



Fundraising Tool-Kit

Dear SOI Expeditioner,

Welcome to the team! We look forward to seeing you on board. But first things first: Raising the funds to get you there! Fundraising is not rocket science – it's not about brains, talent or creativity – although these things don't hurt. To succeed in fundraising you simply need to plan, put in the work and not give up. Anyone can do it! This Fundraising Tool-kit will walk you through the following topics:

Getting started

Goal setting

Networks & Networking!

Donations & Sponsorship

Fundraising Events

Media

Last Minute Tips & Tricks

There are also handy extra appendices at the end:

Balance Sheet

Tax Receipt Information

Writing a Sponsorship Request Letter

Organizing a Fundraising Event

Ideas from Past Participants

Online Resources

SOI Quick Facts

The staff here at SOI is available to offer additional advice, assistance and support at any time during your fundraising campaign. Many of our past students were once in the same position you are today and successfully raised the money needed to participate. Where there's a will there's a way!

Get in touch with us if you have any questions!

In the expedition spirit,

The SOI Staff

expedition@studentsonice.com

Toll-free in Canada 1-866-336-6423

or +1 (819) 827-3300 for international



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/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 your self short of money at the end! We strongly recommend involving your parents/guardians in this process; their experience and knowledge can be invaluable!

Check out Appendix A, Balance 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 school dance, 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 <u>what</u> are you going to do, <u>why</u> is it important to you, and <u>how</u> 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 success!

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. Here is a list of people that you might have in your network:

- **Family** (Parents, grandparents, aunts, uncles, cousins)
- **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 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.

Check out Appendix B, Writing a Sponsorship Request Letter and Appendix C, Tax Receipt information

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 or hat 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:

- 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.

Check 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!)

Check out Appendix B, Writing a Sponsorship Request Letter

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.

Check out Appendix F, Online Resources and 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?

4. 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.

Check 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, Facebook, and mailing lists). 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! 😊

Check out Appendix E, Students on Ice Quick Facts and 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.

Check 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 www.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 this 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 & 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.

Check out Appendix A, Balance Sheet

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

Balance Sheet

Expenses

SOI Expedition fee [see website for up to date fee]		_____
Travel from home to gateway city	+	_____
Travel Insurance	+	_____
Passport 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 Outreach and Participant Coordinator if you need assistance in putting this information together!

See the sample letter on the next page.

Your address

Date

Contact Name

Position

Company/ Organization

Address

Dear **Sponsor's Name**,

I believe strongly that youth who have the opportunities to fulfill dreams become life long 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 is a unique initiative dedicated to taking students from around the world on once in a lifetime learning expeditions to the Arctic and Antarctic. The ship-based program employs modern icebreakers as our home. It 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, educators, and researchers. About 100 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 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 **amount raised**.

I am hoping that **company/organization name** will assist me with all or part of these costs. I have also contacted **name of another company/organization** and **name of another company/organization** with a similar request. The participation cost must be paid no later than **due date for expedition funds**. A donation over \$2000 will receive a tax receipt. I am happy to do a presentation to your organization upon my return to share what I will have learned.

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 a brochure and 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

Tax Receipt Information

CANADIAN STUDENTS/SPONSORS:

Students on Ice Foundation – Fondations des Etudiants sur Glace

We are pleased to announce that the SOI Foundation received Charitable Status! Tax receipts are now available to donors supporting the *Students on Ice* program.

Canadian businesses, organizations or individuals making a donation of \$100 or more towards a *Students on Ice* expedition can request a tax receipt.

How to request a tax receipt from the SOI Foundation:

1. The cheque must be made payable to the Students on Ice Foundation.
2. A letter from the donor must accompany the cheque, indicating the name of the *Students on Ice* participant and the expedition he/she will be joining.
3. Send the cheque and letter to:

Students on Ice Foundation – Fondation des Etudiants sur Glace
c/o Students on Ice
Natural Heritage Building
1740 Pink Rd
Gatineau, QC
J9J 3N7

4. Email the Participant Coordinator (apply@studentsonice.com) to inform us of your incoming donation.
5. The SOI Foundation will issue a tax receipt for the full amount donated.

Please note: Donations are only eligible for a tax receipt if the donor is a third party individuals (non-family member). Donations from family members will not result in a tax receipt.

