



**STUDENTS ON ICE**  
-expeditions-  
ANTARCTICA • ARCTIC  
[www.studentsonice.com](http://www.studentsonice.com)

# Fundraising Tool-Kit

**Dear SOI Expeditioner,**

Welcome to the adventure!

You have been accepted to be part of our Expedition Team – and now it's time to raise the funds to get you there. It'll be a lot of work, and hopefully a lot of fun!

## WHAT YOU'LL NEED TO BE SUCCESSFUL

- Effort and Determination
- A little creativity
- Some hustle
- Time!  
Support of family, friends, and  
people who can contribute their
- time, skills and ideas
- This toolkit

## How can SOI help?

We hope this toolkit will contain valuable information in order to move your fundraising efforts forwards. If you are needing some extra guidance and inspiration, SOI's Alumni Program is here to support you! Many of our Alumni were once in the same position you are today and successfully raised the money they needed to participate. We've included a few of their ideas in this toolkit but we can also help to connect you with an alum to brainstorm ideas and help you through the process.

You are a valuable member of our Expedition Team and you were chosen to take part in our expedition because we saw something special in you. You can make this happen! We believe in you.

In the expedition spirit,

*The SOI Staff and Alumni*



## LET'S START WITH A PLAN

---

You know you have a big task at hand. It's time to sit down and crunch the numbers so you know where to start. We strongly encourage you to include a family member and/or mentor in this process. Their experience and knowledge can be invaluable!

**Start by making a budget and an action plan. Grab a paper and a pen!**

Review what resources you already have:

- Do you have any personal savings?
- Is your family ready to contribute?
- Do you have a job? How much can you realistically save?

Once you know how much you already have, it's easier 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!

There are lots of different ways to fundraise. The main ways are to ask for donations or sponsorships, or you can host an event. These types of fundraising are discussed in the pages to follow.

Using the budget sheet (paper copy on page 10 or [digital copy](#)), begin to plot how much you have, and how much you need. Your next step is to set short term goals 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.

Once you have a plan, you are ready to move forward!



## MAKE YOUR PITCH

Now, you have a plan and you know what you need to do. Raising funds can be challenging but it's also an exciting opportunity to tell your community what you are passionate about and why they should support you. In order to get people excited, people need to understand why they should give their support (financial or otherwise) to you.

**Start by asking yourself these questions and write down your answers. Make it personal!**

*What is exciting/different/unique about this opportunity?  
Why is this a special experience for you?  
How can your community benefit from you taking part in Students on Ice?  
What will you do with the knowledge you gain from this opportunity?  
How does this opportunity contribute to your studies/future career/passions?*

Look over your answers to these questions. Highlight any common themes. Using the answers, start to create an **'elevator pitch'**. This is a short, 30-second speech that you can use to tell people about why this is a special opportunity for you and why they should support you.

You might include sentences like this:

*My name is \_\_\_ and I have been accepted to participate in...*

*I am excited about this opportunity because...*

*I think this opportunity is important because...*

*I am looking for support because...*

*With your support, I can...*

*After the expedition, I hope to...*

Take some time to think about this part. For a little inspiration, check out [this Ted Talk](#) about how to frame your pitch. It will make it easier to talk to potential supporters later on! We recommend practicing the elevator pitch on various family members to see how it goes. Ask them to give you feedback!

For some ideas and examples of elevator pitches, check out these videos. These are more focused on career development, however they can still be useful for crafting your elevator pitch for fundraising! ([Video 1](#), [Video 2](#))



## BUILDING AND USING YOUR NETWORKS

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.

**Action:** Identify your network. Make a mind map that shows all the people who are already in your network.

**Next, pick 5 people that you think will be able to help you in some way.** These could be people who are well-connected in your community or who you know have fundraised before. Schedule a meeting to tell them about what you are doing, and what it is you need. Use your pitch! Remember, there are lots of ways people can help you besides giving you money. One tip is to try to walk away from every meeting with three new contacts - this can be just as valuable as money!

