



ONSHORE VOLUNTEER CREW

OUTREACH MANUAL

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TABLE OF CONTENTS

SECTION 1: OVERVIEW

INTRODUCTION AND WELCOME	4
GETTING TO KNOW SEA SHEPHERD	5
OUR STATEMENT ON EQUALITY	8
PURPOSE OF THIS MANUAL	8

SECTION 2: GENERAL OUTREACH INFORMATION

THE ROLE OF OUR ONSHORE VOLUNTEER CREW	10
OUTREACH ACTIVITIES	10
GIVING PRESENTATIONS	13
MEDIA.....	13
OUR POSITION ON PROTESTS	14
USING FACEBOOK, TWITTER, BLOGS AND OTHER SOCIAL MEDIA.....	15
SEA SHEPHERD MERCHANDISE	17
USING OUR LOGO OR BRAND	17
OTHER SPECIAL SKILLS	18
YOUNG SUPPORTERS	20
SUPPORTING YOUR EFFORTS	20
DEVELOPING YOUR OWN MATERIALS.....	26
RECEIVING MATERIALS FROM THE OFFICE.....	26
VOLUNTEER IDENTIFICATION	26
LOCAL INTERNSHIPS.....	26
VOLUNTEERING AS PART OF A SCHOOL PROJECT OR FOR CREDIT	26
STARTING A REGIONAL GROUP OR CHAPTER.....	27
DEALING WITH CONFRONTATION.....	28
CREWING.....	29
COMMUNICATING WITH CAPTAIN WATSON	30
A SUMMARY OF GENERAL DO'S & DON'T'S.....	31

SECTION 3: EVENT INFORMATION

TABLING: A GREAT OUTREACH ACTIVITY	36
LOCATIONS FOR OUTREACH	37
COST FOR TABLING & OTHER OUTREACH EVENTS	38



PLANNING AN EVENT	39
PROMOTING YOUR EVENT	40
OBTAINING SPONSORS FOR YOUR EVENT	43
OBTAINING VOLUNTEERS FOR YOUR EVENT	45
HAVING CAPTAIN WATSON ATTEND YOUR EVENT	45
FUNDRAISING AT YOUR TABLE OR EVENT	45
PREPARATIONS FOR YOUR EVENT	46
OTHER EVENT ITEMS YOU SHOULD BRING WITH YOU:	59
BEFORE THE EVENT – FINAL CHECKLIST	61
COLLECTING INFORMATION.....	63
INFORMATION SECURITY.....	66
THE DAY OF THE EVENT – GETTING STARTED.....	66
BE PREPARED BEFORE YOU BEGIN	66
BREAKING THE ICE	67
HANDLING DONATIONS.....	69
TAKING CARE OF PAPER WORK & MONEY AFTER THE EVENT	79
COMPLETING AN EVENT BRIEFING FORM.....	82
THE FINAL STEP: PAST EVENT REPORT.....	83
MISCELLANEOUS	84



PART 1: OVERVIEW

INTRODUCTION AND WELCOME

Thank you so much for supporting Sea Shepherd Conservation Society (SSCS) by joining our onshore Outreach Crew! Although we are best known for our volunteer crews who sail the high seas onboard our vessels to protect marine wildlife, we need assistance in many ways. Our campaigns are only possible because of the day-to-day efforts of our many onshore volunteers. We need outreach volunteers to help fundraise, distribute information, host events, build local chapters, acquire donated supplies, build awareness, assist with research, and so much more.



For Sea Shepherd, public awareness and outreach is a large component of our overall strategy to defend, conserve, and protect the marine environment. Our aim is to educate people about the plight of the oceans, the problems facing their inhabitants, and share with the public how they can make a difference in their day to day life. Whether you've just learned about Sea Shepherd or have been following the organization for years, we appreciate your willingness to help publicize our over 33-year history and dedication to saving the seas for future generations.

Even if you just want to spread the word about a particular issue threatening the oceans, the world needs more people talking about the issues and finding solutions. Change always begins at home and you CAN influence the people around you without leaving port.

