



community sailing center  
lake champlain : burlington vermont



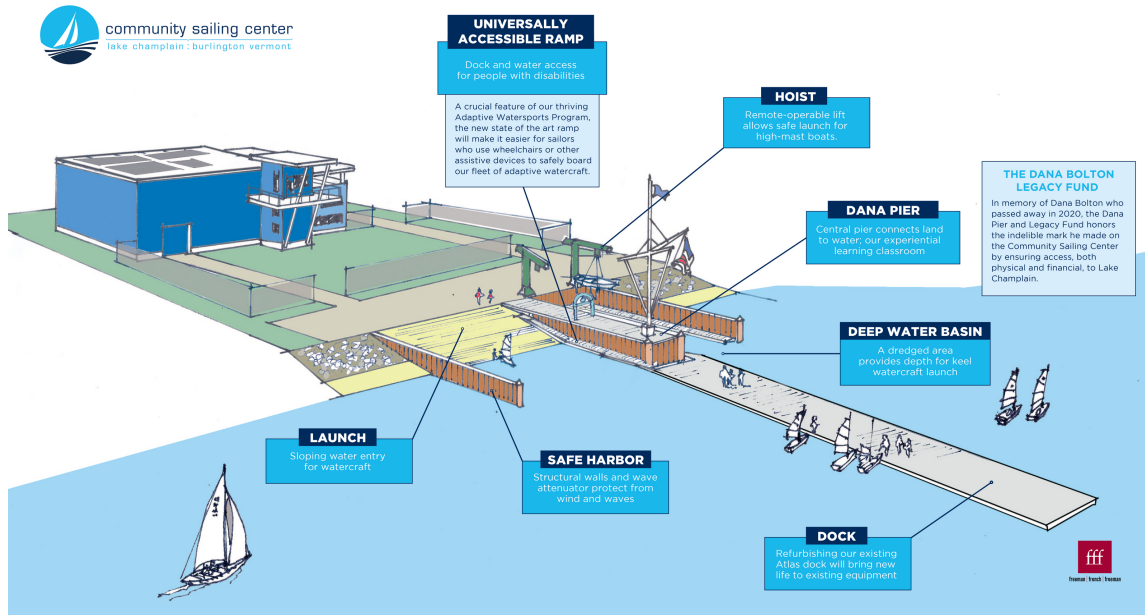
# Access For All *{Virtual}* Regatta

A campaign to welcome EVERYONE to the waterfront

**Lake Champlain Community Sailing Center has raised 95% of the total needed to create safe, accessible infrastructure at the waterfront.**

**We need YOUR help to reach 100%!**

# What will the infrastructure include? So glad you asked!



A 50' wide launch ramp, deep-water basin and 2 hoists will eliminate bottlenecks as campers, students, renters and others launch boats.



Experiential learning space includes a fully accessible permanent education pier, designed with year-round education in mind.



A new ADA pathway and ramp will ensure easy access to our fleet of adapted boats for visitors who use wheelchairs or other assistive devices.

LAKE ACCESS

LIFE LESSONS

FOR ALL

When completed, this new infrastructure will enable CSC to *host regattas*, increase programs for *kids in the community*, and introduce more people to lake-based *recreation* and *education*...and how cool is that?

So far we have raised 95% of our \$5.6million goal! More about the project and our progress can be found at [www.lakeaccessforall.org](http://www.lakeaccessforall.org).

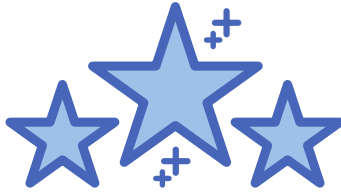
# THE ACCESS FOR ALL VIRTUAL REGATTA

During a **3 month campaign**, teams race to raise funds for CSC: racers set a fundraising goal, then compete to meet their goal through sponsorships, donations, events, and matching gifts.

Competitors who reach fundraising milestones win **prizes** throughout the campaign.

At CSC's Season Opener on June 1st, the community will come together and cheer on the teams who have reached their fundraising goals: these teams will compete **on the water** to determine the **2024 Access For All Champion!**

DATE	LOCATION/VENUE	GOAL
MARCH 1, 2024	COMMUNITY SAILING CENTER	5:00 - 7:30pm Kickoff Party Fundraising Begins! Establish your team at <a href="http://www.givebutter.com/lakeaccess">www.givebutter.com/lakeaccess</a>
MARCH 22	PROCTOR SHOAL BUOY	Round this mark – and be eligible to win a prize! – by reaching 20% of your fundraising goal by this date.
APRIL 12	FOUR BROTHERS BUOY	Round this mark – and be eligible to win a prize! – by reaching 40% of your fundraising goal by this date.
MAY 3	SCHUYLER REEF BUOY	Round this mark – and be eligible to win a prize! – by reaching 60% of your fundraising goal by this date.
MAY 24	APPLETREE SHOAL	Round this mark – and be eligible to win a prize! – by reaching 80% of your fundraising goal by this date.
MAY 31	COMMUNITY SAILING CENTER	Finish the race by reaching 100% of your fundraising goal by this date! Everyone who finishes gets a chance to sail in the Pursuit Race on June 1.



Teams that reach 100% of their fundraising goal by May 31st will be entered into a drawing for a **grand prize**, and will have the opportunity to sail in the **Pursuit Race - off the new CSC waterfront on 6/1**. The winner of the Pursuit Race will have the honor of participating in the ribbon cutting for the new waterfront, and will be forever immortalized in the annals of CSC history as the **Winner of the 2024 CSC Access For All Regatta**. And how cool is that?



