



Fundraising Tool-Kit

Dear SOI Expeditioner,

Welcome to the adventure! We are so happy that you're embarking on this journey. One of the first steps is raising the funds to get you there and that's what this package is all about – helping support your passion and connecting you to ideas and methods which have helped others in the past. Fundraising doesn't have to be a daunting task and doing it successfully is not an exact science. In most cases, success is equal to how much effort and determination you put into it. What is absolutely crucial is support from family, friends, and people who can contribute their time, advice, skills, and ideas. Think of them as partners in your fundraising goal!

This Fundraising Tool-Kit will be just one more 'partner' to help you with:

KEY FUNDRAISING AREAS

- Getting started
- Donations & Sponsorship
- Media
- Goal setting
- Fundraising Events
- Last Minute Tips & Tricks
- Networks & Networking!

AWESOME APPENDIX

- Cash Budget Sheet
- Organizing a Fundraising Event
- Online Resources
- Tax Receipt Information
- Ideas from Past Participants
- SOI Quick Facts
- Writing a Sponsorship Request Letter

The SOI staff and Alumni network are available to offer additional advice, assistance and support at any time during your fundraising efforts. Many of our Alumni were once in the same position you are today and successfully raised the money they needed to participate. Remember: if you want it bad enough, and work hard enough, you can make this happen!

In the expedition spirit,

Students on Ice Staff & Alumni



GETTING STARTED

You already know that you will need money to fund your expedition. Now you need to determine how much money you will need to raise, how you are going to do it, and how you will keep track of it all! Sit down to review your resources and assess what money you already have including personal savings, contributions from parents/family/legal guardians, and any grants or bursaries you have already secured.

Once you know how much you already have it's easy to determine what you will need to raise. Set yourself up for success by being realistic and accurate. You don't want to leave yourself short of money at the end! We strongly recommend involving your parents/guardians in this process; their experience and knowledge can be invaluable!

AWESOME APPENDIX SHOUT OUT:

- Appendix A – Cash Budget Sheet

Ways to fundraise: As you begin to make a fundraising plan you will first need to decide which method or combination of methods will work best for you. There are three basic approaches to fundraising:

Asking for donations and/or sponsorship

This means approaching people and asking them to support you in reaching your goal. Giving a "donation" implies that the individual or company giving the money expects nothing in return. Donations most often come from family and friends but may also come from service clubs, foundations, corporations and organizations. Sponsorship offers the company and/or organization something in exchange for their financial contribution.

Hosting an event

This type of fundraising involves planning and organizing an event, such as a bake sale or a band night, as a way to raise money. You might also consider tagging onto existing events by asking the organizers to consider giving a portion of the proceeds to support your goal.



GOAL SETTING

Setting goals is an important part of fundraising and will help you stay motivated and stay on track. There is more to goal setting than simply picking an amount of money to raise and going for it! It is important to assess and evaluate your goals to see if they are manageable. Ideally you want to develop **SMART** goals that have a specific set of characteristics.

SMART goals are:

- Specific** Make sure your goal is clear. Write out what are you going to do, why is it important to you, and how you are going to do it.
- Measurable** Know how you will be able to tell once you've reached your goal. Keep track of your progress by setting target dates and checking off things on your to-do list.
- Attainable** Think about all the things you'll need to do to prepare. Make the goal big enough to make an impact and small enough that it's doable.
- Realistic** Ask yourself if you're willing and able to work towards. Set a goal you can meet, but don't be shy to push past that! Once you believe it, you can do it.
- Timely** Set a timeline and an end date by which you want to hit your goal. This helps to stay on track and lets you countdown to the final day of

Your next step is to set short term targets or benchmarks that will help you reach your goal! Breaking the large goal into "bite sized" pieces will be the first step in developing your fundraising plan.



NETWORKS & NETWORKING

A network is a group of people linked together. Everyone has a personal network. Your network is made up of your family, friends, neighbours, teachers and co-workers. Networking is the process of building your personal network by making and maintaining relationships. Each person in your network also has their own network of contacts. Your new contacts will come from the people you know.

