

FUNDRAISING PACKAGE

SET COURSE FOR NEW HORIZONS.



WINDSEEKER

Dear (future) trainee, Dear Windseeker,

Raising sponsorships and funding for your voyage with support of Windseeker is easier than you think. Please find enclosed your fundraising pack, which is suitable for fundraising your Journey. As you may be aware, Windseeker is committed to inspiring young people to discover the sea, themselves, each other and the world through Sail Training and the adventure of tall ship Sailing. With your participation you are giving yourself and others an amazing experience at sea.

Within this specially produced information pack, you will find everything you need:

- Example Fundraising Plan
- Getting Started
- Example Letter
- Press Publicity Guidelines
- Extra Help
- Success Story
- Appendix: A-Z of Fundraising Ideas
- Fundraising Flyer (attached document)

Once you have read through the necessary information you are ready to start! We will support all our trainees with their fundraising activities and campaigns and would be very happy to advise who to contact and how to help you make the most of your local press and media.

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



Best regards,

Monique, Janine, Aleida, Elisa, Daisy & Femke
WINDSEEKER TEAM

SET COURSE FOR NEW HORIZONS

EXAMPLE FUNDRAISING PLAN

See how you can generate the money for your voyage fee in only a few steps!

Amount to be raised € 1000,-

Make a plan for the **financial balance** of your voyage.

- **Identify possible sponsors and funds within your network € 550,-**
 - **USE YOUR OWN NETWORK** as much as you can. Think of your dad's company, your uncle's/ aunt's company, or friends of your parents. A personal connection is normally leads to more commitment and more success.
 - **Identify sponsors** by checking the websites of organisations and see if they have sponsor programs; try to get a direct line of contact to the owner (phone, email); find the inputs and opportunities to get introduced to the right people within the company. Large companies often have a *Marketing, Communications and Sponsorship Department*.
 - **You can write a personal email or letter** to your identified sponsors. You can use the letter on page 5 to introduce yourself. When doing so, take some time to personalize the letter, sponsors appreciate a direct and personal approach from you.
 - **For possible sponsors** think of local companies and organizations 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.
- **Gifts parents, grandparents, birthday etc. € 250,-**
 - Ask your family, relatives and friends to support you. For example, organize a barbecue/ cheese and wine evening and charge € 15,- each per head for 15 people taking out € 5,- per head = **€ 150,-**. Organize the gathering before and after your voyage at sea, family and friends would love to hear your experiences afterwards.
 - **Send out at least 10 letters** to friends and family asking if they can help you finding a sponsor or want to be a sponsor. An example letter is can be found on page 5.
- **Sponsor yourself € 200,-**
 - With your savings or work earnings.

GETTING STARTED

Just 5 little points that are essential to successful fundraising

ORGANISATION

- **Set yourself a target** – this gives you motivation and focus to reach that goal.
- Send letters/ request help in advance.

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 that people you are approaching or your friends and family
- **Do it together with your friends!** Together it's more fun and it brings out more energy.

CONTACTS (!!)

- **Utilise who you know** – family, friends, friends of friends
- **Go out & write to businesses**, especially within your own network and in your local area.
- **Make use of the media** – local newspapers, radio, give the national newspapers/ magazines a try too. If you don't ask, you don't get! Local media tends to publish for youngsters!
- **Try organisations who get involved with individuals' projects and tend to donate money** – Rotary Clubs & Rotaract; Round Table; Lions; Sailing/ sports clubs; youth, community and religious groups.
- **Contact your local library** – they often hold a book of local organisations who are willing to help with sponsorship.

PERSISTANCE

- You may be faced with problems, so **don't give up** at the first hurdle – be prepared to overcome them and carry on.

CONFIDENCE

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

REMEMBER...

Unfortunately, we rarely get something for nothing, so offer **publicity** and **PR** and **follow up talks** and **reports** once you have completed your voyage.

EXAMPLE 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-rigger 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,

PRESS PUBLICITY GUIDELINES

- (Before) You can use press to make **an announcement** where you are proclaiming that you are in search of sponsors for your voyage.
- (After) Remember that as soon as you are publishing your experience you have the possibility to **mention your sponsors** in the article or story. This is interesting for your sponsors.
- **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 release and send it two weeks before the event. Contact the newspaper again three days before.
- **Radio Publicity:** Send along a well-spoken intelligent speaker who understands what you are doing and why. A well-known personality will attract a great deal of interest.
- **TV Publicity:** Write to the producer three months before the Event. If he is attracted by your idea he will meet with you to discuss the relevant details.
- **Blog:** You can make your own website where you describe your experiences onboard with pictures and movies and where you can thank your sponsor.
- **Social Media:** Keep your sponsors, family and friends updated with your posts on Facebook and tweets on Twitter. And/or find your sponsors with LinkedIn (professional networking site).
- **Movie:** Create your own short movie where you show your experiences and mention your sponsor with a logo in the end. See for examples: <http://www.youtube.com/user/AtSeaSail>



