Make Waves & Move Fundraising Toolkit

Use this toolkit to help jumpstart your fundraising for NESS’s Make Waves and Move Challenge! We are encouraging all participants to set a fundraising goal of $100 for NESS.

Want to set a higher fundraising goal? Go for it!

Consider a fundraising goal that represents an important NESS number:

- **268** The number of powerboats, sailboats, SUPs, and kayaks that NESS can offer to students who would normally have limited or no access to the water
- **4,000** The number of students NESS served in 2021
- **670** The number of NESS supporters in 2021

Who will you contact for donations?

Contact who you know by reaching out to anyone for donations:

- Family members
- High school and college friends
- Old roommates
- Co-workers
- Parents of your kids’ friends
- Anyone who loves to support a great cause!

Why should they support NESS?

The funds you are raising allow NESS to serve students in our community. The information below outlines some of NESS’s programs and how NESS has pivoted to meet the needs of our students and families over the past year. The most important message to convey to your donors is why you support NESS! Share why NESS is important to you!

What can your donation provide?

- **$100** supports NESS’s Ocean adventure education
- **$250** funds a student’s entire week of after-school programming
- **$500** provides a week of summer camp for one student
$1,000 offsets NESS tuition so that an entire class can participate in a sailing, kayaking, or marine science field trip

Sample Email

Dear [Name],

This year, I am fundraising for New England Science & Sailing Foundation (NESS) by participating in their Make Waves & Move Challenge from May 29-August 7, I set a goal to go [Insert activity goal] activities.

I am fundraising for NESS because [insert your story!].

NESS advances academic opportunities for K-12 students of all backgrounds through a unique education model that empowers students with leadership, teamwork, confidence, and problem-solving skills. Their STEM-based curriculum includes marine science, sailing, power boating, and adventure sports. NESS is the first, and only, program of its kind to be accredited by New England Association of Schools and Colleges (NEASC).

I have set a goal to raise [Insert fundraising goal]. While this is a high goal, it is even more meaningful when you think about how many students will be positively impacted by these funds.

Please consider donating to my personal fundraising page below. NESS ensures that 100% of your donations will go directly to the students that we serve. If you would like to learn more about NESS, please visit https://nessf.org/about-ness/.

[Insert personal fundraising link]

Thank you,

[Your Name Here]