Maintaining and expanding your network should be an important part of your fundraising. The people in your network can help you reach your goal in a number of ways, including introducing you to new contacts, donating space for you to hold an event, or providing you with new fundraising ideas.

Building your network – Try reaching out to:

- Family (Parents, grandparents, aunts, uncles, cousins)
- Friends, Parents of friends, and Neighbours
- Organizations (Athletic clubs/teams, Scouts/Guides, musical affiliations, places where you volunteer)
- Educational Community (Board of Education, Principal, teachers, classmates)
- Religious Community (Religious leader, Congregation)

Once you have identified your network, pick 5 people that you think will be able to help you in some way. Schedule a meeting to speak with these people to tell them about what you are doing, and what it is you need. Remember there are lots of ways people can help you besides giving you money!! Try to walk away from every meeting with three new contacts!



DONATIONS & SPONSORSHIP

While there are differences between donations and sponsorship your approach to seeking and securing both are very similar. *Donations* typically come from family, friends, service clubs and foundations while businesses and corporations tend to prefer *sponsorships*.

Finding Donors & Sponsors

Your network should be the first place you look to find potential donors and sponsors. It can also be helpful to use the local Chamber of Commerce, visitor's bureau, yellow pages and the Internet for quick access to information on businesses and organizations in your area. To add, local companies tend to be more willing to offer sponsorship than a large national company that is approached by thousands of people everyday.

When asking a company or organization for money, show how your trip with SOI will help the company, organization and/or entire community. In the past, students have had success receiving donations and sponsorship from the following types of companies and organizations:

Businesses: Local merchants, banks, supermarkets, law firms, realty firms, insurance companies, environmental assessment firms, engineering firms, newspapers, sports stores, utility companies, auto dealers

Organizations: Rotary Clubs, Lion Clubs, Kiwanis Clubs, Optimists Clubs, Civitan Clubs, foundations, school board, your school, athletic clubs

Requesting sponsorship implies that you will be giving something to the individual, company and/or organization in exchange for their funding. What you choose to offer is important and should be reflective of what you are doing and who you are. Here are a couple ideas to get you started:

- A postcard, souvenir, or framed photo of you from your polar adventure
- Acknowledgement on your blog, in your presentations and in your media coverage
- A plaque to hang in their work place that acknowledges how they have helped
- A presentation to the company or community after the expedition
- To wear their corporate shirt, hat, or other swag during presentations you make on your experiences with SOI



Making Contact

1. Rehearse your "ask". You should be very comfortable with approaching people and your case. Be able to explain why they should support you. To help, try practicing answering these questions:

Practice answering these questions:

- Who are you?
- Why do you want to go to the Arctic or Antarctic?
- Why do you need help?
- How can they help you?
- What, if anything, do they get in return?
- How will you going to the Arctic or Antarctic benefit anyone but you?

2. Research Students on Ice, your destination and your expedition. You may need to answer a number of questions on the spot and should be as prepared as possible.

AWESOME APPENDIX SHOUT OUT:

- Appendix E – Students on Ice Quick Facts

3. Prepare a letter requesting a donation and/or sponsorship. You can leave this behind as a reminder and can be used when you are unable to speak to someone in person, or you can mail it. (Remember: The best way to contact people is always face-to-face!)

AWESOME APPENDIX SHOUT OUT:

- Appendix B – Writing a Sponsorship Request Letter
- Appendix C – Payment & Tax Receipt information

4. Be presentable - It is important you make a good impression, so dress nicely and be clean. 😊
5. Follow up! If you have not heard back within a week (9 times out of 10 they won't call you), call to see if there has been any progress. Follow up a mailed letter with a phone call asking if you can come in to meet them in person.
6. Every single donor/sponsor should receive a thank you letter. Letters should be timely, sincere and provide information on how they have helped you. Send the letters out within 2 weeks of when they tell you they will give you funding, and another letter or card when you get back from the trip.



FUNDRAISING EVENTS

Fundraising events can be a lot of fun to organize and, if planned well, can raise a lot of money! There is a lot of room to be creative. You could bring in a speaker, organize a dance, or give a presentation about the Arctic or Antarctic. Be innovative! Make it fun and exciting! Here's how to get started:

1. Write down all of the different ideas you have for fundraising. To get started, you can read about what past participants did (later in this tool-kit) or search online for ideas.