EXTRA HELP

- To give your funding requests more credibility we created **a flyer, which can support any application for funding** you'll make. Within the flyer four people talk about Sail Training and why they support it. You can tell Sponsors that they can contact the referred people on *the flyer*.
- You can offer your sponsors to **transfer their financial support** directly on the bank account of Windseeker. This helps to build trust.
 - Bank details of Windseeker; ING bank NV at Amsterdam; BIC/SWIFT code: INGB NL2A; IBAN: NL90 INGB 0009 349588
- Here are some useful Windseeker (former At Sea Sail Training) **facts and links** that you may wish to use in your fundraising activities:
 - At Sea Sail Training was established in 2004. After 10 years At Sea Sail Training it was time for a new name and website in November 2014: Windseeker // www.windseeker.org
 - Windseeker works closely together with the Sail Training Association Netherlands (STAN) www.stanetherlands.nl and is a preferred supplier of Sail Training International (STI).
 - Windseeker ensures the highest standards of safety, insurance, food and hygiene standards as well as the quality of their on board Sail Training program.
 - Use the website for more info about your specific ship and journey details.
- Should you want any more assistance, please contact us:

Windseeker

Mailing address
P.O. Box 16664
1001 RD Amsterdam
The Netherlands

Visitors address

Marine Establishment Amsterdam - Building 39
Kattenburgerstraat 7
1018 JA Amsterdam

Tel: + 31 (0)20 688 0462 // info@windseeker.org

SUCCES STORY -

Everybody can do fundraising!

Hello, I am Niels, 19 years old and live in Zutphen, a small city in the east of the Netherlands.

This year, I decided not to go to university, instead I am working and travelling. This way I can save some money and travel, which so far has been a great experience!

I came in contact with At Sea Sail Training a while ago, and they made me very enthusiastic about their international youth exchanges. Seven different nationalities onboard a large sailing vessel, working together, living together. A great opportunity to experience a great adventure.

Not so good are the costs associated with the exchange; I live on my own and that's why I cannot afford myself to spend such an amount of money.

At Sea Sail Training then gave me this fundraising guide to assist me in covering the costs of the exchange.

You see, it happens that companies and groups such as Rotary International Clubs sponsor great opportunities for youngsters (cause that's what we are, grrr...).

So I wrote a few companies about the EU exchange, explaining why this is good for me and the Dutch society.



At first I found it rather difficult to explain why the company should sponsor me. I am not a poor kid, socially excluded or anything else so I believed I would be unable to get a sponsor.

But the difference between paying 500 and 1000 Euro for the exchange, meant that I could not easily afford the whole cost. So if I could find a company who could sponsor me with 500 Euro, I would be able too.

I wrote several letters, explaining what I would learn onboard, and why that is important for me and the rest of the society. People appreciate it when an individual grows, gains leadership, responsibility and knows how to work in a team, and they really are willing to sponsor you.

I ended up with two companies sponsoring me, each donating 250 euro, and I have joined the exchange at sea!

How about you?
Will I SEE YOU AT SEA?

Greetings,
Niels

FUNDRAISING ACTIVITIES/ IDEAS

A

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

Fun run
Funny face competition

Plant stall
Pub games night
Pub crawl

B

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

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

Q
Quiz Night

C

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

H
Hair shave
Halloween party
Honesty box

R
Races
Raffles

I
Indoor games evening
International evening

S
Silent auction
Silly speaking day
Sports day
Swear Box
Swimathon

J
Jogging (sponsored)
Jumble sale

T
Talent night
Three-legged race
Treasure hunt
Tug of war

K
Karaoke evening

U
Umbrella decorating
Uniform day

L
Line dancing marathon
Lotteries
Lunch donations

V
Variety show

M
Marathon event
Market stall
Murder mystery evening
Musical evening
Mystery tour

W
Wine and Cheese Evening
Word search competition
www.justgiving.co.uk

D

Date auction
Darts match
Donkey Derby
Dry crackers/ cornflakes eating

N
Name that tune
Nearly new sale
Night time hide and seek

X
Xmas draw
Xmas party

E

EBay
Egg rolling Competition
Egg Hunt

O
One day fast
Onion peeling competition

Y
Yacht races

F

Face painting
Family fun day
Fancy dress pub crawl
Fancy dress competition
Fashion show
Football tournament

P