If you have received this manual, then you have submitted an Onshore Volunteer Application and have been accepted as an Outreach Crew member. Please ensure you also submit a signed Media, Waiver of Liability, and Confidentiality Agreement to headquarters as well – you can find these online and can e-mail them or fax them to us. We must have these on file in order to send you materials and begin working with you in a formal capacity as a member of our Outreach Crew.

Being an onshore volunteer means that you are a supporter of Sea Shepherd and our shared causes, donating your time and efforts towards furthering our mission. You are also a member of our Outreach Crew – a growing team throughout the world. However, it is important to note that you are not an employee or in the public's eye, employed to act as an official representative of Sea Shepherd. Of course, when you are out in the public, as a member of our volunteer crew, you will be directly associated with Sea



Shepherd as an outreach representative – and that is a very important association. It will give you credibility, but also implies how important your behavior, words, and actions are. However, for media purposes, it is important to note that you should not be giving statements or acting as an official representative of Sea Shepherd. You are supporting Sea Shepherd as a volunteer, generously donating your time to our shared causes.



Know that at this point, a bit of initiative and patience is required as a member of our volunteer crew currently – as well as some initiative. We are a small team and we have been overwhelmed with all of the positive support recently. And, we are busy improving and growing our volunteer organization as well. We don't have regional chapters established in many areas yet, so until we do, volunteering at this point requires you to use your own creative

ideas to come up with local awareness and fundraising opportunities. Of course, we can support you from headquarters with materials and also a bit of inspiration as well.

This manual serves as a high-level guideline regarding outreach and also provides detailed instructions on how to handle tabling (our most common method of outreach.) However, many other ways of building awareness and raising funds can be considered. Some ideas are provided within this manual, and hopefully, after reading it, you will be filled with inspiration and ideas that add your own special touch as well. We find the ideas that you are most excited about are typically the ones that are most successful – for all involved!

GETTING TO KNOW SEA SHEPHERD

If you have submitted an application, you clearly know about Sea Shepherd and our mission. But it is important to become thoroughly educated on our history and all of our campaigns. If you have seen *Whale Wars*, a movie about us, or even know of us because of a specific campaign, you probably have only become acquainted with a portion of our long-time history defending ocean wildlife worldwide.

Established in 1977, by Captain Paul Watson, Sea Shepherd Conservation Society (SSCS) is an international nonprofit, marine wildlife conservation organization whose mission is to defend, conserve, and protect the world's marine wildlife species and marine wilderness ecosystems. We are the only organization of our kind. Through research, direct action, and an extensive public education and outreach component, SSCS works towards the eradication of pirate



whaling, poaching, shark finning, sealing, unlawful habitat destruction, and other violations of established laws intended to protect the world's oceans. SSCS is the most aggressive, determined, active, and effective defender of marine wildlife in the world today. Our conservation patrols are led by Sea Shepherd Founder and President Captain Paul Watson and are crewed by dedicated volunteers from around the world. From protecting piked (Minke) whales off of the coast of Norway, to exposing the dolphin slaughter in Japan, to stopping illegal whaling in the Antarctic, to protecting the bluefin tuna in the Mediterranean, to defending baby seals off of the east coast of Canada, and patrolling the Galapagos Marine Reserve, our direct action and documentation has saved hundreds of thousands of lives of marine wildlife worldwide and brought unparalleled international attention to their plights.



The information above is only a small portion of the detailed information available about Sea Shepherd online, in movies, in books, and other media. It is highly recommended that you become familiar with our history and campaigns. Watching *Whale Wars*, *Sharkwater*, *At the Edge of The World*, or *Pirate for the Sea* are excellent starts, but we also recommend using our website – to become more familiar with our

background and be able to speak about us. There are also several books either written by Captain Paul Watson or about Sea Shepherd to also acquaint you with our organization, our tactics, and our leader. When educating yourself on Sea Shepherd, it is important to utilize trusted sources. Unfortunately, due to our perceived controversial nature, there is a considerable amount of false information that has been posted on the Internet or fed to the media by uninformed or even malicious sources. Sadly, protecting the oceans is not in everyone's best interest: those causing the destruction and violating laws are threatened by us.

