



JUBILEE SAILING TRUST
changing lives

THANK YOU FOR CHOOSING TO SUPPORT US!

Through the JST experience, our mission is to achieve the following outcomes:

- Integration of physically disabled and able bodied people aged 16+.
- We empower our beneficiaries to discover their abilities and to focus on what they can do rather than what they cannot. Voyage crew arrive on board with doubts about the voyage and their ability to cope and leave with new found confidence about themselves, new friends and knowing that they can be a useful member of a team.
- Education – we want to break down barriers and correct misconceptions around disability, by educating/informing all our voyage crew.

Considering that one-in-four of us is close to a person with a disability, it is astonishing that there is still that element of prejudice, misconception about ability, and a lack of awareness of the things that can make life inclusive. The JST is here to build the bridges of awareness and understanding and by using two fantastic, specially designed tall ships, break down barriers for a better, more inclusive world.

In this pack you'll find top tips and advice to make your fundraising a success. Visit <http://jst.org.uk/how-to-help-get-involved/> for more information or email fundraising@jst.org.uk where you'll find one of our fundraising experts on hand to support you should you need it.



TOP TIPS TO HELP YOU FUNDRAISE

Own your fundraising result

1. Be the first to donate! By being the first, you're showing your commitment to your fundraising and setting the benchmark for the family and friends.
2. If you set up an everydayhero page remember to upload a profile photo - people want to see who they're donating to (and it helps create an emotional connection!).
3. Keep your family, friends and colleagues updated with your training and fundraising progress. How are you going? What obstacles have you come across? What are you really enjoying?
4. Tell your story. Let your family and friends know WHY you're doing what you're doing. They want to know your story, so go ahead and share your passion!
5. If you hit your target, or you're close to reaching it... increase it! If your network think you're close to your target, they might not donate as much as they originally intended.



Raising money in a fundraising team

Who doesn't enjoy spending time with friends?

Raising money for your favourite cause is more fun in a team. Here's some tips on how to raise more for your cause as a team.

1. Make some team t-shirts. You can give them to all your friends and family for them to show their support and help you get the word out.
2. Put up posters around your local area.
3. Email the local press in your area. Ask them to run a story and photo of you all having fun and raising money.
4. Get together as a team and hold a trivia evening or other event. Invite your friends and ask them all to donate after you've shown them how passionate you are about your cause.
5. Set weekly or monthly targets for each team member to remind you to keep spreading the word and to keep your fundraising momentum going.

Don't forget to have fun! The best thing about fundraising with friends is that you all share the same passion!

Giving things up to raise money

It can be hard, but giving up can raise heaps.

We all know how hard it can be to give up something you enjoy to help raise money for a cause you care about. Stick to our top tips to help you get along...

1. Safety in numbers! Get your friends and family involved, the moral support of others going without will really help you when you're having a slow day.
2. If you're giving up a certain food or drink to raise money, make sure you replace it with something healthy so there isn't a void to remind you of what you're missing.
3. If you're abstaining from an activity that you normally do, make sure you replace it with another fun activity to take your mind off it. Exercise is a great way to fend off negative thoughts.
4. Reward yourself! Even before your time of abstinence is up, treat yourself to a movie or nice meal to keep your enthusiasm sky high!
5. Tell people. Send out personalised emails to round up those around you for support - don't just spam your address book! Those few short minutes making a personal connection to an email recipient can really make a difference.
6. Don't worry! If you do break and end up cracking, just pay a donation to your fundraising page as a fine and carry on with the rest of your commitment. Don't let one tiny slip up ruin all the hard work you've put in already!

Raising money on Facebook

Tips for using social media to raise money.

1. Create an event on Facebook and invite all your family and friends to join - remember to include a personal message in your invite so they don't feel 'spammed.' This is a great way to gather all your supporters and potential supporters in one area.
2. On your event page, try suggesting various sponsorship amounts to your audience. Take the pressure off them! Remember to include some lower amounts and higher amounts.
3. Post your fundraising page link to your Facebook wall. Let everyone know what you're doing - and if they're unable to donate themselves, ask them to share your page link to their own network - gain an even further reach!
4. Tell your story on your event page. Tell people what you're doing and why it's important to you. People love to hear the reasons behind your endeavour so be personal! What you're doing is brilliant and you shouldn't feel shy about sharing it with your friends.
5. Upload photos, share yourself in action with your Facebook friends!



6. Make a video! Use your smartphone to record a short video (a minute or two is plenty!) to show your face and speak to your willing audience. Really inspire them to want to help you raise as much as possible.

