



2023 Ya' Gotta Regatta Fundraising Guide



THANK YOU for fundraising for Ya' Gotta Regatta 2023 (YGR). This document consolidates our fundraising message and various YGR-related links and includes a tutorial on how to work with our fundraising site, Click and Pledge.

Downtown Sailing Center - Ya' Gotta Regatta 2023

1425 Key Highway, Suite #110

Baltimore MD 21230

(410) 727-0722

www.downtownsailing.org

info@downtownsailing.org

The Downtown Sailing Center – “Where Sailing is for Everyone!”

www.downtownsailing.org/ygr | 1425 Key Hwy, Suite #110, Baltimore MD 21230 | (410) 727-0722



1. General Fundraising Instructions

When you reach out to potential donors, it is important to start with a message consistent with our mission. Donors want to understand **why** the DSC is important to you, and **why** YGR is important to the DSC.

Please use the “elevator pitch” below as a template and modify it based on your experiences at the DSC, and on what the donor is most interested in. For example, if you are reaching out to a potential donor by email, this can be the body of your email.

a. Our fundraising message (“Elevator Pitch”)

The Baltimore Downtown Sailing Center’s mission for the past 30 years has been to make the joy of sailing available to everyone. Our community outreach programs in particular enrich the lives of over 2,000 individuals annually, many of whom live with physical and neurological disabilities or are limited by economic hardships.

Please just imagine the joy that a person with quadriplegia can experience when, by just puffing and sipping a straw, they can navigate their sailboat around the Inner Harbor. As one individual stated, “A wheelchair liberates my body, an access dinghy at the Downtown Sailing Center liberates my soul”. Over 1,000 persons with disabilities sail with us each year without charge.

The Downtown Sailing Center reaches out to youth experiencing economic challenges as well. Each year we provide summer sailing camp scholarships to enable underserved city children the opportunity to learn how to sail. In 2023 alone, we provided 50 children with scholarships to cover the bulk of the regular summer camp tuition. The pride and sense of accomplishment that they take with them is priceless. We also run a summer long workforce development program for Baltimore city public-school teenagers called “The Young Mariner Institute”. This program provides life skills together with a guaranteed opportunity as a sailing instructor after completing the curriculum.

In addition the DSC provides sailing education to over 500 youth and adults annually. When our boats are not being used for these many programs, they are available to a diverse adult membership. Our members are offered affordable access to sailing in exchange for their commitment to volunteer to support our many programs as well as the repair and maintenance of our boats. We are a community of sailors helping to lift up and improve the fabric of life for the community we live in.

Your contribution no matter how great or small is a greatly needed investment for this worthiest of causes. Our annual “Ya Gotta Regatta” fundraising event held on September 30th is critical to our ability to continue these community outreach and accessibility programs. Our goal this year is to raise \$250,000 for these programs through individual and team donations, as well as through many sponsorship opportunities.

For more information about The Downtown Sailing Center and the “Ya Gotta Regatta” please visit our website at www.downtownsailing.org/ygr. Better yet, pay us a visit. You’ll be proud of what we can accomplish with your help, and your financial support.

Please take a moment to click the link and watch the video of a previous Ya Gotta Regatta: https://youtu.be/7_7MWO_Cdh0. Please become a donor today.



b. Helpful Links

Below is a collection of links related to Ya' Gotta Regatta 2023 that may be useful to you or to donors to learn more about the DSC and YGR:

- i. [DSC Vision, Mission, Values](#)
- ii. [Official YGR 2023 Webpage](#)
- iii. [YGR Fundraising Portal \(Click and Pledge\)](#)

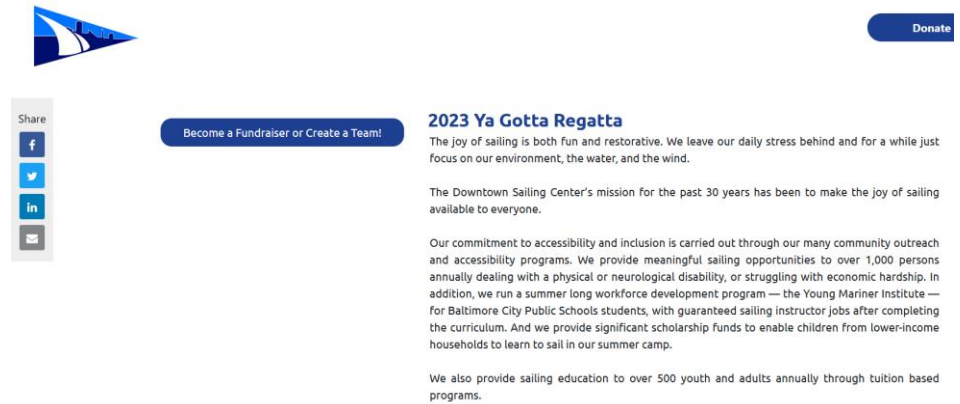


2. Click and Pledge

a. Registration/Account creation

i. In your web browser, go to the YGR fundraising campaign page:

