



CREATED BY



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# MtS ADVENTURE RACE JAPAN 2025

## Who To Reach Out To

**Close Contacts:** Your friends and family should be the starting point for your fundraising. Their giving capacity will vary, but because they know you, there is an instant connection to your cause. This part of your fundraising may not make you the most money, but it will give you a good start. Raising money from your close contacts depends on getting a large number of people to give as much money as they can afford.

**Your Network:** Individuals from your extended network, personal and business. This could include colleagues, clients, suppliers, and others associated with the maritime industry.

**Your Extended Network:** You can use this as an opportunity to build awareness outside of the shipping industry.

**Unusual Suspects:** These are the surprise donors who are not connected to you but who may still help your fundraising. They may come through one of your friends and family or be someone you have never met.

### Points to remember – leverage your contacts!

- Do not be afraid to ask everyone you know. Word of mouth is one of the best ways to make your cause known.
- Start your fundraising off with a large sponsor – see 'Getting Started' resource - hopefully, other people will follow suit.
- Never be afraid to ask people to sponsor you. Most people will give to charity but only when asked. Explain what you are raising money for, so people know where their money is going. See 'Email Text Templates' and 'Why it Matters' resources for text explaining the work of the Mission and the goals of this fundraising event
- If people cannot afford to donate money, they may be willing to donate their time and energy. Perhaps they could help you reach out to their contacts to promote your challenge and the work of MtS. Alternatively, can they donate a prize that would help you organise a fundraising event?

**Do not feel guilty about asking people for money, this is a challenge from beginning to end and the funds raised will change lives.**