AWESOME APPENDIX SHOUT OUT:

- Appendix F – Online Resources
- Appendix G - Ideas from Past Participants

2. Look over your ideas and narrow your list down to your top 5 by asking yourself these questions:

- **Cost** - What will it cost you to run this event?
- **Space** – Where will this event take place?
- **History** – Do you know anyone who has run this type of event before – was it successful?
- **Public Interest** - Do you think that people will want to come to this type of event – why?
- **Money Raised** – How much money do you realistically think you will raise?
- **Help** - Do you know any individuals, companies and/or organizations that would be willing to help?

3. Develop an action plan with a timeline. Sit down and make a list of everything that needs to be done, and the dates by which you want to have them completed.

AWESOME APPENDIX SHOUT OUT:

- Appendix D – Organizing an Event



MEDIA

Media is a tool to get the word out about fundraising and the expedition itself. You can use local media (newspapers, radio, and TV) and online networking (websites and social media tools). A young person working hard to make their dream come true makes a great “feel-good” story, and the media will be interested! Here are different ways to get the word out:

Press Release This is a one-page sheet of information that explains the “who, why, what, when, and how” of your fundraising efforts and the expedition. You can email it to your local media. You can use this to tell the community that you’ve been accepted on this trip or to announce when you’ve returned. Research what media is in your area and make a list of all contacts. Your school or local chamber of commerce might have local media contacts to share with you. Media will likely want to interview you, and often they will be interested in doing an interview before *and after* the trip. You might want to practice explaining why you want to go and what the expedition is - and remember to smile! 😊

AWESOME APPENDIX SHOUT OUT:

- Appendix E – Students on Ice Quick Facts
- Appendix H - Sample Press Release

Articles You can do this for your local newspaper. Submit a Letter to the Editor. You can do this both before and after your trip - the first to help raise awareness about your fundraising and the second to share what you learned on your expedition.

PSA This is short for Public Service Announcement. Use this if you are putting on a fundraising event. Write up a short summary that can be read out-loud in 30 seconds and send these to radio stations, newspapers, and TV station. This is free to do. Have a website people can go to that will bring them to a fundraising page.

AWESOME APPENDIX SHOUT OUT:

- Appendix I – Sample Public Service Announcement

Facebook This online networking tool (www.facebook.com) allows you to start up a group to support your fundraising and create an event profile to invite people to.

Websites You can set up your own online website at wordpress.com or blogspot.com. This gives you your own website that people can go to and see who you are, what events you are doing, and how they can donate to your cause!

Emailing This is a great way to get the word out to your friends and family about your expedition and your fundraising efforts. You can use email to direct them to the SOI website, to your own website, or to tell them about an event, or how to donate to your trip.



LAST MINUTE TIPS AND TRICKS

1. **Spread the word:** Raise awareness about what you are doing and why you are doing it to as many people as possible. Approach your local paper and/or radio station - they might be interested in doing a "feel good" story about a motivated young person who is working hard to fulfill a dream.
2. **Keep track of the money you raise:** You should always be aware of how much money you've raised and where the money came from. Remember that you are now responsible for every penny of the raised funds. You may want to open a new bank account specifically for the expedition. Students on Ice has provided you with a Sponsorship Form to provide to sponsors who want to receive tax receipts for their contribution.

AWESOME APPENDIX SHOUT OUT:

- Appendix A – Cash Budget Sheet
- Appendix J - SOI Sponsorship Form

3. **Have fun:** Raising the money will be hard work but it should also be fun. You should feel good about what you are doing and be proud of your efforts.
4. **Be Brave and Bold:** Asking for financial contributions can be intimidating and difficult. Practice your ask and make sure you are comfortable with your message.
5. **Help comes in many forms:** Not all individuals, companies and/or organizations will be willing or able to donate or sponsor you but they may be willing to help in other ways including the donation of space, equipment, labor, and supplies.
6. **Believe in what you are doing:** This is perhaps the most important tip. If you do not believe in what you are doing, how are you going to convince others?
7. **Keep Motivated:** Fundraising is hard work and there will be bumps along the way. It is important to always keep your goal in mind. Remembering why you are doing this work will help you stay focused and motivated!

