundaries for ways to fundraise. “The sky is the limit”.

IDEAS A-Z

A

Aerobic workout
Afternoon tea
Antiques fair
Apple bobbing
Arm Wrestling
competition
Athletic/sports event
Auction

B

Bake-a-cake stall
Ball or dance
Balloon race
Barbeque
Book swap
Bingo
Blindfold challenge
Bring and Buy sale
Brownie sale

BBQ

C

Car boot sale
Car wash
Coffee morning
Coins in a fountain
Collection of things
Computer games
knockout

D

Date auction
Darts match
Donkey Derby
Dry crackers/ cornflakes
eating

E

EBay
Egg rolling Competition
Egg Hunt

F

Face painting
Family fun day
Fashion show
Football tournament
Fun run
Funny face competition

G

Game show
Garage sale
Golf match
Guess the weight of ..?

H

Hair shave
Halloween party
Honesty box

I

Indoor games evening
International evening

J

Jogging (sponsored)
Jumble sale

K

Karaoke evening

L

Line dancing marathon
Lotteries
Lunch donations

M

Marathon event
Market stall
Murder mystery evening
Musical evening
Mystery tour

N

Name that tune
Nearly new sale
Night time hide and seek

O

One day fast
Onion peeling competition

P

Plant stall

Q

Quiz Night

R

Races
Raffles

S

Silent auction
Silly speaking day
Sports day
Swear Box
Swimathon

T

Talent night
Three-legged race
Treasure hunt
Tug of war

U

Umbrella decorating
Uniform day

V

Variety show

W

Wine and Cheese
Evening
Word search competition

X

Xmas draw
Xmas party

Y

Yacht races

Z

Zoo day

SUCCESS STORY

Fight for what you want!

I am Fenna, 16 years old and from the Netherlands. I decided to do fundraising for my sailing journey because I did not have the money myself.

I did a lot of things to raise the money. I started a crowdfunding on a crowdfunding website. Every time I met new people I told them about it.

A friend of mine knew someone at the local newspaper. I called her and she made an article about me. The same friend introduced me to someone at the radio as well. And then I was on the local radio!

Door: Sandra Don
5-1-16 - 12:02

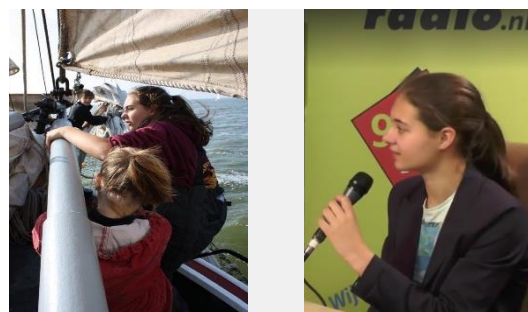
BEWAAR ARTIKEL



Fenna hoopt op een plekje op de Morgenster, die in juli naar Lissabon vertrekt. © Joep van der Pijl

I also started a blog (zeilmeisje.bloggspot.com) and a Facebook page, where I wrote about fundraising. When I came back from the journey I wrote about my experience.

Eventually I raised all the money I needed for the journey. I went on the Morgenster from Scheveningen, Netherlands to Lisbon, Portugal in the Tall Ships Races 2016.



The difficult part about doing fundraising was to ask people for money face to face. Because you are asking someone to take money out of their pocket to give to you. But when there is something I really want I go for it, no matter what.

My advice to others who want to fundraise their journey, is: Go for it and don't stop when people call you crazy or stupid. Do as many things as you can to raise the money.

It was really worth it. 100% worth it. Without any doubt.

Good luck and best wishes from Fenna!

LAST BUT NOT LEAST

Take photos and videos when you are sailing. Write a logbook/diary every day of your experience. Then you have more memories to take home and something you can show the people who helped you to go on this journey. And most of all, have FUN-raising!

Go for it!

Best of luck,

Windseeker Team

SET COURSE FOR NEW HORIZONS