### ***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)



# DONATIONS & SPONSORSHIP

*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 (page 4). Next, you can reach out to different companies and community groups 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 with 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 presentation to the company or community after the expedition  
To wear their branding or swag during presentations you make on your experiences with SOI

Your sponsorship letter should be customized to reflect you, your passions and your goals. You can use the template on **page 11** or [here](#) as a starting point but make it your own!

## Tips for customizing a sponsorship 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.

1. Always address a letter to an actual person and only to 'whom it may concern' as a last resort. If you aren't sure, you can always call and ask who to address the letter to.
2. Open with a BANG. Your opening line/paragraph should catch the attention of the audience.
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. Make your "ask". State what potential sponsors will gain from helping you with this initiative (tax receipts, use their logo, any initiatives you have developed)
5. Sell your cause! Include information on what things you intend to do for your community, school or your sponsors when you get back from the expedition.
6. Print on recycled-content paper and try sending letters on school letterhead if you can.



## HOW TO APPROACH A COMPANY/CLUB/ORGANIZATION

1. Think through what you would like to ask of them. Are you looking for financial support? Is there anything else they could help with, if they aren't able to provide financial support (gear, introductions to others)? This can be included in your formal letter (details below)
2. Practice your pitch. Be able to explain why they should support you.
3. Research Students on Ice, your destination and your expedition. Review your Orientation Package with the itinerary and bring your acceptance letter, as proof of acceptance to the program.
4. 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!)
5. Be presentable - It is important you make a good impression, so dress nicely and be clean 😊
6. **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. This kind of initiative is very important.
7. After the expedition: 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 (pages 14-16) or search online for ideas.
2. Look over your ideas and narrow your list down to your top 5 by asking yourself these questions:

**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?

**Cost** - What will it cost you to run this event? Think about any costs you would have in order to make the event happen, such as venue rental, catering, even printing posters, etc.

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.

## Important pointers!

1. Check the community calendar to see what other things are happening on the date you have in mind. Ideally you don't want to be competing with another event of the same type.
2. Allow enough time to promote the event! Use your network to help.
3. Ask for help! Divide up the work among friends and family and use peoples' individual strengths and skills. Remember that help can come in many forms: schools, religious centers, service clubs and businesses might be willing to donate space, equipment and/or supplies.
5. Pick an easy and central location and make sure the space is free or donated space: school gyms, community halls, rooms in the civic arena, libraries, and church halls are all usually free to use.
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!)



## 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 social media. 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 through traditional media:

### **Press Release**

(Page 17)

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. 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! 😊😊

### **Letter to the Editor**

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.

### **Public Service Announcement**

(Page 18)

PSA for short. 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.

## Using Social Media and Email to Fundraise

Social media is a powerful tool to promote your fundraising efforts!

**Here are a few tips on how to use social media to increase your donations:**

- Use a ‘catchy’ first phrase to grab people’s attention
- Don’t make your post too long, but include all the information needed
- Use a link to your online fundraiser (if applicable) or use a photo to catch attention
- Include instructions for how to donate (or how to attend the event)
- Tag friends/family who may be willing to share
- Each time you post, switch up your content to ensure it’s fresh for your audience
- Tag SOI to give your social media outreach to add credibility and allow your audience to learn more!
- Use a Facebook Event to promote any fundraising events - it will give you the opportunity to post more frequent updates for the people who join and it will send them reminders!

**Using email to promote your fundraising:**

- Send individual emails (addressed directly to the person) to people in your network who may donate or may be willing to share your fundraiser
- Include all the necessary information needed for someone to decide - make sure you include links so it’s easy to donate



## DON'T FORGET!

- 1. 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. **More information about how to submit your donations is on page 12-13)**
- 2. 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.
- 3. 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.
- 4. 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.
- 5. 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?
- 6. 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!

### **IMPORTANT:** **Thank your donors!**

All donors, family or otherwise, should receive a thank you.

Make sure you thank your donors right away for their contribution (with a letter of thanks within two weeks) and when you get back from expedition. They will want to hear how your trip went and the impact that they have had on your life.

Draft a brief letter that describes some of the places you saw and some of the things you learned. Try to give them a glimpse of what it is like to be on expedition! Include photos, especially if they provided any products for you to use. Make sure it is sent to them within 1 month of returning from expedition.

