



# **SAIL TRAINING IRELAND FUNDRAISING PACK**

## **Getting Started**

Generally, there are three main ways of fundraising

- **Holding an event**
- **Organising a sponsored activity**
- **Securing funding from an organisation/ business**

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## Contact Details

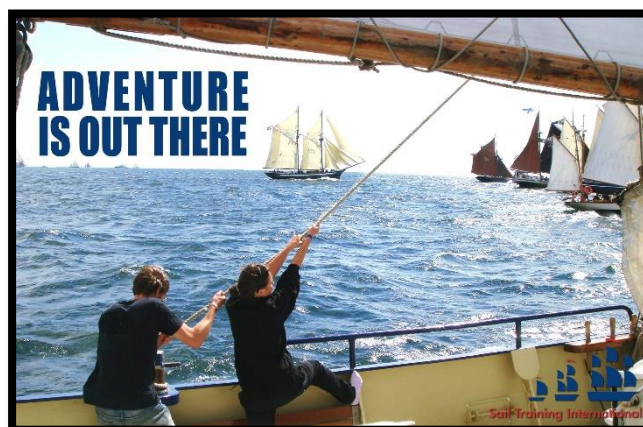
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SAIL TRAINING  
IRELAND

## What is Sail Training?

Sail training provides participants with opportunities to take on challenges, whether you're hoisting sails as the sun rises or working together as a team to cook for 40 people in a galley (kitchen) that is swaying to and fro. It is an activity that inspires self-confidence and personal responsibility. It promotes an acceptance of others whatever their background or ability. For most who undertake sail training on Tall Ships it is a positive life-changing experience.



## Why undertake such a challenge?

In our normal day to day lives we rarely find ourselves in situations that push the boundaries of our comfort zone. Living in the unique environment of a Tall ship with unfamiliar people, working together in all conditions we discover what we are made of. Our strengths of character come to the fore and the boundaries of our comfort zone are stretched with the support of professional crew and mentors.

Some argue that a failing in modern education is its inability to focus on the development of the person as a whole and puts too much emphasis on the academic.

The Sail Training emphasis is mainly on the character development, using the medium of the sea and all its unpredictability to bring about this change.

## Early Origins

Sail training has been around, in some shape or form since the early 1900's. In this era the steam boat was overtaking the sail boats. During WWII a man called Lawrence Holt a partner in a shipping company at the time called the Blue Funnel Line, made a curious observation.

The older sailors on board their ships were better able to withstand the harsh conditions (physically and emotionally) more so than the young sailors, particularly when these ships got sunk by the German U-boats.

The older sailors seemed to possess certain character traits that helped them survive such attacks, while the survival rate for the young crew was very low indeed. These older sailors Holt realised had learned their trade while on board the old tall ships, and were able to transfer the skills they had acquired to the current situation of being on a steam powered ships in a war zone.

Holt then contacted a man called Kurt Hahn and in 1941 they set up the Outward Bound school "to give young seamen the necessary skills ability to survive harsh conditions at sea by teaching confidence, tenacity, perseverance and to build experience of harsh conditions".

Much of what sail training is today is derived from this model. The principal still remains that the innately challenging and unpredictable nature of the sea coupled with the need to work as a team have profound life changing experiences for those involved.

*Dramatic improvements in personal confidence and a sense of self-worth were key benefits for the young trainees participating in a sail training voyage during The Tall Ships Races 2012 – according to pioneering, collaborative research by The University of Edinburgh and Sail Training International (STI).*

## Before you start

Firstly, it is important to know what Sail Training is. As most people you will meet won't be quite so clear on its purpose. All of this is mentioned above.

Next you need to consider why are you undertaking such a challenge yourself? Is it for personal development, a once in a lifetime experience, meeting new people, something to put on your C.V. or simply to experience life on a boat. Having an idea why you are doing it will make it easier to justify to yourself and to others who you will be receiving funding from.

## Getting Started

Generally, there are three main ways of fundraising, either:

1. Holding an event
2. Having sponsored activities or
3. Receiving funding from an organisation/business.

There are some ideas in this pack help you choose. Whatever option you go for, planning is essential, and the more you put in the more you get out.