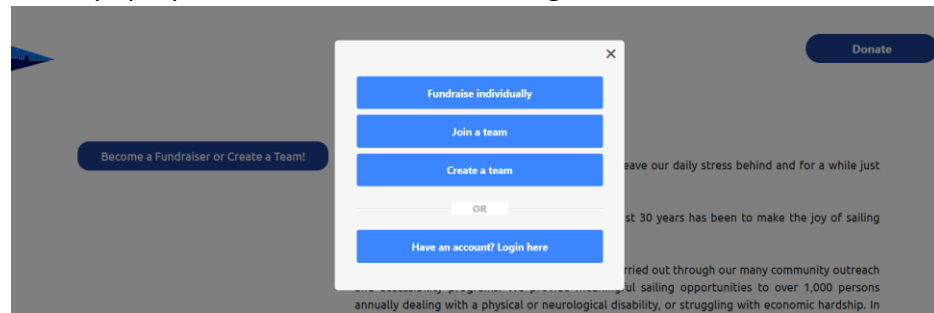
<https://connect.clickandpledge.com/Organization/downtownsailing/Campaign/YGR23/>



ii. Click “Become a Fundraiser or Create a Team!”



iii. In the pop-up, click “Have an account? Login here”



iv. A new window will open. Here, either click “Login/Sign up with Google” to continue with your Google/Gmail account or enter your email address and click “Login/Sign up with Email”. This guide will walk through account set up with your email address. If you select “Login/Sign up with Google”, the website will walk you through signing up via your Google/Gmail account.



Login/Sign up



You need to be a Fundraiser first to Join or Create a Team.



Have an account? Please Login below.



Not a fundraiser yet? Please sign up to join.



Login/Sign up with Google

Email address:

ganesh@downtownsailing.org

Login/Sign up with Email

- v. After clicking “Login/Sign up with Email”, you will receive the following notification:

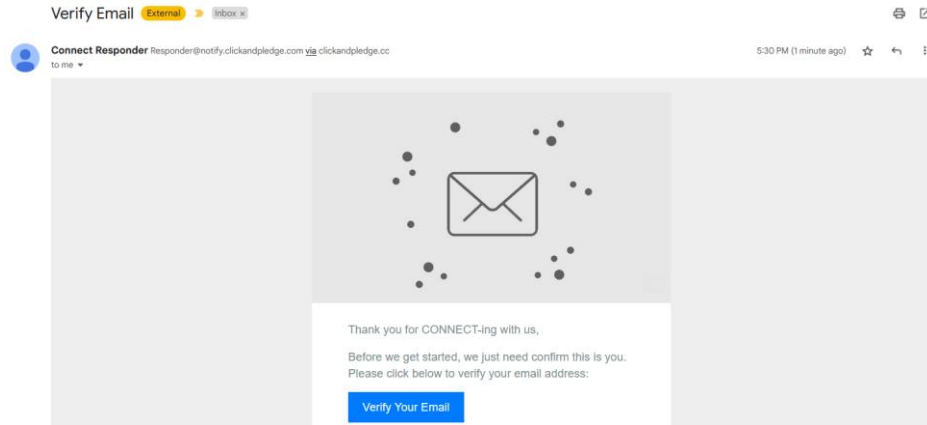
Email address:

ganesh@downtownsailing.org

Login/Sign up with Email


Please check your email for the verification.


- vi. In a separate browser tab or browser window, go to your email inbox and find the email from Click and Pledge. An email will have been sent from “Connect Responder” and the Subject Line of the email will be “Verify Email”. If you have not received the verification email, please check your spam folder. In the email, click the “Verify Your Email” button.





- vii. A new window will open. Enter your full name and alias name (you must create an alias name) and click “Submit”.

Login/Sign up

 You need to be a Fundraiser first to Join or Create a Team.

 Have an account? Please Login below.

 Not a fundraiser yet? Please sign up to join.