Appendix A

Cash Budget Sheet

Expenses

SOI Expedition fee [see website for up to date fee]		_____
Travel from home to gateway city	+	_____
Travel Insurance	+	_____
Passport/Visa Application fee	+	_____
Spending Money	+	_____
	Total:	= _____

Available Funds

Your savings		_____
Parents	+	_____
School	+	_____
Other	+	_____
	Total:	= _____

Total Funds Needed to Raise

Funds Available minus your Expenses	Total:	= _____
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Funding Source Estimates

Events		_____
Organizations	+	_____
Local Companies	+	_____
	Total:	= _____

Funds Donated

Donor 1: _____		_____
Donor 2: _____	+	_____
Donor 3: _____	+	_____
Donor 4: _____	+	_____
Donor 5: _____	+	_____
(add more lines if needed)		
	Total:	= _____

Appendix B

Writing a Sponsorship Request Letter

There is an art to writing a good sponsorship request letter. A good letter will grab the attention of the reader, introduce the cause (the need and the reasons why you merit support), and make the request at the same time as being creative, polite, and professional. The following is a list of best practices to help you along.

1. Always address a letter to an actual person and only to 'whom it may concern' as a last resort.
2. Open with a BANG. Your opening line/paragraph is your hook and should catch the attention of the audience.

Example: *"I believe strongly that youth who have the opportunities to fulfill dreams become life long leaders."*
3. Introduce yourself. You should include your name; where you live, grade, and that you have been chosen to be a part of SOI to go to the Antarctic or Arctic.
4. Introduce Students on Ice and what we do.
5. Make your "ask". You should include information on how much money is needed and the time you have to raise the money. State what potential sponsors will gain from helping you with this initiative (tax receipts, any initiatives you have developed)
6. Sell your cause. Explain why you want to be a part of the expedition and what you will gain from this unique educational experience. Include information on what things you intend to do for your community, school or your sponsors when you get back from the expedition.
7. Mention that SOI has a live expedition web-link where your donors and Sponsors can follow you on your unique experience. Then be sure to thank them in one of your expedition journal blogs!
8. Say what you will offer them in return for a donation.
9. Always close your letter by thanking them for their time and consideration.
10. Print on recycled-content paper and try sending letters on school letterhead if you can.

Note: You might want to include a brochure, past magazine and/or newspaper articles to explain Students on Ice in more detail. Please contact our Communications & Media Relations Manager if you need assistance in putting this information together!

See the sample letter on the next page→

Your name and contract information

**Contact Name, Position
Company/Organization
Address**

Dear **Sponsor's Name**,

I believe strongly that youth who have the opportunities to fulfill dreams become lifelong leaders. My name is **your name** and I have an opportunity to make my dream of going to **the Arctic/Antarctica** a reality. I have been accepted to participate in a program called Students on Ice.

Students on Ice (SOI) is a unique initiative dedicated to taking students from around the world on once in a lifetime educational expeditions to the Arctic and Antarctic. The ship-based program takes high school and university students from around the world to the Polar Regions to gain a deeper understanding of this unique and important part of our world and to educate, inspire and empower youth to make a difference on a local and global scale. Students on Ice is the only organization in the world which offers an opportunity for students to be immersed in hands-on research activities and lectures, taught by Polar experts, scientists, Inuit Elders, artists, musicians, historians, educators, and explorers. About 150 students participate in this unique experience each year and I am hoping to be one of them!

The **expedition name** expedition, which I have been selected for, is a two-week ship-based journey from **date of expedition**. My participation in the expedition depends on whether I can raise **amount required through sponsorship** in sponsorships. So far through my parents, school and earnings I have raised equal **amount raised**.

I am hoping that **company/organization name** will assist me with these costs/by providing a donation or clothing or gear that I will need for the expedition. I believe this expedition is a good fit with your organization **because you value and support youth programs/experiential learning/another reason you think it's a good fit**. With any donation I will be happy to promote your organization at every opportunity – media coverage, photos, on my blog, etc. I am happy to give a presentation to your organization upon my return to share what I will have learned.