## Publicity

To get the most from your fundraising efforts. Consider the different ways to raise awareness.

1. Consider setting up a Facebook page to let people know what you are doing.
2. Putting posters up, places such as shops, schools/colleges and in community amenities such as gyms and post offices. S.T.IRL. can provide template posters for this. (see aids section)
3. Send a press release to your local radio stations and newspapers. If possible, type it up, using double spacing. Keep it to one side of A4 paper. Always put a date on it. Keep it simple and to the point. The first paragraph is all important and should contain the most relevant information.
4. Remember the five W's **Who, What, When, Where** and **Why**. Make sure that you include your contact details on it, so someone can always get in touch with you if they need more info.





## Holding an Event

Below are some examples of popular events and guideline amounts that can be raised\*. Can you do better? Give it a go!

<b>Bag packing in supermarket</b>	<b>€300 - €500</b>
<b>Barbeque event</b>	<b>€400</b>
<b>Coffee morning</b>	<b>€200 - €300</b>
<b>Fantasy Football League</b>	<b>€150 - €300</b>
<b>Gig / Music night</b>	<b>€500 - €1,000</b>
<b>Casual Office Day</b>	<b>€500</b>
<b>Table Quiz</b>	<b>€500 - €600</b>

\*Dependant on event size.

Other ideas: cake sale, car boot sale, murder mystery night, twister night, guess how many sweets are in the jar, talent competition, 'Strictly come dancing', blind date night etc.

**Tip:** Give yourself plenty of time to plan it.

When choosing the date(s) for your event, make sure they don't clash with a local/national event. Have a few dates in mind. That way you can choose which one best suit the availability of all your family and friends - the more help you have to organise things, the better.

Further along in this pack we explore some events in detail, and things you should consider in organizing them.

## Sponsored Activities

To organise a sponsored activity, all you need is a great idea and a sponsorship form and you're away! (Attached is a sponsorship card)

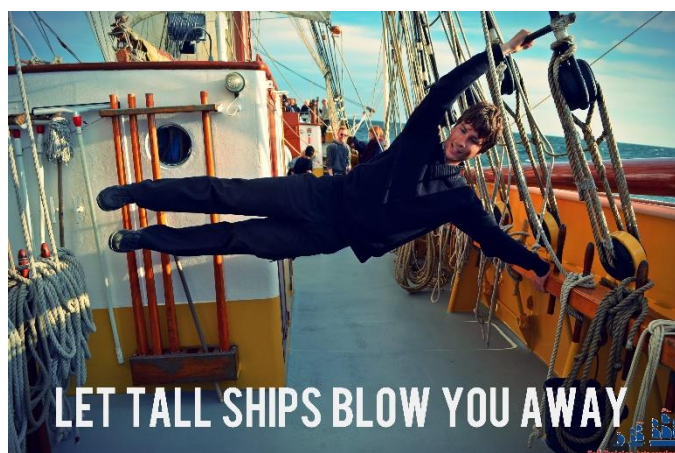
Here are some ideas:

- Head shave/ Dye
- Sponsored cycle, run/walk, race, swim. Check out some of the adventure races/ marathons and triathlons that are run throughout the country.
- 24 hour fast/ silence
- Beach/ park clean up
- Give up something for a set amount of time, e.g. Facebook.

## Funding from Businesses and Organisation's

According to Chambers Ireland there is a growing realization among business here that Corporate Social Responsibility (C.S.R.) is beneficial to them to enhance their reputations in the community they do business in.

As with all grant-makers, you must research each company individually to understand how they choose to work. To find out a company's CSR policy you can consult Funding Point ([www.fundingpoint.ie](http://www.fundingpoint.ie)), which lists companies that support organisations in the Republic of Ireland, giving contact details and policy guidelines.



## Funding from Businesses and Organisation's (cont.)

If you are applying to a local organisation/ business emphasise that you are from the local area. You could also mention other plans you have for raising funds, as this shows commitment and that you don't expect to get the whole amount from one source.

We realise that companies invest in C.S.R. in order to see a return. At S.T.IRL. we deal with potential funding partners and know the best way to give their company recognition for their efforts in supporting you and your group.