Sea Shepherd's headquarters are located in Friday Harbor, Washington. We also have offices or local chapters in:

Argentina	Galapagos	Spain
Australia	Germany	Switzerland
Brazil	Italy	South Africa
Canada	Netherlands	United States
Chile	New Zealand	United Kingdom
France	Singapore	

Within the United States, we are slowly growing our official presence. Currently, we have sanctioned chapters in Los Angeles, New York, Philadelphia, Chicago, Detroit and Denver. Within Canada, we have chapters in Toronto and Vancouver. Our goal is to continue to develop outreach chapters throughout the world.



At any given time, Sea Shepherd may have several active campaigns, as our clients are the dolphins, whales, tuna, sharks, seals and other marine creatures. We currently have two vessels in our fleet: the *Steve Irwin* and the *Bob Barker*, both of which are deployed in the field on our campaigns.

Often, we are asked why we aren't working on a specific issue, as there are many

plaguing the oceans. Relative to our global mission, SSCS remains a fairly small nonprofit with limited resources, both in terms of finances and also manpower. In light of this, while we would love to be everywhere and take on every issue, we must identify the best places to direct these resources to the maximum extent to get global attention and success on marine conservation issues. Our unique commitment to direct-action intervention is critically needed on many global issues that compete for attention, requiring us to carefully select focus to ensure success.

In the past, our campaigns have including the Canadian Seal hunt, the dolphin slaughter in Taiji, and sharkfinning in Costa Rica. Our current active campaigns are focused upon:

- illegal whaling in the Antarctic and Atlantic Oceans
- overfishing of bluefin tuna in the Mediterranean
- rescuing animals that are victims of the Gulf of Mexico oil spill
- protecting the Galapagos Islands.

All of our campaigns, past and current, are detailed on our site. We also have a detailed presentation that gives a good overview of our campaigns, our history and our organization. Your volunteer coordinator can provide this to you.

Please refer to the Sea Shepherd website for more information and a more detailed history: www.seashepherd.org

Another great way to stay up-to-date with recent news is to become a member of MySeaShepherd, our online community. Then you will receive our e-newsletter allowing you to stay current on the latest from Sea Shepherd's ocean defense campaigns worldwide. Sign up here: www.seashepherd.org/myseashepherd



OUR STATEMENT ON EQUALITY

Sea Shepherd Conservation Society operates internationally without prejudice towards race, color, nationality, religious belief, or any other consideration except for an impartial adherence to upholding international conservation law to protect endangered marine species and ecosystems.

Those illegal operations that we oppose routinely attempt to accuse Sea Shepherd of being anti-Japanese, anti-Native American, or anti-Scandinavian etc, for our opposition to illegal whaling or the killing of dolphins. We are accused of being anti-Canadian or anti-African for opposing the slaughter of seals. We have been accused of being anti-Latino for opposing illegal South American shark finning operations.

Nothing could be further from the truth. We do not oppose Japanese or Norwegian whaling we oppose illegal whaling as defined under international conservation law. We do not oppose Canadian or Namibian sealing, we oppose the killing of seals. Sea Shepherd operates outside the petty cultural chauvinism of the human species. Our clients are whales, dolphins, seals, turtles, sea birds, and fish. We represent their interests.

Our volunteer crewmembers come from all over the world including from the nations that we are forced to oppose such as Japan, Norway, and Canada.

We are not anti- any nationality or culture. We are pro-ocean and we work in the interests of all life on earth. We only oppose criminals and criminal operations.

PURPOSE OF THIS MANUAL

The purpose of this manual is to provide a reference to individuals who have joined our Outreach Crew because they want to do more to support our shared cause and are interested in representing Sea Shepherd in a public capacity. This manual should provide you with answers to our volunteers' most frequently asked questions, serve as an orientation, and guide you through the process of a number of outreach scenarios for Sea Shepherd. We do not expect this book to be memorized but ask that all volunteers adhere to these guidelines. These guidelines are by no means comprehensive – we have tried to prepare you with answers to most of our volunteers' general questions as well as for most common scenarios but each individual situation can present unique challenges that need to be addressed with staff assistance.