If asking for monetary donation, include this part: The expedition fee must be paid no later than **due date for expedition funds**. Payment and tax receipt information is attached. **(Don't forget to attach this information!)** A donation over \$250 will receive a tax receipt.

I strongly believe that this will be an invaluable learning experience. From reading past testimonials from students, the experience was life changing, and they were inspired to continue to learn and educate others about the global importance and rich heritage of our Arctic and Antarctic environments. I know I would gain so much from being able to participate in this expedition. Your support towards this endeavor would be immensely appreciated. I will contact you next week to discuss the possibility of receiving your support. I have included some background material on me and Students on Ice to help you make a decision.

Most Sincerely,

**Your Signature (hand written)
Your name (typed)**

Appendix C

Payment & Tax Receipt Information

FOR CANADIAN SPONSORS/DONORS:

Students on Ice Foundation

Fondation des Etudiants sur Glace

Charitable Registration No./Numero d'organisme de bienfaisance : 83664 8766 RR0001

www.cra.gc.ca/charities

BY MAIL

To forward payments by cheque, please make the cheque payable to **Students on Ice Foundation**. In the memo section on the cheque, please indicate only the name of the expedition which you are sponsoring. Please also enclose a letter (or the sponsorship form in Appendix J) informing the Foundation of the name of the participant who is raising funds for this expedition. Please send via mail (or ExpressPost/FedEx/UPS if close to the expedition departure date):

Students on Ice Foundation
Natural Heritage Campus
1740 chemin Pink
Gatineau, QC J9J 3N7 Canada

BY WIRE or BANK TRANSFER

We appreciate advance notice of transfers; send a notification to our Finance Manager via email: finance@studentsonice.com

Students on Ice Foundation Account Details:

Scotiabank
Succursale du Plateau
139 boul du Plateau
Gatineau, QC J9Z 3G1 Canada

Account Name: Students on Ice Foundation
Bank Swift Code: NOSCCATT
Canadian Account Number: 676860005010
Transit Number: 67686
Financial Institution Number: 002

*Tax receipts can be issued to third party (non-family) donors if donations are over \$250 CDN.

ONLINE, THROUGH CANADAHELPS.CA

To donate online and directly to the Students on Ice Foundation, this is the simple online option. Tax receipts will be issued for any donation amount when this method is used. Please note that a fee of 3.9% will be deducted from the donation for every donation made through CanadaHelps.

Go to: <http://www.studentsonice.com/index.php?content=donations> & follow directions to donate online. ****In the "Message" field, indicate the student's name, expedition and any other pertinent details about your donation****

FOR AMERICAN SPONSORS/DONORS:

BY MAIL

Please send a check (in US dollars) payable to **The Polar Education Foundation**. In the memo section on the check, please indicate only the expedition name which you will be sponsoring to. Please also enclose a letter (or the above form) informing the Foundation of the name of the participant who is raising funds for this expedition. Please send via mail (or FedEx/UPS/courier if close to the expedition):

The Polar Education Foundation
c/o Students on Ice
1740 chemin Pink Rd
Gatineau, Quebec
J9J 3N7 CANADA

BY WIRE TRANSFER

We appreciate advance notice of transfers; send a notification to our Finance Manager via email: finance@studentsonice.com.

The Polar Education Foundation Account Details:

Citibank
172 East 72nd Street
New York, NY 10021 USA

Swift Code: CITIUS33
Routing #: 021000089
Account #: 9975359989

*Tax receipts can be issued to third party (non-family) donors if donations are over \$250 USD.

Appendix D

Organizing a Fundraising Event

The date:

1. Before scheduling your event, check the community calendar to see what other things are happening on that day. Ideally you don't want to be competing with another event of the same type.
2. Allow enough time to do publicity. If people do not know about the event then they cannot come! Effective ways to advertise your event might include; putting up posters, circulating flyers, local media and don't forget about word of mouth, e-mailing and using your social media contacts!

The organizing:

3. Ask for help! Events are big projects that require the help of many to be successful. This helps to divide up the work and use peoples' individual strengths and skills. Remember that help can come in many forms. Local community organizations such as schools, religious centers, service clubs and businesses might be willing to donate space, equipment and supplies.
4. Events can be any size. However, a smaller event has the advantage of being easier to organize.