 [Login/Sign up with Google](#)

First Name:

Last Name:

Alias name:

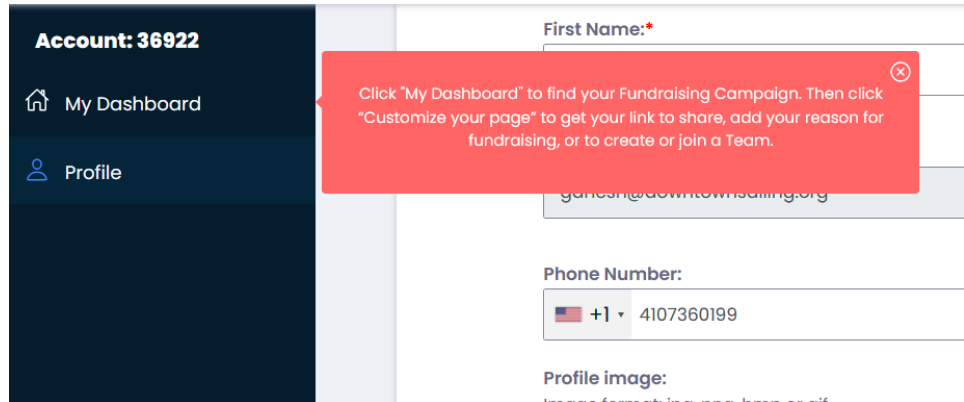
You can use alphanumeric and underscore(_) only in the alias name.

IMPORTANT NOTE: An Alias Name is unique to you. Once created, an Alias cannot be changed. Choose wisely because all fundraising you do on this platform, will be under this Alias Name.

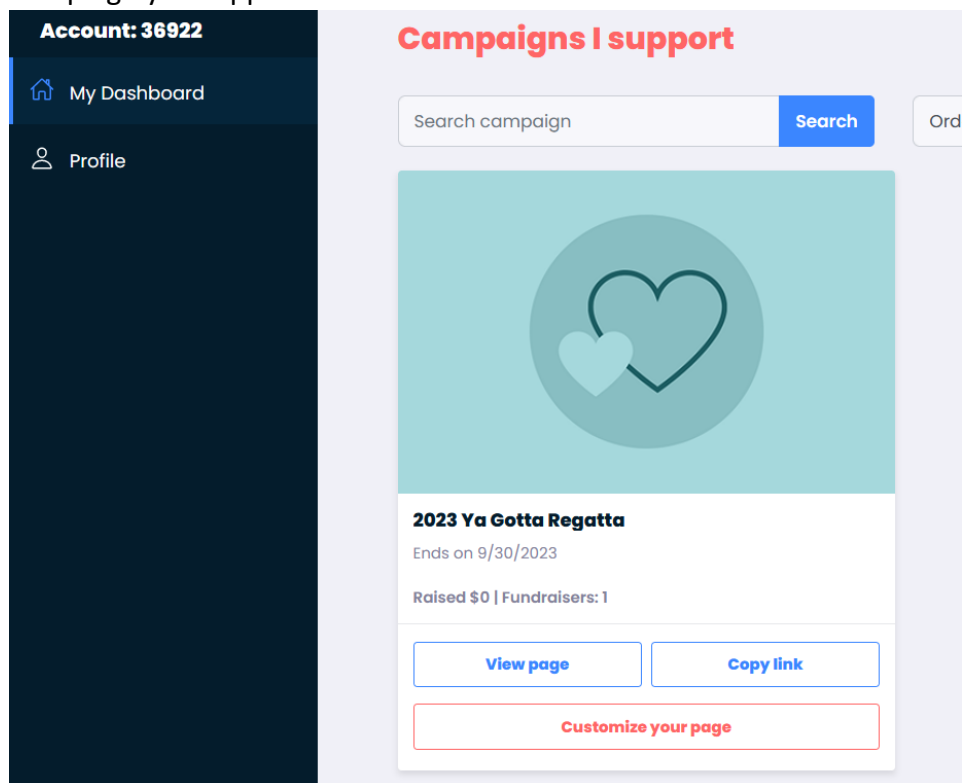
Email address:

[Submit](#)

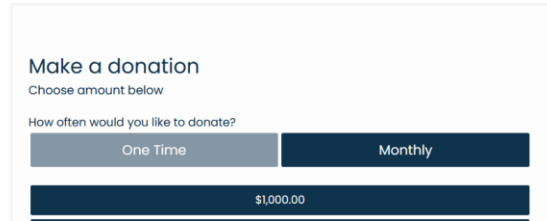
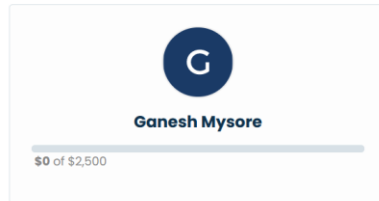
- viii. In the next screen, finish completing your profile and click the “Save settings” button at the bottom of the page.
- ix. Click “My Dashboard” on the left side of the screen.



