



2023
SEAMEN'S CHURCH INSTITUTE
**MOUNTAIN
CHALLENGE**

PEER TO PEER FUNDRAISING GUIDE

THE PHILANTHROPY CHALLENGE

*We are very excited to have you join us for the 2023 Mountain Challenge at Mount Snow
September 28-October 1st!*

The SCI Mountain Challenge is not solely a physical challenge. While the course is a major part of the experience, teams also participate in the Philanthropy Challenge and are encouraged to raise a minimum of \$3,000 per team.

The overall standings in the competition are based on a combination of on-course time AND performance in the Philanthropy Challenge. If a team does not meet the minimum fundraising goal of \$3,000, they will not be qualified to receive an award in the overall and philanthropy categories. There are fundraising awards given in both team and individual categories.

The Philanthropy Challenge also serves as a fantastic opportunity for participants to share SCI's mission with individuals unfamiliar with our work. We encourage all participants to reach out to their personal networks and invite new audiences to learn more about the Mountain Challenge and The Seamen's Church Institute.

If you have any questions or problems with your peer-to-peer fundraising page, please do not hesitate to reach out to the event team at MountainChallenge@SeamensChurch.org or 212.401.4072



Registering as a Fundraiser:

Team members or anyone that would like to help fundraise on behalf of your team has the option to register as a fundraiser. This will give you access to your own fundraising page that you can customize. Individual fundraising pages are not mandatory, but personalized pages have shown to help boost fundraising totals!

All donations made to your individual page will count towards your Team Fundraising Goal.

Sign-up for your fundraising page [HERE](#).

Once you submit your first name, last name, mobile number, and email address, select "Join or Create Team". If you are the first person to register as a fundraiser on your team, you will also be able to create your team's page.

To Create a Team

Enter your team's name and click "Create". Please search to make sure that your team does not already have a page before creating a new one. At this point, you will have the option to personalize your Team Page and your Personal Page.

- Add a team photo or company logo as the profile photo
- Make sure that your team's display name is correct
- Click on "Media" if you'd like to add additional photos of your team/images from past events
- Personalize the message that you would like donors to read when they visit your fundraising page. Include information about the members of your team and why you're participating in the 2023 Mountain Challenge.
- Click the blue "Save Changes" button

Join or Create a Team

Enter team name

team name

Create

or

Search for existing Team

The Seamen's Ch...
Text MC20231 to 71777 to donate
Total Raised \$0
Donors 0

Join

Personalize my Page Personalize my Team Page

Text MC202318 to 71777
May 8 - 8:00am until early reply

The Seamen's Church Institute

The Seamen's Church Institute's 2023 Mountain Challenge

The Seamen's Church Institute

0 Donors 1 Fundraiser

Make a Donation

Join This Team

Page Details

Remove profile picture

Recommended image size is 118x128 pixels with a maximum file size of 1 MB

Team Display Name

The Seamen's Church Institute

Team Goal

\$3,000

Media

Message

Help support [team_name/our team] in this year's Mountain Challenge!
The Seamen's Church Institute is dedicated to championing the mariner. From the Center for Maritime Education, Center for Mariner Advocacy, Port Newark International Seafarers' Center, and Ministry on the River, SCI promotes safety, dignity, and improved working and living conditions for the men and women serving in the maritime workplace.
Thank you in advance for your support of SCI and the Mountain Challenge.
From the Center for Maritime Education, Center for Mariner Advocacy, Port Newark International Seafarers' Center, and Ministry on the



To Join a Team and Personalize Your Page

Search for your team's name and click "Join".

After joining your team, click "Personalize my Page".

- Add a profile photo
- Update your personal fundraising goal
- Personalize the message that you would like donors to read when they visit your fundraising page. Include information about the members of your team and why you're participating in the 2023 Mountain Challenge.
- Click the blue "Save Changes" button



Join or Create a Team

Enter team name

team name

Create

or

Search for existing Team



The Seamen's Ch...