The location:

5. Pick an easy and central location. And make sure the space is free or donated space. There are lots of places to choose from: school gyms, community halls, rooms in the civic arena, libraries, and church halls are all free to use.

Getting the word out:

6. Communicate your goal. Your promotional materials should let people know not only about the event but what the purpose of the event is. (See the Media section for details!)

Appendix E

SOI Quick Facts

These are to help you talk to people about the expedition and the organization when you are fundraising. Much more information can be found on the website at: www.studentsonice.com

What is SOI?

STUDENTS ON ICE is an award-winning organization offering unique learning expeditions to the Antarctic and the Arctic. Our mandate is to provide students from around the world with inspiring educational opportunities at the ends of our earth, and in doing so, help them foster a new understanding and respect for our planet.

These unique educational expeditions are designed for international high school and university students. Participants will travel together with teams of polar scientists, experts and educators.

The goals of the SOI expeditions are to:

- Provide inspiring, life-changing experiences
- Foster a new understanding and respect for the planet
- Create globally-minded ambassadors
- Connect an international network of youth with scientists, educators and visionary leaders as mentors
- Inspire, challenge and empower youth

Why is the expedition so expensive?

Taking our own ship is expensive, even when we get a discount for so many people. Flying to remote areas is more expensive than more common flights. Students on Ice is a non-profit organization, meaning that all the money is put directly into the program - including the trip, the education team, and even the staff members that work before and after the expedition to make it happen.

Expedition Cost Breakdown

(Prices are in Canadian dollars, per student, all-inclusive from Ottawa or Toronto).

*Please note that this breakdown is an approximate representation of our program costs for the 2014 and 2015 Expeditions.

Antarctic Costs – 2014 (\$14,500 – from Toronto)

□ Flights	\$3,000
□ Hotels	\$500
□ Expedition Accommodation	\$4,200
□ Meals	\$800
□ Expedition activities	\$3,250
□ Education program	\$1,750
□ Expedition Admin	\$1,000

Arctic Costs - 2015 (\$11,500 + GST – from Ottawa)

□ Flights	\$2,500
□ Hotels	\$300
□ Expedition Accommodation	\$3,900
□ Meals	\$600
□ Expedition activities	\$1,750
□ Education program	\$1,450
□ Expedition Admin	\$1,000

Appendix F

Online Resources

- **www.fundraisers.com/ideas/eventfundraising.html**
The home of all fundraising ideas! You can dig through events and fundraising tips.

- **www.volunteerinternational.org/fundtips.html**
Has fundraising tips and a guide to fundraising that you can download from the website.

- **www.kickstarter.com**
You can register for this site and create your own webpage. Friends and family can visit this and donate directly through their online money transfer service.

- **www.thechallengenetwork.com**
An alternative to Kickstarter and other self-starting sites. This site asks for a user fee, but offers some extras when it comes to building your own site.

- **www.fundraiserinsight.org/ideas/**
This site has a big list of examples of fundraising events with how-to tips.

There are tons of resources online that you will find and there is definitely more than one list of the 101 top fundraising ideas! You can even find good ideas on sites like Pinterest. Remember, focus on ones that are SMART (see Goals, pg. 3).

Appendix G

Ideas from Past Participants

Many of our past participants have been in the same position as you are today – wondering what they can do to raise the funds. These same individuals managed to raise the money through a combination of creative ideas, hard work and lots of dedication. Where there's a will there's a way!

The Shrinking Dessert Parties

Deb got creative, had fun, and - not to mention - fundraised a few thousand dollars. The idea she had was to invite 5 people over for dessert and drinks, charging each person \$10 for the night. Then each of those 5 people *each* have their own party and invite one less person than the first person did. The same thing happens each time until there are parties of 2 happening all over the city! For each original party you have, a successful Shrinking Dessert Party will bring in \$2050.