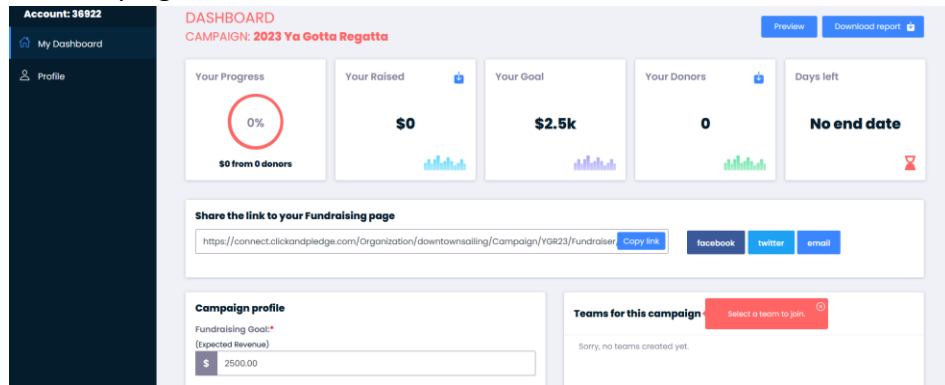
- x. Your “My Dashboard” page will show “2023 Ya Gotta Regatta” as a Campaign you support.



- xi. The “View Page” button will take you to your individual fundraising page, which shows your progress to your goal and allows people to donate on your behalf.



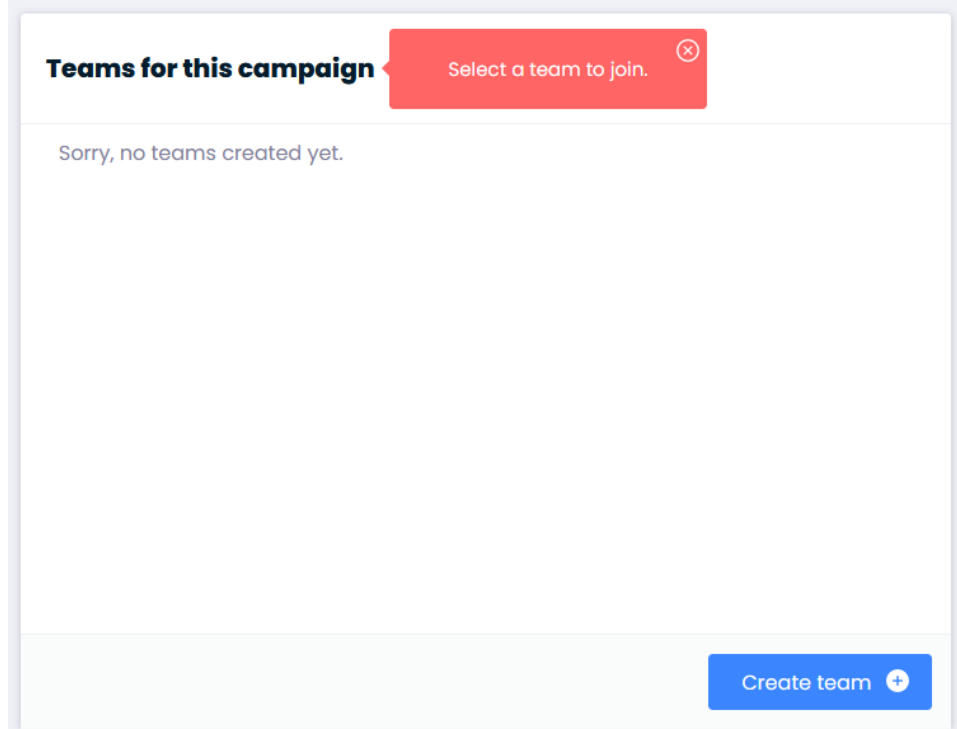
- xii. The “Copy Link” button will copy a link to your individual fundraising page that you can share with potential donors.
- xiii. The “Customize your page” button will take you to your dashboard for this campaign.