We are always appreciative of suggestions to improve these guidelines for volunteers. And we are always available to support you. We know you may not be an outreach expert and that much of this may seem a bit foreign or overwhelming. We only ask that you go whatever “speed” is comfortable for you and take on projects with which you think you will have a good chance at being successful.



While much of this manual is specific to tabling events, it is applicable to many other types of events as well. We ask that our onshore volunteers, until there are regional coordinators in place locally to organize larger events and coordinate chapters, such as in Los Angeles or New York, use their initiative and also their talents and interests to throw events, build awareness, raise funds, and perform outreach in manners that align with these. Ultimately, there is no limit to the types of things that you can do as a Sea Shepherd onshore volunteer to achieve these results either from your own home or in your local community. We do ask that you organize it through your volunteer supervisor at headquarters to obtain support, benefit from our experience and ensure your ideas align with our goals.

This manual is broken into three sections: an overview, general outreach information, and then detailed event & tabling information.



PART 2: GENERAL INFORMATION

THE ROLE OF OUR ONSHORE OUTREACH CREW

Our Outreach Crew has three main goals:

- 1) building awareness of our campaigns through outreach
- 2) growing support through broadening our donor and member base
- 3) contributing to our campaigns through fundraising.

As a nonprofit entirely funded by donor dollars, with incredibly expensive campaigns (putting gas in our ships alone for the Antarctic campaigns can cost half a million dollars), we desperately need your help.



Outreach and fundraising typically go hand in hand. It certainly isn't out of line to ask for donations after describing the work that we do at a tabling event. In fact, most people volunteer their help and their dollars after learning about the work we do.

Outreach and fundraising takes on many forms. It can be as simple as telling your friends, family, and co-workers about Sea Shepherd and the issues threatening our

delicate marine ecosystems and the need to protect these precious lifebloods of our planet and encouraging them to pledge their support. The other end of the spectrum is through more outward facing initiatives – giving presentations, setting up tabling exhibits, hosting events and screenings, building local chapters to take action in your community, distributing materials, or throwing fundraisers.

OUTREACH ACTIVITIES

There are plenty of other ways to get involved and represent Sea Shepherd. Ultimately, we hope you will use your skills and enthusiasm to raise awareness and also much-needed funds for our campaigns. All you need is a bit of initiative, a shared passion, and a desire to make a difference. We would love to hear from you about any outreach or fundraising ideas you personally may have that you are excited about and want to take on independently.



If you are in an area where a regional coordinator has been established, then you can rely upon them to help generate ideas and the structure in order to execute many of these activities.

Just to get your creative juices flowing, here are some ideas, sorted by level of involvement:

Just getting started?

- Hold your own personal “pledge drive.” Talk to your family, friends and coworkers about the issues threatening the oceans and Sea Shepherd’s mission. Try and get as many people as you can to become members of Sea Shepherd, and even better, donate to our cause. Do this with a few friends or family members to encourage one another or even have a friendly competition.
- Build awareness through your daily life. Buy Sea Shepherd gear from our online store – hats, shirts, flags, bumper stickers, etc. Wear (or display) our logo proudly and on days you are sure to get a lot of attention (casual days at the office, at events, concerts and festivities, public places, etc) and be prepared to engage in discussions about the organization. Ask others to join you.
- Get involved in one of our letter writing campaigns. Check out the site to determine where we are directing our collective energies at the moment.
- Become educated on how your personal consumer decisions have the power to impact the oceans. Make good decisions by limiting (and ideally stopping) your seafood consumption.
- Grab a stack of brochures and head out to your local coffee shop, store, mall, or even party to spread our message.
- Have an SSCS party at home. Show videos and collect donations. To make it even more fun, you can throw SSCS-, ocean-, or pirate-themed costume, holiday, and even birthday parties. Ask your guests to donate to Sea Shepherd in lieu of bringing gifts. If a large amount of gifts are expected, we can set-up a dedicated “donation page” on our website to make collection and tracking a snap.
- Make a donation as a special gift for a friend or family members’ birthday, graduation, anniversary, or other special event. Your recipient will receive a handsome certificate notifying him/her of your gift.



