

Sail-a-thon



The 2nd Annual Heart of Sailing

Sailing Event

Portland, OR

August 24, 2008

Columbia Crossings – Island Sailing Club



Sailor's Info Pack



The mission of Heart of Sailing is to introduce sailing to people with developmental disabilities as a form of education and recreational therapy.

www.heartofsailing.org

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WHAT?

The Sail-a-thon is an international event to benefit Heart of Sailing's Daysail program, enabling special needs children and their families to enjoy the therapeutic benefits of sailing at no cost. Sail-a-thon is held in more than 25 regions across the U.S., Canada and Europe including sailing excursions, boat parties, beach picnics, and cookouts, as well as door prizes and awards for fundraising.

We will introduce sailing to all families with and without Special Needs children, and will allow different organizations to share their information with the public.

We are expecting the largest event ever with 200 attendees at the local events and more than 5,000 people worldwide.

Sail with us from 11am to 3:30pm from the Columbia Crossings

Enjoy a picnic/barbeque at 12pm

Award Ceremony at 3pm with live music

WHEN?

Saturday, August 24, 2008 from 11:00 am - 3:30 pm

WHERE?

The Columbia Crossings

WHY?

People with developmental disabilities are frequently limited from recreational activities because of their challenges. Founded in 2004 by George Saidah, Heart of Sailing is a non-profit organization that introduces and teaches sailing to people with developmental disabilities as form of education and recreational therapy.

Through this year's Sail-a-thon, Heart of Sailing will raise funds to help sustain and expand its unique programs throughout the United States and seek international partners. Together we can build a more inclusive world, one child and one family at a time.

Become a part of the Heart of Sailing family today!

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Booth Sign-Up Sheet

- **Promote your business and/or talent at the event.** Sponsoring a booth means that your organization will organize all information and/or activities and provide all of the materials you would need. We will have extra space available if your activity requires a lot of room. Your organization will also be responsible for making sure there are enough members working the activity booth at all times during the day.
- **Below is a list of possible booths:**
 - Community Organizations who serve the needs of those with Developmental Disabilities.
 - Local Businesses looking to increase public awareness and/or sales
 - Local musicians and artists to entertain attendees during their time off the boat
- **To sign up for a booth, please.** Once you have an idea, turn in the attached form to your Program Manager. Please sign up for an activity no later than August 19, 2008.

Name of Business: _____

Contact Person & Phone Number: _____

Booth Name: _____

Describe your activity: _____

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Order Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

How did you hear about our Sail-a-thon? _____

Please sign me up for the Sail-a-thon and send a fundraising packet to help me get started raising money for Heart of Sailing!

Please accept my additional donation of \$_____

I will be unable to attend; however, please accept my donation of \$_____

GRAND TOTAL: \$_____

Method of Payment: Will pay at Festival Cash (enclosed)
 Check (Enclosed & payable to Heart of Sailing)
 Money Order Visa Master Card American Express
Card Number: _____ Exp. Date: _____
Billing Zip Code: _____ Authorized Signature: _____



Completed forms can be sent to:

Heart of Sailing
Attn: Donilee McGinnis
1114 N. College Ave.
Bloomington, IN 47404

Or faxed to (866) 609-0807 (if paying by credit card)

We thank you for your support and look forward to seeing you at our 2nd annual Sail-a-thon!

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You Can Do the Sail-a-thon for \$50

The documents contained in this packet are meant to be useful tools to assist you in reaching a fundraising goal of at LEAST \$50!

We understand that our participants are asked to do individual fundraising in order to participate in the **Sail-a-thon** for free/ But, don't panic- we are going to show you proven fundraising techniques that will help you raise more than your goal!

We think you will be very surprised at how easy it is to meet your goals once you plan and execute your personal fundraising strategy. Your first task in making this fundraiser a success is to get started now! Below is a great plan showing exactly how you can meet your goal of only \$50.

Individual Sailors

Action Taken by You	Goal
<i>Fundraising Goal</i>	\$50
Ask 10 people you know to donate \$5.00 towards your goal	\$50
Ask 5 people you know to donate \$10.00 towards your goal	\$50
Ask a local business owner to sponsor you in our Sail-a-thon-if you work, go and talk with your manager and see if the business would sponsor you.	\$50
Include a donation letter in with your parents Christmas cards asking friends and family members to sponsor you for either \$5 or \$10 for the Sail-a-thon. (Ask your PM for samples.)	\$50
Send out an e-mail to everyone on you're my-space list and ask them to send you either \$5 or \$10.	\$50
Ask your parents to spend \$50 less on you for Christmas, birthday, etc. and donate it to Heart of Sailing on your behalf for the Sail-a-thon.	\$50

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Sailor Incentives

While we only ask that each sailor only raise \$50 or more, we know that some of you will raise much, much more! So, we have set up some incentives for those of you who go above and beyond!

Individual sailor incentives

Amount	Level	Incentives
\$0	Crewmember	Entrance into Sail-a-thon Heart of Sailing Button Lunch
\$25	Deckhand	Entrance into Sail-a-thon Sail-a-thon Commemorative Button Lunch
\$50	Swashbuckler	Entrance into Sail-a-thon Sail-a-thon Commemorative Button Sail-a-thon Commemorative T-shirt Lunch
\$100	Old Salt	Entrance into Sail-a-thon Sail-a-thon Commemorative Button Sail-a-thon Commemorative T-shirt Sail-a-thon Commemorative Hat Lunch
\$200 & Above	Scurvy Dog	Entrance into Sail-a-thon Sail-a-thon Commemorative Button Sail-a-thon Commemorative T-shirt Sail-a-thon Commemorative Hat Sail-a-thon Commemorative Burgee Lunch