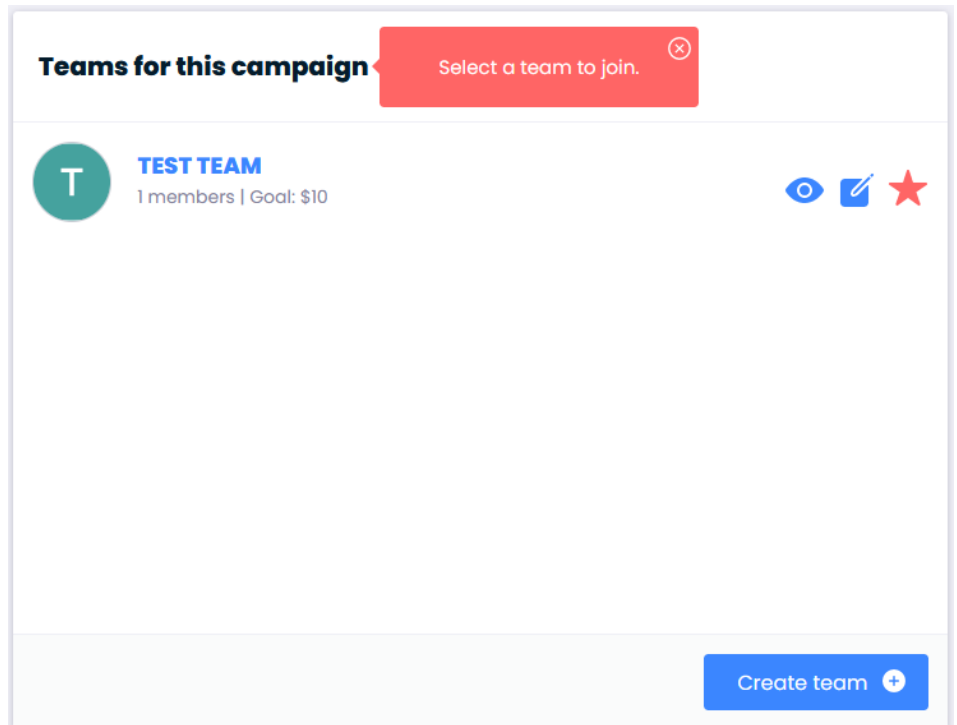
- xiv. From this dashboard, you can view your fundraising statistics and progress towards your goal, adjust your fundraising target, join or create a team, add a bio or story to your individual page, and write an automatic thank you message for your donors.

b. Creating a Team

- i. On the “My Dashboard” screen, click “Create Team”



- ii. Enter all the required details for your team and click the “Save settings” button at the bottom of the screen.
- iii. Your team will now appear in the “Teams for this campaign” list.



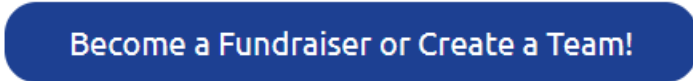


- iv. You can then view and edit the details for your YGR 2023 fundraising team by clicking the icons on the right. The red star indicates that you are the Team Captain of that team.