- Check out our event calendar and attend an event in your area.
www.seashepherd.org/calendar
- Get noisy! If you have a blog, you can write about us – or write letters to editors about our causes. Get our information out all over the web – Twitter and Facebook about us, on your personal accounts. When you learn about an issue on our website, add a message to your social networking accounts and pass on our links.

Want to do more?

- Find a good event and man a table, stall, or booth – Earth Days, festivals, fairs, community events, concerts, farmers markets, and environmental, animal rights, or dive expos are great ideas. Take in donations and ask individuals to sign up as members.
- Host a whale watching or dolphin watching party.
- Once you feel comfortable and have the training, offer to give presentations and speak locally on Sea Shepherd's behalf at clubs, schools and other organizations. We can provide you with a presentation, training, and also videos to show. After the presentation, ask individuals to support Sea Shepherd.
- Host a screening of *The Cove*, *At the Edge of the World*, *Pirate for the Sea*, *Sharkwater*, or even a *Whale Wars* marathon, and have a discussion afterwards and collect donations. In some cases, we may be able to help procure these videos for you as well.
- Hold a monthly "For the Whales" Happy Hour. Collect a fee at the door you can donate. You can even have themed drinks such as the "butter bomb" or "blue rage."
- Plan a benefit concert at a local pub, community center, or other venue.
- Host a creative fundraiser using your special skills. We have had individuals donate the proceeds from their services to Sea Shepherd ranging from massages, yoga classes, hair cuts, even dog walks! There is no limit to the ways you can fundraise and get creative. Many even host special "marathon" days where they raise as many funds as possible, often times working with others with the same skill sets.
- Donate a percent of proceeds from your own endeavors to Sea Shepherd. Web developers, artists, photographers, authors, musicians, and business owners have all pledged their support this way. In return, we can give you materials to



accompany your products or display at your place of business (or even on your website.)

- Kids and Students: Have a bake sale, car wash, or beach cleanup. Do a school project on SSCS or our causes. Ask your teachers to include ocean conservation in lesson plans and show *Sharkwater* or other Sea Shepherd videos. Start a “marine wildlife club” at school to support Sea Shepherd’s efforts.
- Encourage a service provider or manufacturer of earth-friendly products to donate a percentage of their proceeds to us. We can possibly add them to our online marketplace. www.seashepherd.org/marketplace
- Ask your company if they have a matching gift program or will sponsor a Sea Shepherd awareness day.
- Host a beach clean-up or other neighborhood outreach event.

Really, the ideas are limitless. Send us any ideas and we will do our best to support your enthusiasm. Of course, we can provide you with materials and support from headquarters. Send e-mails to: volunteer@seashepherd.org.

GIVING PRESENTATIONS

You might come upon the unique opportunity to present your thoughts and opinions to a sizeable audience at once -- e.g. dedicated gathering, panel of speakers, scuba, or nature club meeting, vegetarian/vegan meeting, house party, etc. Sea Shepherd can provide you with videos to show and a presentation to give or identify someone in your area that has given these presentations before. However, **training is required** prior to giving presentations on Sea Shepherd’s behalf. And these presentations must be given as they are provided, as understandably, it is important to ensure we are being represented consistently and for you to be able to answer basic questions posed to you.

Requirements for presentations involve audio-visual capabilities and include a projector, screen, and audio capabilities. We can provide both DVDs and Power Point presentations. Please contact volunteer@seashepherd.org to discuss possibilities.

Please provide the following information in your request: anticipated number of attendees, venue, date, type of event, and length of presentation. To support our mission, we also typically ask that presenters solicit donations as part of their presentation.

MEDIA

Media is something, that given Sea Shepherd’s important mission and level of media attention, we handle at headquarters. In the special situation that you may be able to get the Sea



Shepherd message across via local TV, radio, or print, per our Media Agreement reiterated below, you will need to get the media team in the Sea Shepherd office involved. We appreciate your help getting us in the media, but understandably, we need to ensure our media representatives are the ones who actually represent us in the press. Please remember that while you are volunteering as an outreach volunteer crew member, and we are supportive and thankful for that, you are not tasked with acting as an official representative of Sea Shepherd.

