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Fundraising Ideas for Women's Challenge Participants

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Introduction

Since 2005 we have seen great creativity by women fundraising for the Challenge. This document brings together many of these ideas, and specific directions to put some of them into action!

We suggest that the first step is for you to connect with an alum of our Tall Ship Semester for Girls program. Much of fundraising is sharing the story of the impact the funds you are requesting will have. Our girls will inspire you with their stories and give you a great sense of what our programs mean to them. They may also give you a better sense of what you have signed yourself up for! Once you have registered (or before!), let us know if you would like to talk to an alum.

In all fundraising, it is important to thank your donor – whether you do that electronically, by phone or by mail. It is also great to share your experience with them when you get back by sending or posting pictures and stories so that your donors can enjoy them.

Fundraising webpage on Change.org

The majority of women who have chosen to fundraise have created a customized online donation webpage using Change.org and directed friends/family/colleagues to support their Challenge fundraising drive by donating through that portal. More and more people are comfortable with this convenient donation method. Below are the simple instructions for creating your page.

1. Go to http://www.change.org/tall_ship_education_academy/projects/view/3-day_womens_sailing_challenge_10_may_14-17_2009

2. On the right side of the screen, click on “Start a Fundraising Page”
3. On this next screen you can customize your fundraising page with the following:
 - a. Choose the Women’s Challenge in which you are a participant.
 - b. Make the title your name or nickname. This will make you easy to find within the campaign.
 - c. Write your personal message. Craft this as a compelling message – why are you taking this adventure, and why does TSEA need your support.
 - d. You can add either a photo OR video clip.
 - i. Add a photo from your library of photos on your computer.
 - ii. Add video. You can do this with video from YouTube or other video hosting sites. TSEA has two video clips on YouTube that you are welcome to use:
 1. The promotional clip that is on the homepage of our website. <http://www.youtube.com/watch?v=ysn4i6chMYk>
 2. A clip from our longer film “Recognize her Strengths...Encourage her Dreams” <http://www.youtube.com/watch?v=EtmFzoHq-9I>
 - iii. To put either of the video clips onto your change.org page, click on the link listed above which will take you to the clip on YouTube. On the right side of the screen, you will see a box labeled “Embed”. Copy that text into the video box on your change.org page.
 - e. Select your fundraising goal and your close date. We suggest a close date two weeks after the end of your Challenge.
 - f. Create a shortcut link. This will be a link you can send to friends etc so choose something like your name or nickname.
 - g. Choose Public or Private. We suggest Public so you have the widest audience.
 - h. Create your account with your username and password.
 - i. Preview and create your page!
4. Once your page is created, you can check the activity on it, invite more people to view it and edit the page.

Facebook and the Causes application

If you are a FaceBook user, you can put the power of your social network to use for your fundraising campaign. With FaceBook, you can also keep your network aware of your progress as well as share pictures and stories after you do the Challenge. The following directions explain how to use the Causes application with Facebook.

1. Log in to your FaceBook account and in the search box, type Tall Ship Education Academy.
2. Click on “View Page” on the Tall Ship Education Academy entry.

3. Scroll down to the “Causes” section and click “See all of Tall Ship Education Academy Causes”
4. The menu bar just under the FaceBook menu is the Causes application menu bar. Click on “Find Causes” and from the drop-down menu that appears, choose “Start a Cause”
5. Fill in the information that creates your cause – the Women’s Challenge and TSEA and then share your cause with your network.

Creating a Widget to paste in myspace, FaceBook or your blog

It is possible to create a fundraising “widget” or graphic that allows donors to give a donation online with a couple mouse clicks. Details on creating this widget are coming soon!

Sending a snail mail appeal

For some people, a letter appeal can be a great method of fundraising. Write a compelling letter that explains why you are requesting a donation and send it out to your friends and family. TSEA can supply you with preaddressed return envelopes, and brochures about the Women’s Challenge or Girls’ programs. We’ll keep track of your donations as they come in.

Using eBay to sell your stuff and raise funds!

eBay and [Mission Fish](#) have partnered together to create [eBay Giving Works](#), the easiest way to give all or some of the proceeds from selling your stuff to your favorite non profit. Its easy to do! As you create the listing for your item, simply check the buttons at the bottom of the page to include the item as an eBay Giving Works item. Listing your item with eBay Giving Works has benefits too: eBay will refund a percentage of your listing fees and eBay Giving items have a higher rate of bids and higher selling price than regularly listed items. Give it a try!

If you plan to sell multiple items on eBay and designate the full purchase price to go to TSEA, please contact us so we can make you a Direct Seller. eBay and Mission Fish charge significantly fewer fees for Direct Sellers so your efforts will go further as a Direct Seller.

Fundraising with Others

For the many people, fundraising with a few other people is more fun and more manageable than going it on your own. If you have a friend doing the Challenge with you, think about ways you can partner to do some of the following ideas! If you don’t have a friend on the Challenge yet, we can certainly connect you with other registered women to see if they want to work together on fundraising.

Kansai Bistro

Kansai Bistro on Geary Street in San Francisco has a generous fundraising opportunity. Kansai Bistro will provide discount cards for their restaurant for you to sell. You can

kick off the sales campaign with a reception at their restaurant for likely discount card purchasers. Check their website for details: <http://www.kansaibistro.com/Non-Profit.html>

Parties and Events

Women fundraising for the Challenge have done a variety of successful events to build their fundraising dollars. We can provide information about the Tall Ship Education Academy in the form of a background slideshow, a presentation, printed materials and student/staff speakers. Below are a few ideas:

1. Garage Sale: Do you have a bunch of stuff that needs to be cleared out of your house? Have a garage sale that raises money for your Challenge.
2. Parties with a theme: Women have thrown parties and invited friends to dance Salsa or drink Margaritas. A cover charge is requested of the party goers. Boost your attendance by partnering with a community group that you belong to – a church, club or sports team – and invite them to participate in the party.
3. Happy Hour: work with a local bar or restaurant to host a happy hour event. Invite friends and coworkers and ask for a cover charge at the door. The bar/restaurant might offer free happy hour snacks, or a first drink free for people who have paid the cover charge.
4. Raffles/Auctions: At many of these events, a few donated items can be secured and you can include a raffle or silent auction during the event.
5. Dinner Parties: Throw a fundraising dinner party for friends. Include in the invitation that you will be asking them for a donation (you may want to specify the amount).
6. Significant Birthdays: Some women have highlighted a significant birthday and asked that donations to the Challenge be given instead of gifts.

Corporate Sponsorship and Matching Gifts

Your company may be willing to support your fundraising efforts with a donation in your honor. We have had several women ask at their workplace –both small and large companies – and get positive responses from their employers.

Also, remember to ask donors if their companies match charitable gifts. If so, their gift in your honor will double!