*Good luck!*



# 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	+		_____
<b>Total:</b>	<b>=</b>		_____

## Available Funds

Your savings			_____
Parents	+		_____
School	+		_____
Other	+		_____
<b>Total:</b>	<b>=</b>		_____

## Total Funds Needed to Raise

Funds Available minus your Expenses			_____
<b>Total:</b>	<b>=</b>		_____

## Funding Source Estimates

Events			_____
Organizations	+		_____
Local Companies	+		_____
<b>Total:</b>	<b>=</b>		_____

## Funds Donated

Donor 1: _____			_____
Donor 2: _____	+		_____
Donor 3: _____	+		_____
Donor 4: _____	+		_____
Donor 5: _____	+		_____
<i>(add more lines if needed)</i>			
<b>Total:</b>	<b>=</b>		_____



Date

**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)**



# 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](http://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](mailto: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](mailto: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.



## 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 expedition:**

- Find printing companies that will make calendars (or mugs, t shirts, anything!)
- See if company will give you a discount because it is a fundraiser. Local companies are more likely to offer a discount.
- Find businesses who will pay you to have their ad printed in the calendar. Use the sponsorship letter on page XX.
- Take orders from friends, family and the community.
- Sell them in advance for more than they will cost you to print. For example, if it will cost \$15 to print the calendar, you could sell the calendars for more than \$15 and keep the profits. Make sure you collect the money in advance to be able to pay for the printing afterwards and use the profits for your expedition fee. It's usually cheaper the more you buy!

#### **After expedition:**

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



## The Raffle Ticket Draw

The idea behind a raffle ticket draw is to create a basket of products that people will want, and they purchase tickets for a chance to win the basket! The money from the tickets is then kept by you for your expedition (minus the cost of the stuff inside the package, if you can't get it donated).

Here are the details:

You must purchase a lottery license from your local municipality in order to run your raffle legally and go through a NGO to get a permit to sell tickets. For example: ask your local Lions club if they will help you obtain a permit. After the tickets are sold, you will need to let them know the number of tickets sold and give them all monies made. They will write a cheque out to SOI.

Try to get items donated for your package/basket. This will increase your profits! You can use the sponsorship letter on page XX as a template. You might decide to pick a theme for the basket to make it easier to promote. For example, you might put together a Health and Wellness Basket with a gift card for a local yoga studio or a massage, a loofa, some bath salts, and some skin care products.

Design and print tickets ([idea here](#)). On one side, put a short note about where the money is going. For example: Draw for a Health and Wellness Basket. Proceeds go towards **[\*your name & expedition date\*]**. Draw date: **[date]**. For more info, visit **[your blog/fundraising page/ [www.studentsonice.com](http://www.studentsonice.com)]**. On the other side, include a place for their name and phone number. Be sure to decide the price of the tickets, commonly \$2 each or 3 for \$5.

Print them yourself to save money. 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 (similar to your sponsorship letter on page 11) and, have parents and friends help sell tickets.

## 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 and ask for a donation to your cause for entry. 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 and ask for a minimum donation to attend the class.

## Gather non-monetary donations

We have had students gather 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. Sometimes, people can purchase giftcards with credit card points. You can also reach out to family and friends to see if they could donate their points in order to purchase the gift cards for you to sell to



raise money. Everyone needs groceries! A \$20 giftcard, given to you (donated) for free, sold for \$15 is a good deal for everyone!

- 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. You can ask friends and family to donate clothes beforehand or you can ask attendees to bring 5 pieces of clothing. 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, tutoring, snow shoveling or dog-walking 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.

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



# 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



# 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.*



# SOI Sponsorship Form



## 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](mailto:finance@studentsonice.com) or toll-free: 1-866-336-6423.

To learn more about our program, please visit our website: [www.studentsonice.com](http://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: \_\_\_\_\_



**STUDENTS ON ICE**  
·expeditions·

**Students on Ice**

Natural Heritage Campus  
1740 chemin Pink  
Gatineau, QC J9J 3N7  
CANADA

Tel: 819-827-3300 | Fax: 819-827-  
9951 Toll free: 866-336-6423  
[www.studentsonice.com](http://www.studentsonice.com)

*Protect the Poles.  
Protect the Planet.*