Onshore volunteers are not media representatives and may not do interviews without express written permission from the Media Director, CEO, Deputy CEO, or President. Should you be asked to participate in a media interview at an outreach event or other function, you may do so as a Sea Shepherd Supporter, but not as a representative of the organization, and this must be made clear to the interviewer, and further, you should try to state this on camera during the interview itself. If you are attending an event that may have media present, please ensure you are completely versed in our mission, campaigns, and goals. You are, after all, doing an important service for the oceans – and for Sea Shepherd. Additionally, after being interviewed, please notify your volunteer supervisor within 24 hours as to the subject and content of the interview as well as the media outlet and intended usage (the interviewer can tell you all of this, including when the story will run and in what form.)

There are ways to help Sea Shepherd with media. These include:

- 1) Making regular calls or send e-mails to your local media and newspaper outlets asking them to cover Sea Shepherd and the issues we address. You can give the media source the Sea Shepherd contact information and tell them that you know that we have excellent photographs and video of our work and that Founder and President Captain Paul Watson is available for interviews.
- 2) Providing your media contacts' details to your volunteer supervisor.
- 3) Collecting local media and sending this to Sea Shepherd. If you see an article in a local paper that deals with Sea Shepherd in general, or one of the species we campaign for, please scan it and send it to your volunteer supervisor. If you see a local news story, attempt to find the story online and e-mail your volunteer supervisor with the information.

OUR POSITION ON PROTESTS

Often the question of protests comes up as well. Please note Sea Shepherd is not a protest organization, rather we are a direct-action group which sometimes organizes and participates in onshore protests regarding issues that we care deeply about. There are certain situations in which Sea Shepherd may become involved in protests, but as a general rule, we don't encourage our volunteers to organize protests



acting as representatives of Sea Shepherd. Please contact your volunteer supervisor at headquarters if you wish to organize a protest. And know, that if you participate, or organize a protest, we will ask you to do so in solidarity with Sea Shepherd – not acting on our behalf as a direct representative.

Following are the guidelines regarding Sea Shepherd and protests:

Protest Participation:

- Approval must be given by Sea Shepherd leadership
- Funds will not be spent on protests, other than possibly creating signage
- We will participate in protests on points of law; that we are protesting the violation of international conservation law (e.g., The Faeroes hunt is a violation of the Berne Convention so we participated in a large protest at a French government building).

Promotion: Once approved, it is okay to promote protests in the following ways:

- On website (both before in Calendar and after in the Past Event Reports)
- On social networking sites
- In e-news

Protestor Guidelines:

- It is okay for protestor to wear SSCS gear
- It is okay for protestor to make signs with SSCS logo and name, however, no profanity, racial slurs, or other inappropriate language or images may be used. If the protest leader sees a sign that does not represent SSCS well, the protestor will be asked to destroy it or
- Protestor may not act as Sea Shepherd representative. If the protestor speaks to the media, s/he must do so as an individual who just happens to support SSCS.

USING FACEBOOK, TWITTER, BLOGS AND OTHER SOCIAL MEDIA

Sea Shepherd realizes the importance of the Internet and social media to build awareness and promote our work. We employ YouTube, Facebook, Twitter, MySpace and other tools to communicate, raise funds and spread awareness. Our main accounts and URLs are listed below.

GLOBAL FACEBOOK: <http://www.facebook.com/seashepherdconservationsociety>

GLOBAL TWITTER: <http://twitter.com/seashepherd>

GLOBAL MYSPACE: <http://www.myspace.com/seashepherd>

GLOBAL YOUTUBE: <http://www.youtube.com/seashepherd>

We also establish accounts for our approved chapters and groups – and have one for each area or country we are located in. However, all of these are managed through approved designees and are ultimately controlled by Sea Shepherd.





Many people, in their desire to help, create accounts and begin building groups, blogging, posting content and communicating on behalf of Sea Shepherd, often without our approval. While we appreciate, and even encourage, individuals to repost our tweets, statuses, videos, and information on their own personal pages in support of Sea Shepherd, understandably, we cannot support the unauthorized development of accounts on behalf of Sea Shepherd.

