# Leeuwin Voyage – Fundraising Tips for Participants

As well as being a unique and fun adventure where you will be immersed in practical group activities, a Leeuwin voyage is a personal journey where you can learn new skills, challenge yourself, stretch your views, and shift your way of being to become stronger, as an adult and for life. This is **your individual learning goal**.

Such life experience doesn't start braving the high sea, but ashore. Invaluable lessons could be learnt trying to resolve your main problem:

How will I fundraise for my Leeuwin adventure?

You may need to fundraise for a full voyage fare, or for a gap payment if you were successful with a sponsorship. Either way, you may feel overwhelmed, and find the task challenging, if not impossible. Many participants went through this before you, and all were able to secure money from people around them: from family, friends, businesses in their hometown or organisations distributing funds.

These fundraising tips were designed to help you: step back and prepare to articulate to them the WHY. Why should they support you?

##### Let's start!

## Step 1: layout the project

Create a new file on your computer, a new note on your smart phone, or scribble on a piece of paper, and start writing:

### Something about you

* What are you doing? Which sport or arts do you do? What do you study? Etc.
* What is an activity you love doing? Skateboarding, reading books. Etc.
* What are your strengths? What can your friends or family count on you for?
* What are your weaknesses? What can't your friends or family count on you for?

### Something about your dream

* What is missing? Share something about a dream you have, whatever it is.
* What prevents you from realising it? It could be money, but often there is more to it. Think about it and share.
* Could you think of other ways to realise your dream? Could you dream look different to achieve the same?

### Something about a Leeuwin Voyage

* What is it about it? Research and present information about what a Leeuwin voyage is all about.
* How would you benefit from it? Consider the positive impact the voyage will have on you.
* How much does a voyage cost? Include your contribution to the total cost.

### Something for your sponsor

* What do you need from your sponsor? Consider covering a portion of the full amount (even small) to show your commitment and determination.
* What would be the benefits for your sponsor? What could you give them back in exchange for their support (Examples: exposure on social media, a report or a presentation)

### Something about your timeline

* Set a timeline for your fundraising starting today. Not starting at the departure date!
* Break down your timeline in small milestones or achievable goals. Write your pitch, research potential sponsors, talk to family, arrange meeting with sponsors, etc.

Use the Leeuwin Sponsored Voyage Fundraising Plan template

## Step 2: Write your pitch

Using your notes:

1. Write a short text summarising why people should sponsor you.
2. Take a good photo illustrating your dream, or download the following Leeuwin branded coversheets [here](https://www.dropbox.com/s/xrf8d4e8sgnfr5d/Leeuwin%20Fundraising%20Plan%20-%20Covers.zip?dl=0).
3. Test and practise your pitch with friends or in front of a mirror.

## Step 3: Choose your options

* **Saving**: If you have a part time job stash a portion of your earnings
* **Get the word out**: approach family and friends of the family, and present them with your pitch. Use social media as well.
* **Start a crowd-funding campaign**: you would be surprised on the number of your favourite YouTubers who started that way. Platforms like Pozible, GoFundMe, ReadyFundGo are very easy to use. Invite friends and family to check it out and transfer funds safely and securely. Link to your social media channels from there too.
* **Approach sponsors**: contact sponsors you have identified. Arrange for a meeting if possible, and run your pitch to them. Some could provide a donation and may have a form to complete and submit.

##### Good luck!

Get in touch if you need clarification about this process and your fundraising plan: [community@sailleeuwin.com](mailto:community@sailleeuwin.com)

PS: For cross-promotion on social media during your fundraising campaign, tag us [@LeeuwinII](https://www.facebook.com/LeeuwinII/) and [@sailleeuwin](https://www.instagram.com/sailleeuwin/)s