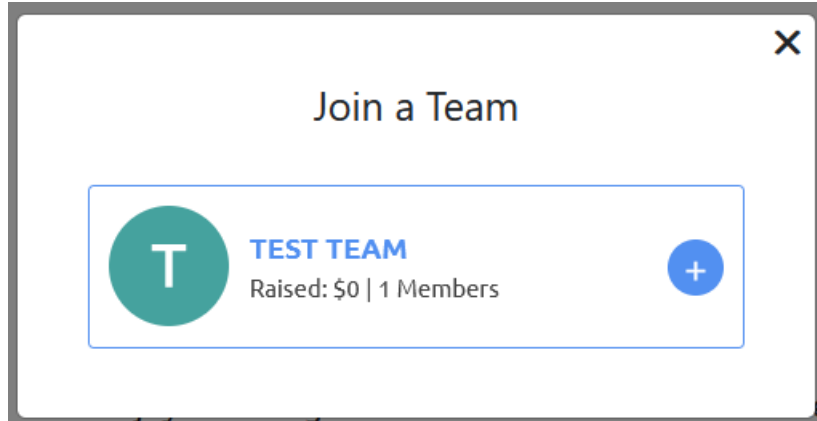


c. Joining a Team

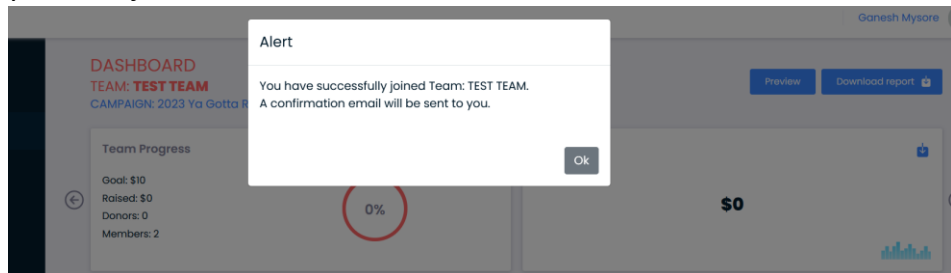
- i. After you have created an account, sign in to Click and Pledge and navigate to the 2023 YGR Campaign page:
<https://connect.clickandpledge.com/Organization/downtownsailing/Campaign/YGR23/>
- ii. From the 2023 YGR Campaign page, click the “Become a Fundraiser or Create a Team!” button.



- iii. Click “Join a team”. A list of available teams will be displayed in a pop-up.



- iv. Click the “Plus” button to join the team of your choice. You will then be taken to the “Team Dashboard” page and will receive a confirmation that you have joined the team.



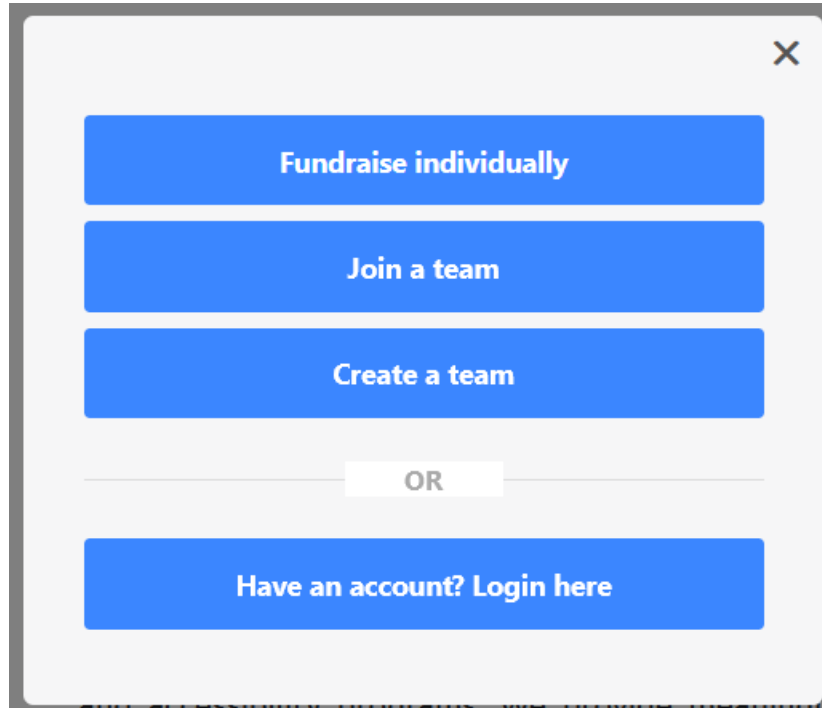
d. Fundraising individually



- i. An individual fundraising page is automatically created when you create an account in support of the 2023 YGR Campaign. Alternately, navigate to the 2023 YGR Campaign page.
- ii. Click “Become a Fundraiser or Create a Team”.

Become a Fundraiser or Create a Team!

- iii. Click the “Fundraise individually” button.



- iv. You will be taken to your “My Dashboard” page and the 2023 YGR Campaign will be visible.



The screenshot shows a user's dashboard for account 36922. On the left is a dark sidebar with 'My Dashboard' and 'Profile' links. The main area is titled 'Campaigns I support' and features a search bar and a dropdown for 'Order campaigns'. Two campaign cards are displayed side-by-side. Each card has a teal background with a white heart icon. The first card is for 'DSC Annual Giving Fund', which ends on 9/30/2023, has raised \$0, and has 7 fundraisers. The second card is for '2023 Ya Gotta Regatta', which also ends on 9/30/2023, has raised \$0, and has 2 fundraisers. Both cards have buttons for 'View page', 'Copy link', and 'Customize your page'.

- v. You can click the “Customize your page” button to customize your personal fundraising page.
- vi. You can click the “Copy link” button to share your individual fundraising page with potential donors.