AMERICAN STUDENTS & SPONSORS:

Polar Education Foundation

American businesses, organizations, and/or third party individuals wishing to support an expedition can submit a charitable donation (in USD) to The Polar Education Foundation. A tax receipt will be returned to the donor once the cheque has been processed.

Please mail a cheque payable to The Polar Education Foundation along with a letter indicating the name of the *Students on Ice* participant and the expedition he/she will be joining to the following address:

Students on Ice Expeditions
Natural Heritage Building
1740 Pink Rd.
Gatineau, QC J9J 3N7 CANADA

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 Facebook 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 designed for international high school and university youth. Participants will travel together with teams of polar scientists, experts and educators. The ice-strengthened ship-based expeditions will be unparalleled platforms for Polar and Environmental Education, outreach for the International Polar Year and International Year of Biodiversity.

The goals of the SOI expeditions are to:

- provide inspiring, life-changing experiences
- inspire the next generation of Polar researchers and scientists
- raise awareness about global environmental issues
- develop Polar curriculum and resources
- generate media attention
- reach thousands of youth around the world

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.

Here is a total breakdown of how much everything costs. (Prices are in Canadian dollars, per student, all-inclusive from Ottawa or Toronto).

Antarctic Costs - 2009 (\$12,500 – from Toronto)

<input type="checkbox"/> Flights	\$3,000
<input type="checkbox"/> Hotels	\$350
<input type="checkbox"/> Expedition Accommodation	\$3,400
<input type="checkbox"/> Meals	\$750
<input type="checkbox"/> Expedition activities	\$2,500
<input type="checkbox"/> Education program	\$1,500
<input type="checkbox"/> Expedition Admin	\$1,000

Arctic Costs - 2009 (\$8,500 + GST – from Ottawa)

<input type="checkbox"/> Flights	\$1,500
<input type="checkbox"/> Hotels	\$200
<input type="checkbox"/> Expedition Accommodation	\$2,500
<input type="checkbox"/> Meals	\$600
<input type="checkbox"/> Expedition activities	\$1,500
<input type="checkbox"/> Education program	\$1,200
<input type="checkbox"/> 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.chipin.com

You can register for this site and create your own webpage. Friends and family can visit this and donate directly through the online money transfer service Pay Pal.

www.home.gil.com.au/~dnash/

This site has a big list of examples of fundraising events with how-to tips.

www.youthactionnet.org/toolkit/fundraise.cfm

A fundraising site just for youth that has links to different fundraising ideas and tips on how to use your age as a strength in your fundraising.

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 for 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
- Keep an organized list of the people's names, phone #s and addresses

After the trip:

- Choose best photos & take them to the printing company to make the calendars
- Check out a sample before you print it to make sure it's all good

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.

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.

Remember: 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** CLIMATE EXPEDITION

YOUR CITY - Local **high school/university, your name**, has been accepted into an international youth experiential education program to **the Arctic/Antarctica** to learn about environmental issues and climate change. The expedition takes place **dates of expedition** and accepts less than 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 program builds on the education and experience of individuals to help them lead in their respective fields as they go on into the world," says **SOI staff name**, Participant and Outreach Coordinator with Students on Ice. "Our expedition selects students and leaders from around the world each year for these expeditions – and we are thrilled to have **your name** on board with us. **His/her** leadership and experience is a perfect match to the work that we do." **[Get a quote from the SOI office staff]**

'Students on Ice' is a unique initiative dedicated to taking students from around the world on unique learning expeditions to the Arctic and Antarctic. The ship-based International Polar Year Antarctic Expedition employs modern icebreakers as home. It is the only organization in the world that offers an opportunity for students to be immersed in 'hands on' research activities and lectures, taught by polar experts, educators, and researchers. The expedition is a two-week journey from **expedition dates**. **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 and inspired by the natural environment and think it is important for my generation to learn about sustainability and climate change," explains **your name**. "I think that the hands-on learning of the expedition will teach me about world issues 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 means the press release is over!*

Contact:

Your name, Expedition Participant
Get SOI staff name, SOI Participant & Coordinator

Tel: **phone number**
Tel: (819) 827-9951

email address
email address

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 international youth environmental education program to **the Arctic/Antarctica** to learn about environmental issues and climate change.

The expedition takes place **dates of expedition** and accepts less than 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.

Students on Ice

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