Raising money using Instagram

1. Capture your passion! Take photos that show the reason behind your decision to raise funds. Choose powerful images which represent the cause you care about. Let your supporters in to why you're fundraising and the importance of your cause.
2. Behind the scenes! Keep your followers in the loop with your preparation - if you're running a marathon, show them all those mornings and evenings you're sacrificing with humorous pictures and captions.
3. Map your progress by geotagging your Instagram posts. It's a great way to showcase where you've taken your photos and also make them available to others who visit the same places. It's great to use at large events like marathons.
4. Show what you've done. Upload photos of your event - this will really help when asking for donations just after the event has taken place - proof of what you did and the fun you had doing it.
5. Hashtag your photos. Choose hashtags that are relevant to your event and cause so that your images pop up in other people's Instagram searches.
6. Share across platforms. Link your Instagram with Facebook and Twitter so that when you upload a photo, all your friends across all your networks can see it and be inspired to give!



Raising money using email

1. While social media might be easy - email raises more! People are more likely to give to you when you ask them via a personal email. Don't be afraid to do both!
2. Send out personalised emails to everyone in your address book - doing it individually takes longer, but it's worth it! Let everyone know what you're doing and give them the opportunity to share in your passion AND help you raise money.
3. Thank everyone that's given money to your cause. Send them an email to show your appreciation and keep them in the loop with how their sponsorship has made a difference. It doesn't hurt to ask them to give again, either.
4. Send more than one email. Don't bombard your address book, but don't give up after a single email either! People sometimes need a small reminder of the awesome cause you're raising money for and how you're doing it. Try sending two emails in the lead up to your event and one post-event email.

5. Send an email to everyone after your event, letting them know how it went. Include photos and videos if you have them. Make them feel proud of giving to you, because they should be! Remember to include your fundraising page link in case anyone wants to make another donation.

Raising money offline

1. Put up posters around your area, in shop windows, in your local community hall, at work - ask before you put them up, but if you explain what you're doing and why for such an incredible cause, you won't hear many people say 'no.'
2. Contact your local press. Call up your local newspapers and let them know what you're doing. If they choose to run an article about you and your efforts, be sure to ask to include your fundraising page link for readers or viewers to get involved!
3. Approach local businesses which you often frequent - your local drycleaner, barber, bakery, etc - and ask if they're happy for you to leave a collection tin on their counter.

Raising money at home

1. Host a cook-off! Ask your family and friends to each contribute a dish for an evening of delicious food with everyone paying an entrance fee. Give out prizes for best dish of the night - everyone loves bragging rights.
2. Been putting off washing your car? You're probably not the only one. Why not offer up your time washing cars, cleaning gutters or working in the garden to your neighbours in return for a donation to your fundraising page?
3. Know someone who's always short on time? Offer to run their errands for them in return for a donation to your fundraising page.
4. Need to do a clear out at home? Put on a garage sale to get rid of all your unwanted items and donate the proceeds back to your fundraising page.
5. Place a swear jar at home. Enough said!



OTHER TOP FUNDRAISING HINTS AND TIPS

Give yourself time

Before you set the date, make sure you have given yourself plenty of time to get everything sorted, and for people to get it in their diaries. Pick a date that's easy for people, like the weekend – or a Friday, if you're doing something at work.

Make a budget

Work out what you hope to raise, once you've covered costs. If you need equipment, see if you can borrow it rather than buying stuff. You can also cut costs by asking local businesses to donate prizes.

Set your target and share it

Once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.

Spread the word

Tell people why you're doing your event. Your personal reasons will really motivate your supporters. Facebook and Twitter are ideal for inviting and updating people. If possible, write a blog about your progress. It doesn't have to be a masterpiece, it just keeps your supporters involved.

Get personal
advice from our
fundraising
experts by
emailing
fundraising@jst.org

Stay safe

Whatever you're doing to raise money, please make sure it's legal and safe.

Double up

Lots of companies run a Matched Giving scheme, which could double the amount you raise. Find out if yours is one of them – and if not, why not suggest they do? It's tax-efficient for them, which might help convince them!

Be persistent

Don't be afraid to follow up applications with emails and phone calls. If you have success with one way, try it again. You may be faced with problems, so don't give up at the first hurdle – be prepared to overcome them and carry on.

We're here to help

Our fundraising experts love helping fundraisers like you. So don't be shy, call us on 023 8042 6868.

MORE FUNDRAISING IDEAS

Art exhibition
Auction
Bake sale
BBQ
Bring and buy sale

Car boot sale
Car cleaning
Charity film night
Charity play
Charity sporting match
Chopping firewood

Coffee morning
Community garage sale

Dinner dance
Fancy dress party
Fashion show
Garden party
Give a gift instead of a birthday present
Golf match
Guess the weight of...?
Karaoke night
Murder mystery evening
Non-uniform day
Sponsored run, marathon or bike ride
Sponsored swim
Quiz night

We would love to hear of any fundraising ideas you have as well.

FUNDRAISING MADE SIMPLE

Once you have decided how you want to raise money for the Jubilee Sailing Trust, we want to make sure you have the resources and advice you need to make your event the fundraising success it deserves to be.

Step 1 Collecting donations or sponsorship

One of the first things you'll want to sort out is how you're going to gather sponsorship. Don't worry – it's easier than you'd think and there's a few different ways to do it.

Donation form

How about the trusty donation form? Please email fundraising@jst.org.uk for a copy of our donation form.