Examples of this recognition include mention on our website, a display on the ships when they are docked at ports during a festival or a photo opportunity with a group of trainees etc. If you have an interested business/organisation please contact us for more details on how to proceed.



## Support

When you decide on what approach you want to take to raise funding, be it an event, sponsored activity or funding from an organisation/ business you may need some aids to help you legitimise your activity.

S.T.IRL have a range of material at your disposal, which include:

- Poster templates for advertising your activity. We can help tailor them for your activity, just send us the details.
- Sponsorship cards.
- We provide headed paper if you wish to write a letter to someone requesting funding. You will need to forward us your letter first so we can have a look over it.

If you would like to avail of any of our aids remember to list what you need in the "Fundraising Registration Form"

Remember that S.T.IRL is a recognised Irish charity and having our name and status as a charity displayed will benefit your activity.

## Do's and Don'ts

### Do

Prepare well. Develop a plan of action showing:

What needs to be done, by when and by whom?

Draw up a budget and stick to it. Costs shouldn't exceed 30% of the planned return.

Make a list of your fundraising sources: friends, family, work, local schools, pubs, and clubs.

Try to get your event sponsored by a local business or source free items from colleagues.

Advertise your event as much as possible.

Write a press release. Contact local radio and press and post on notice boards in supermarkets etc.

Maximise your fundraising! If you're hosting a barbeque, why not hold a raffle at it also!

Get permission from your local council and/or Garda station, if you plan to hold an event in a public area or organise a collection. Contact Sail Training Ireland for advice and to keep us in the loop.

### Don't:

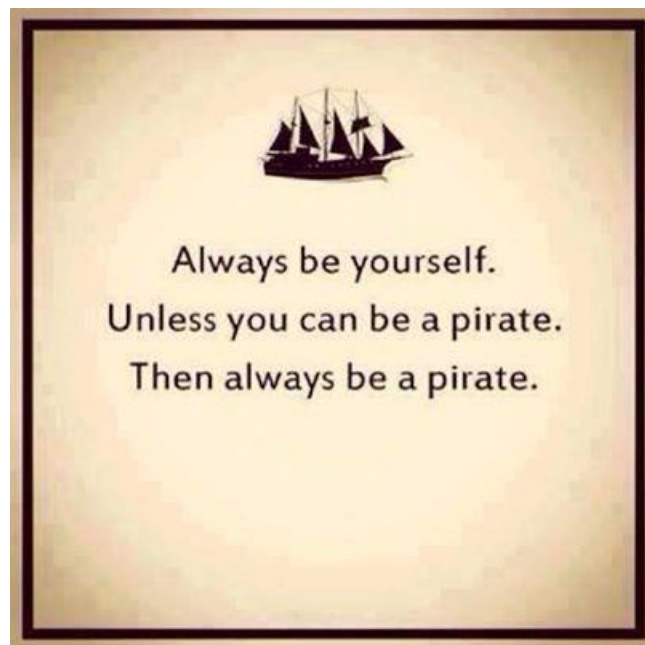
Over-estimate your fundraising target or the support you'll receive for your event.

Rely too much on family and friends.

Under-estimate the potential of tried and trusted local events.

Lose sight of your target.

Forget to have fun!



## Table Quiz

Think of everyone you know who might want to get involved. Everyone loves a good quiz, so getting teams together shouldn't be difficult.

Look at ways of reaching them. E.g. word of mouth, email, posters.

Approach local companies. Many are happy to donate prizes once they know it's for a good cause. Start off getting in touch with shops and companies you might already know. You can then contact others that you might not know by letter, followed up with a personal call.

Check if any local pubs already run a pub quiz. If any do, ask the landlord if one night the proceeds can be donated to your group for your voyage.

Decide on an entry fee. For every member of a team on a table. A good rule of thumb is €5 per person. Sell tickets in advance if possible.

What you'll need

The right sized venue. A pub is an ideal venue.

Don't forget to schedule with the pub well in advance and double-check closer to the date.

Quiz questions. Make sure you have enough questions for the night.

Be sure to assign a firm but fair adjudicator and Master of Ceremony (MC) in advance of the quiz.

Raffle. This always adds to excitement of the night.

Some additional spot-games can also add to the fund raising e.g. "Group Heads or Tails" takes 5 minutes and everyone will contribute €1 each.