Text MC20231 to 71777 to donate

Total Raised \$0

Donors 0

Join

To get the link to your fundraising page or the team's fundraising page and to see the active page, click the button circled below

Personalize my Page

Text MC202312 to 71777
Map & data open from today

Man · The Seamen's Church Institute · John Doe

The Seamen's Church Institute's 2023 Mountain Challenge

John Doe
Fundraiser

0 Donors 0 Fundraisers

Make a Donation

Join My Team

Impact Donors

Your support of the 2023 MC Philanthropy Challenge directly supports The Seamen's Church Institute's mission! The Seamen's Church Institute is dedicated to Championing the Mariner. In the Port of New York & New Jersey, the largest port on North America's East Coast, chaplains and support personnel provide pastoral care via ship visits, offer transportation services for seafarers, and extend hospitality at our award-winning International Seafarers' Center. In America's heartland, SCI is on call 24/7 to respond to the urgent needs of mariners along the nation's inland waterways and river systems with a corps of highly trained chaplains skilled in critical incident stress management and suicide intervention. In addition, SCI

Profile

Recommended image size is 128x128 pixels with a maximum file size of 1 MB

Fundraising Goal

\$100

Message



Sharing Your Page:

Social Media & Email Outreach

Click the Quick Share circular icons in the top right corner of your page to easily share your fundraising page link to Facebook, Twitter, or from your email account. You can edit the template language before posting or sending.

Sample Social Media Posts

- This September, I will be participating in The Seamen's Church Institute's Mountain Challenge at Mount Snow in Vermont! To win the event, **(Team Name)** is trying to raise **(Fundraising Goal)** for the Philanthropy Challenge. Donate now to support SCI's work and help us on the mountain!
- Join **(Team Name)** in this year's SCI Mountain Challenge by donating to our team today! Your gift will directly support SCI's work advocating for the personal, professional, and spiritual well-being of merchant mariners around the world.
- Our training is underway for The Seamen's Church Institute's Mountain Challenge, but **(Team Name)** could use your help! Final event scores combine our times from the 2-day Mountain Challenge and the total we've raised through the Philanthropy Challenge. Donate now to help us on the path to victory!
- A special thanks to **(Tag individual names)** for their generous contributions to **(Team Name)**. Your gift helps The Seamen's Church Institute serve mariners around the world.
- **Don't forget to hyperlink your team's donation page!**

Sample Outreach Email

Dear **(Name)**,

This September I will be participating in The Seamen's Church Institute's 2023 Mountain Challenge at Mount Snow! I will be competing alongside **(Team Member 1)** and **(Team Member 2)** on **(Team Name)**.

(Provide context as to why your team is participating in the Mountain Challenge and how you have personally witnessed the impact of SCI's work. Have you received a Christmas At Sea Package? Spoken with an SCI Chaplain? Participated in a training in Houston or Paducah? Let the prospect know why this work matters!)

For the Mountain Challenge, our final event score combines our on-course time and the total we've raised through the Philanthropy Challenge. Your gift to **(Team Name)** will also directly support SCI's work advocating for the personal, professional, and spiritual well-being of mariners around the world.

Donate today to support this incredible organization and to help **(Team Name)** on the path to victory! **(Don't forget to hyperlink your team's donation page!)**

Thank you in advance for your support!



Text-To-Give

Through GiveSmart- you can also create your own text-to-give fundraiser! This is a great opportunity to get your colleagues to support your fundraising campaign. You can put up a slide with the instructions to give at a company retreat, during a team call, or even print out the instructions and tape them to the refrigerator in your office's break room.

You can find your fundraiser's specific text-to-give information on the top left banner of your fundraising page. Example below:



Donor Stewardship

As a final note, it is always important to thank your donors! We recommend that each fundraiser thank their donors when they initially donate and with an update after the event.

Fundraising Events:

If you would like hold an event benefitting the Seamen's Church Institute and your team for the Mountain Challenge, please complete the following steps:

1. Reach out to MountainChallenge@Seamenschurch.org with an event strategy outline including proposed activities, date, anticipated audience, and how you plan to fundraise (ticket sales, 50/50, raffle, etc.)
2. Once the event has been planned, please share the event invitation to MountainChallenge@Seamenschurch.org before distributing. It should be clear on all materials that while proceeds will benefit SCI, the event is not run by SCI.
3. Organizations are not approved to use the Seamen's Church Institute logo on event materials without explicit approval from the organization.

SEE YOU ON THE MOUNTAIN!