Everydayhero

Setting up an Everydayhero page is the quickest and easiest way to let people know that you're raising money. Visit <https://give.everydayhero.com/uk/jubilee-sailing-trust/get-started> and follow the instructions to set up your own fundraising page. Everydayhero pages with a fundraising target raise 46% more money.

Step 2 Publicising your event

Promoting your event is seriously important if you want to maximise how much money you raise – the more people who know about it, the more donations you're likely to receive.

Share what you're doing

Keeping reminding your friends what you're doing and why through your social media channels. Create an event or group on Facebook and share regular updates.

Update everywhere

Everyone has a favourite way of keeping touch, so don't be afraid to use everything at your disposal – email, social media update or text message – whatever works for you.

Keep saying thank you

Whether it's for the donation they've made, the tickets bought or the help they're giving you, keeping saying thanks.

Be your own PR Guru

Let people know about your event to reach a wider audience, encourage more donations, and teach your supporters about why you're fundraising.

1. **Get in touch with local media** – you'd be surprised what your local newspaper or radio stations are keen to spotlight.
2. **Write a blog** - Free blog platforms like Wordpress are a great way to document your fundraising journey.
3. **Take photos** – whatever you're doing, take plenty of photos. Plus you can use them to encourage more donations after your event!

Step 3 Keeping your event safe and legal

Fundraising can be great fun, but it's important to make sure your event is safe and legal, whatever you're planning.

Raffles

Holding a raffle is a great way to drum up funds, but it's important to be aware of the legalities and whether you'll need a license for your event. You can check the latest information and advice at www.gamblingcommission.gov.uk or talk to the Jubilee Sailing Trust fundraising team.

Insurance and licenses

Please remember that although we're here to help you organise and plan, you are responsible for your activity or event and the Jubilee Sailing Trust is unable to accept liability. We also recommend that you ask your local authority whether or not you need to obtain any special licenses for your event.

Food hygiene

Whether you're selling cupcakes or putting on a spread, food safety laws will apply. Check in with the Food Standards Agency at www.food.gov.uk for more information, just to be safe.

Collecting money

Remember – if you're planning on carrying out public street collections, you'll need a license. We also recommend that when you count the money you've collected, you do so with another person present. If you would like to know more, please contact our fundraising team on 023 8042 6868.

Step 4 Paying in the money you've raised

The money you've raised will enable people of all abilities to experience challenges and adventures on board our two tall ships Tenacious and Lord Nelson. Thank you for contributing to our mission of breaking down the barriers to create a better, more inclusive world.

Everydayhero

Everydayhero is a brilliant little tool that makes donating or sponsoring super simple. All donations sent through a Jubilee Sailing Trust giving page come directly to us, so there's no need to chase up donation money. Plus any money that comes through after your event is over will come straight through as well.

Call us

Give us a bell on 023 8042 6868 and let our lovely representative guide you through the process. Remember to let them know how you've raised your total!

Post it

We do love getting post. To send in your money, you will need to post us:

- a cheque, if that's how you want to send in your donation, made payable to Jubilee Sailing Trust or a completed donation form, available from fundraising@ist.org.uk
- any completed sponsorship forms, if you used them

Here's our address:

Jubilee Sailing Trust
Fundraising Team
12 Hazel Road
Southampton
Hampshire
SO19 3GA

Bank transfer

Please use your name as a reference, and it will be great if you could let us know in advance that you are planning on transferring your donations to :

Account Name: Jubilee Sailing Trust

Sort Code: 50-00-00

Account Number: 15482472

EXTRA HELP

Here are some useful Jubilee Sailing Trust facts that you may wish to use in your fundraising activities.

- Established in 1978 to give disabled people the chance to sail tall ships.
- Lord Nelson was the first Tall Ship in the world designed and built to accommodate mixed ability crew.
- Tenacious is the largest wooden tall ship to be built in the UK in over 100 years.
- Lord Nelson made her maiden voyage in 1986 and Tenacious made her maiden voyage in 2000.
- Tenacious is 65m long.
- Lord Nelson is 55m long.
- Both ships have unique qualities, such as lifts, a talking compass, signs in Braille, vibrator pads fitted for those with hearing impairments.
- Tenacious' mast is 37.6m high and Lord Nelson's mast is 31m high.

Email template: Ask for support

Target audience: Fundraiser's friends, family and colleagues

Email subject: Help me reach my <event/campaign name> fundraising

target

Dear <name>,

As you may already know I'm participating in <event/campaign name> this year and am really excited about competing - so wish me luck!

A big part of <event/campaign name> is raising much needed funds for charities. This year I am supporting the Jubilee Sailing Trust.

I would really appreciate it if you would sponsor me through my online fundraising page. I'm aiming to raise <target> so don't be shy, every little bit counts!

It's really easy to donate and you get a receipt emailed straight to you. Just click on the link below to go to my fundraising page:

<link to fundraising page>

Thanks for your help! <fundraiser name>