Calendar fundraiser

Andrew took the initiative to make & sell calendars, raising over \$2000 dollars to his Antarctic trip. He started 4 months before the expedition. Here's a glimpse of what he did:

Before the trip:

- Find printing companies that will make calendars (or mugs, mouse pads, anything!)
- See if company will give you a discount because it is a fundraiser
- Find businesses who will pay you to have their ad printed in the calendar
- Take orders from friends, family and the community.
- Sell them for more than they will cost you so you make money – GET THE MONEY IN ADVANCE.

After the trip:

- Choose the best photos and take them to the printing company to make calendars.

The Raffle Ticket Draw

The idea of this tactic is to buy an item or see if you can get a store to donate one (a DVD player, for example) that is a quality product (if you can, wait for it to go on sale if you are buying it) then see if you can get 2 or 3 other items donated. Then you raffle off tickets, give away the prize to the winner, and keep the money for your expedition! Here are the details:

If you are buying the item (incase you can't get anything donated), gift certificates work well (for \$20 to \$30 worth) like for a popular restaurant in your area, Blockbuster or a store like Canadian Tire. If you are not sure what to purchase ask people what they would appreciate more. Design and print tickets and on one side put a short note about where the money is going (to your expedition!) For example: Draw for a DVD player proceeds go towards -*your name & expedition date*. For more info see www.studentsonice.com

List the prizes, when the draw will be held, the price of tickets (\$2 each or 3 for \$5 works well) on the other side put a place for the name and phone number. Each side needs to be numbered. The tickets are costly to have them printed by a printing company so try to do them your self. Use a sewing machine to perforate the holes in the sheets of paper between the 2 sides so that they are easier to tear off. Staple them in groups of 10 and it will be easier to keep track of them. Write a letter, explaining what you are selling the tickets for, have parents and friends help sell tickets.

You must purchase a lottery license from your local municipality in order to run your raffle legally. You must go through a non-governmental organization to get a permit to sell tickets. Go to your local Lions club and ask if they will help you by obtaining a permit. Then you will be able to sell the tickets under their name. After the tickets are sold, you will need to let them know the number of tickets sold and give them all monies made and they will write a cheque out to SOI.

Host a Community Class

If you have friends who are musicians, artists, or yoga instructors, this is a good and easy one to do! Ask your friend if they are interested in teaching a community class for an hour or two as their donation to your cause. It can be an hour long yoga class, or a painting class where everyone finishes a small project, or a music class where people learn a quick song on ukulele! Advertise your class to friends at school, in the neighbourhood, or friends of the family and ask for a donation of \$5 to \$10 to attend the class. Hosting a few of these over the course of a few months will gather a few hundred dollars.

Gather non-monetary donations

Donations don't always need to be cash in order to be helpful to your case. They can be people's time, skills, or gently used items you can sell. We have had students gather all of these things and use them creatively to raise money. Here are some ideas:

- Gather donations of grocery gift cards from local stores and sell them to neighbours. Everyone needs groceries!

- Receive a donation of firewood (or purchase a large amount at a very low cost), and sell the firewood to the neighbourhood during the Fall. Don't forget to offer personal delivery to their door!
- Host a large garage sale with donated items in good condition from friends and family.
- Host a clothing swap with gently used clothing and accessories, and ask for a \$5 to \$10 donation for people to go 'shopping' in your living room.

Get a part-time job

Brennan worked all year long at a part-time job at a fast-food restaurant and delivering newspapers after school. There are lots of jobs available for high-school students, and the money adds up quickly! Babysitting and tutoring are other ideas.

Joining Forces

You can join up with events that have already been planned and organized by another person or organization. For example, a high school may allow one of their students to take a portion of the money raised from door fees at a school dance if they believe it is going towards a good cause. To do this, you will need approach the event organizers and make a proposal.

Your proposal should outline who you are, what you are doing, how you would like to be involved and how you will help with the event. Third party fundraising events are a great way to raise money and mean less planning, time and upfront costs for you. By attaching yourself to one or two of these events will free up time for you to organize and plan you own fundraising event.

Don't hesitate to contact the Students on Ice office to talk to us about your ideas. We will do our best to help!