## REGISTERING YOUR TEAM AND TEAM MEMBERS

Once you navigate to: <https://givebutter.com/lakeaccess> on your browser, there are three easy steps to starting your campaign:

1. To either create a team OR join a team, first **sign up for Givebutter**. This can be done by clicking on either of the "I'm In!" buttons on the landing page. Signing up only requires name, phone, email, and password.
2. Once signed in you'll have the option of **joining a team** or **creating a team** by clicking on either of the "I'm In!" buttons. To create a team, you just need your team name and your **fundraising goal** (Minimum goal to be eligible for prizes is \$1,000). You can also upload a logo, a photo, and a story about why CSC is important to you, and/or why you are asking for donations. To join a team, select "Join a Team" to see the list of teams, choose your team then enter your story and your fundraising goal).
3. **SHARE!!** You will see a link to share your page - click this for an easy way to share the link through email, Facebook, X, LinkedIn, or WhatsApp. The most successful team captains will share their link often through as many channels as possible!

NOTES: Your fundraising goal can be adjusted up during the race, but not down. Choose a goal that stretches you - and your network - but is not completely out of reach.



## I'M REGISTERED...NOW WHAT?

### Keep it fun and simple!

- **Customize your page with your photo and a story.** Let everyone know why CSC is important - to you, to the community, and to the future of sailing.
- **Donate!** Get your fundraising page started with a donation of your own. This will help get things started and shows your personal vested interest in the cause and your efforts.
- Once your page is set up, **share the link.** Ask for donations to your campaign by sending a link to your network through social media, emails or texts. From your Givebutter page, click on the “Share Fundraiser” button to copy the link, or share directly to your social media accounts.
- **Host an event** (games night, euchre party, open mic, jam session, etc.) letting guests know ahead of time that it is a fundraiser for CSC. We can supply a speaker, a door prize, and can help in other ways too. Just let us know what you need!
- Act as a **guest bartender** at your favorite brewery with all tips you receive going to your campaign. Ring a bell for each tip, and make sure you have stickers for donors!
- Ask for **corporate match** from your employer, and from your donors.
- Ask companies to **sponsor your team**, and 100% of each sponsorship you get goes directly to your campaign total!
  - These can range from \$2,000 to put a logo or business name on a boat, to \$10,000 Sail Sponsorships, which allow companies to get their name or logo on one of CSC’s largest sails - to be seen along the waterfront for years to come
- **Offer incentives** – experiences or items that you can either provide yourself or can get donated by a local business. “The next 10 people that donate to my page will have a chance to win a sunset cruise (this could be at a mutually agreed-upon time on a CSC Sonar, or on a boat that you have access to), dinner for four at \_\_\_\_ (friend’s restaurant), a behind the scenes tour of \_\_\_\_, etc.) Also a great way to redistribute that pile of gift cards that are collecting dust!
- **Rely on YOUR network** for donations of gift certificates and items, and donations to your campaign. This is a peer-to-peer campaign - our goal is to build a big base of supporters who each donate an amount that is comfortable for them. Share your passion and engage your network to become supporters of CSC.
- Download the **Givebutter app** to accept credit card donations easily through your phone
- Reach out to Janet at 802-864-2499 or [janet@communitysailingcenter.org](mailto:janet@communitysailingcenter.org) to get **resources customized** with your team info, or to get a QR code for your campaign. (You can also do it

yourself using any web-based QR code generator). **A QR code** can provide easy access to your page: save it in your phone, put it on flyers, cards and social media.

- **Hoist pass** - a team captain who raises \$1,500 or more, or a donor who contributes \$1,500 or more can use the new CSC hoists twice a year for FIVE YEARS!
- Hold a donation based **workout/yoga class, cooking class**, etc. Ask someone in the community with a talent for the event to donate their time and invite their network as well as your own network
- Host a donation based **trivia night** and invite businesses, families, etc to join as a team, or create teams of individuals.
- Partner with a **local restaurant/coffee shop** for a give-back night where if people mention CSC at check-out part of the proceeds of their purchase goes to your campaign.



## DONATIONS

### Donations to your team are easy!

In addition to donations through the Givebutter platform, CSC can accept donations via check, Donor Advised Fund grants, corporate donations, and sponsorships. If there's another way someone wants to donate to your team, let us know and we'll figure it out.

# Frequently Asked Questions

## **Q: What is this?**

A: The ACCESS FOR ALL Regatta is based on peer-to-peer fundraising, where individual supporters fundraise on behalf of an organization. These volunteer fundraisers promote the campaign to their own networks of friends and family online, allowing the organization to reach much larger audiences and boost its online visibility in an organic way.

## **Q: Do I have to round each mark on the target date to reach the finish line?**

A: Teams that reach marks on the target dates are eligible for prizes, however teams do not have to reach the marks on the target dates in order to be considered for participation in the pursuit race or for the grand prize.

## **Q: I'm not used to asking people for things.**

A: That's not really a question, but we hear you. Think of it this way, doesn't it make you feel good when someone asks YOU for something?

## **Q: How much of the money raised will actually go toward the project?**

A. 100%! We are in the thick of construction and every penny raised will go toward construction costs.

## **Q: What are some of the prizes?**

A: So far we've had generous donations of prizes from Hotel Vermont, Bolton Valley, The Generator Makerspace, Skinny Pancake, Basin Harbor, Burlington Bay Cafe, and Lake Champlain Chocolates! More to come!