## Music/Gig night

Decide what kind of music you'll want.

Have a buffet or wine and cheese tasting. You could include it in the cost of the ticket.

Decide on whether to send out tickets or charge on the door. It's best to sell tickets in advance so you can get a good idea how many people are likely to turn up.

Decide how much the tickets should cost.

Decide on where to hold your event.

Depending on the number of people expected, look into booking your local hall. Make sure to book it well in advance, and enlist some friends to help you set up for the evening i.e. chairs etc. Your local pub is often a good bet too.

What you'll need:

Musicians. Local musicians draw a crowd as their own friends and family will come. Try to get a range of musicians for an evening of varied entertainment. Draw up a programme to hand out to your guests.

A good public address system. This is essential. If you've booked a venue then they may already have one. If not, one can easily be hired out for the night.

Raffle. Contact local shops to see if they'll donate the prizes. Sell tickets on the night.

Wine reception. Your local shop/supermarket may well donate wine, cheese and crackers. Ads. Local radio, press, notice boards, word of mouth, email, website, Facebook.





## Barbeque

If it is larger event, start planning at least 4 months ahead of time. Ultimately get supplies and services donated

Provide appropriate food choices, activities and seating arrangements for your expected audience and weather, such as umbrellas for heat and rain, areas to eat sitting down or standing, children's activities, finger foods, vegetarian choices, and consider offering lighter fare in addition to barbecued foods, like salads.

Plan for waste removal: use plates, cups, and utensils that are either biodegradable or recyclable so you don't create a mountain of trash to be added to your local landfill.

Create a menu to hand out that can also serve as a flyer for the event: what are the main dishes offered, side dishes, drinks, desserts.

Consider musical entertainment and children's activities.

Where will the fundraiser be held? Do you need a permit?

Don't know how much to charge? Determine pricing depending on your total cost and add in enough to make a good profit. Get help from someone with experience (restaurant or food truck owner?).

Consider selling meal tickets ahead of time to help with planning and cash management.

Find out if and what certifications for food handling you might need.

Plan for dealing with lots of cash, but also consider taking credit cards with the help of a simple app for your smartphone like Square – the card reader is free.

If you expect to take in a substantial amount in cash, schedule a cash run to the bank every couple of hours.



## Bake Sale

As with so many things presentation is everything. Paying attention to the small details is important. Your cakes are unique, home-made and a really special treat.

Presenting them as beautifully as possible allows you to show them off as that and....charge just that little bit more!

You need:

Tables - These need to be reasonably sturdy to bear the weight of your (hopefully) enormous array of offerings. Also, people do press up against the front of the stall etc.

Table cloths - Plates of home-made cakes need to be shown off properly.

Plates - Have plenty of nice china plates and cake stands to display your wares.

Knives, cake slicers and tongs. - To cut and pop cakes onto plates or into bags.

Paper plates and serviettes - Some people will want to eat their purchase there and then. Paper bags or plastic freezer bags. To sell cakes to take home.

Pricing labels or a blackboard.

Description labels - To avoid those "Looks nice but what is it?" moments!

Cash box and change

And finally don't forget.....

A big sign that says who you are and what you are collecting for!!

You also need to have enough volunteers to man the stall.

You might want to arrange a shift system particularly at an event where your volunteers may also like to have a look around themselves.

## Safety and Legislation

Here is a link to the ICTR website's Fundraising principles [www.ictr.ie](http://www.ictr.ie) for information on best practice.

## Disclaimer

### PLEASE NOTE:

Sail Training Ireland is not responsible for any actions or events that you may choose to develop using the ideas in this pack. If you are under 18 years please consult your parent / guardian or a responsible adult before beginning any fundraising activities.

We strongly advise anyone that is undertaking fund-raising activities to consider the public liability implications of any event or activities, which you decide to undertake. It may be necessary to consider taking out an insurance policy or ensuring that your event host is adequately ensured. Again, Sail Training Ireland is not responsible for an activity or events or arising liabilities that you decide to undertake.

# Best of Luck!!





# Sponsorship Form

**Name of trainee** .....

[illegible]

*Thank You for Your Help and Contributions*