Appendix H

Sample Press Release

PRESS RELEASE - FOR IMMEDIATE RELEASE

Date this is sent out

LOCAL STUDENT ACCEPTED ON BOARD **ARCTIC/ANTARCTIC** EXPEDITION

YOUR CITY - Local **high school/university student, your name**, has been accepted into an international youth education program to **the Arctic/Antarctica** to learn about the wonders and global importance of the Polar Regions and to become educated, inspired and empowered as young leaders. The expedition takes place **dates of expedition** and accepts about 100 students from around the world every year. **Your last name** is on a mission to fundraise **amount** for this once-in-a-lifetime experience.

"The Polar Regions offer students a powerful and experiential learning environment that fosters a deeper understanding and appreciation for the planet," says Students on Ice Founder & Executive Director Geoff Green. "Through hands-on learning, leadership training, adventure and exploration, youth gain a global perspective that fuels their goals and ambitions on a local and global scale. We are thrilled to have **your name** join this life-changing journey."

Students on Ice (SOI) is a unique initiative that bring together students from around the world with scientists, artists, historians, musicians and visionary leaders to engage in cross-disciplinary learning in the most remote and awe-inspiring places on our planet. The ship-based program engages both high school and university students and connects them with experts across a variety of disciplines and a network of more than 2,600 alumni around the world who provide ongoing mentorship and support.

The expedition is a two-week journey to explore **(list key destinations)**. **Your name's** participation in the expedition depends on whether **he/she** can raise **amount** in sponsorships. So far **his/her** fundraising efforts have raised **amount**. **He/she** is approaching local businesses, organizations, as well as individuals in the community to lend to the cause.

"I am excited to join like-minded students from around the world on this educational journey of a lifetime!" explains **your name**. "I think that the hands-on learning on expedition will teach me about the Polar Regions and important global challenges in a new and different way and I want to be able to share what I learn with other students at my school and in the community when I get back." **[Insert your own quote]**

Your name has lived in **your town** for **#** years and is in Grade **#** at **your school**. **He/she** works at **your workplace** and has been volunteering with **your organization** for **#** years. **He/she** will be holding a fundraising event at **place** at **time** and **other details**.

- 30 - ←

This is important. It signifies the end of the press release!

Contact:

Your name, Expedition Participant
Ashley Brasfield, Communications & Media Relations Manager
ashley@studentsonice.com

Tel: **phone number**
Tel: (819) 827-3300

Appendix I

Sample Public Service Announcement

(PSA)

PUBLIC SERVICE ANNOUNCEMENT

FOR IMMEDIATE RELEASE

Insert date you send it on

Local fundraising efforts are underway to send **your name**, local student and **something about you** on an educational expedition to **the Arctic/Antarctica** to learn about the importance of the Polar Regions become inspired as global ambassadors.

The expedition takes place **dates of expedition** and accepts 100 students from around the world every year. **Your last name** is on a mission to fundraise **amount** for this once-in-a-lifetime experience.

To donate, **give instructions**. There will be a fundraising event at **place, time**, and **other details**.

Note: This should be able to be read in 30 seconds or less.

Appendix J

SOI Sponsorship Form



STUDENTS ON ICE
·expeditions·

Students on Ice Charitable Donation Form & Foundation Information

STUDENTS: We encourage you to have your sponsors complete and return this form to you or our office when they make a donation.

SPONSORS: Thank you for your generous support! Donations of \$250 or more, from a third party (non-family member) will be eligible for a tax receipt. Please complete the information below in order to facilitate the processing of your donation. Page two and three of this document provide detailed information about our foundations (Canadian and American) and how to send your donation to our office. *Donations must be sent directly to our office in order to receive a tax receipt.* Please do not hesitate to contact our office if you have any questions: finance@studentsonice.com or toll-free: 1-866-336-6423.

To learn more about our program, please visit our website: www.studentsonice.com

Sponsored student name: _____

Sponsored expedition: _____

Sponsorship amount and currency: _____

Would you like to receive a tax receipt? Circle one: YES NO

How are you sending your donation? Circle one: Cheque • Online • Bank Transfer*

*Please contact our office when your bank transfer is complete

Name of Sponsor: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

Protect the Poles. Protect the Planet.



STUDENTS ON ICE
·expeditions·

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*Protect the Poles.
Protect the Planet.*