Serving as a spokesperson for Sea Shepherd requires considerable vetting and training. As this is our “face forward” to the world, we carefully control this position. Our spokespeople are individuals who have a long relationship with Sea Shepherd, a strong history with the organization and even have several legal agreements in place.

While we do appreciate individuals wanting to serve as our voice, and we know we need to get the message out there, we establish our own official blogs, Facebook pages, and websites through headquarters or our country offices as we need to be very careful with our communication and branding. We also wish to consolidate our supporters and their passion, rather than splinter them across multiple groups and sites. Unfortunately, we cannot have an unofficial presence which gives people the perception the information is coming officially from headquarters or diluting the power of the many to bring about change. Thus, our name and logo can only be used on official sites sanctioned by Sea Shepherd or unless otherwise approved. If you have already created an account and have many friends or subscribers, please contact your volunteer supervisor so that we can bring the account into compliance.

As we mentioned before, you are welcome to repost our information on your own personal pages, accounts and sites, provided you give proper credit on images and videos, direct individuals to our website for more information, and act as information distributors, rather than creators officially representing Sea Shepherd’s voice. ***It is critical that this information is first posted officially by Sea Shepherd on its on sites.*** If you have any questions regarding this, please don’t hesitate to contact your volunteer supervisor.



SEA SHEPHERD MERCHANDISE

Unfortunately, Sea Shepherd cannot afford to outfit all of our volunteers with branded merchandise, much as we would like to. However, to thank you for your contributions, we can provide you with a discount coupon (15%) for our e-store. Please contact your volunteer supervisor for this information.

For those volunteers who are very successful and committed in their efforts, Sea Shepherd may give special tokens of our appreciation, in some cases, even limited edition merchandise that cannot be purchased.

Often, our volunteers wish to sell merchandise on our behalf. We understand this request and hope you understand the caution with which we typically proceed in this area. This is a considerable amount of additional workload and responsibility on both our parts, so we typically work towards building the capability and trust over time. If you wish to sell merchandise, we ask that you first hold a few events to work out all of your other processes and ensure everything is running smoothly. During this time, if your events are managed well and you complete all paperwork and process funds in a timely manner, we can begin the process of merchandising. We will start by providing you with small items (pins, patches, stickers) and work together towards selling our full range. The exception to this process is if your event is run by a chapter or regional coordinator – who holds a more formal volunteer role with corresponding responsibilities.

If you are working with a regional or chapter coordinator, or are one yourself, please contact your volunteer supervisor at volunteer@seashepherd.org to obtain merchandise.

In the meantime, instead of merchandising, there are plenty of other ways to raise funds, particularly since we now have an online shopping site in several countries making it easier for everyone to purchase our merchandise and benefiting our shared cause.

Please see the next section to understand our position on creating your own merchandise.

USING OUR LOGO OR BRAND

Many of our supporters translate their enthusiasm for our shared cause into designing merchandise for us or even specialized merchandise for themselves. Unfortunately, while we would love to support these ideas, typically Sea Shepherd does not give rights to others to produce merchandise or use our logos and other proprietary artwork or images due to copyright restrictions and licensing agreements. Understandably, Sea Shepherd must maintain tight controls over our brand. Use of our branding and logo must originate from headquarters.

Sadly, there are also legal implications that could fall upon Sea Shepherd if our supporters are wearing or displaying custom designed materials in terms of liability. For



this reason, we cannot support the creation of custom designed signage for vehicles, team or club gear, apparel, or other affinity items. We also cannot support or sponsor athletes, sports teams, or other similar organizations.

Merchandising is an important extension of who we are and also a very good way to build awareness and raise funds for our shared causes. Sea Shepherd has a talented team of merchandising experts that work with us to develop exciting merchandise. We remain committed to developing broad categories of items that are aligned with our brand and appeal to our large range of supporters. If you believe you possess a good idea for our merchandise program, please contact your volunteer supervisor.



We also often get requests to include our logo or name on other people's designs, products or materials, with a percentage of the proceeds being donated back to Sea Shepherd. We appreciate all of them but handle these requests on a case by case basis depending on the arrangement in terms of control, approval, and distribution of proceeds. If you have a scenario you wish to discuss, please contact your primary volunteer supervisor.

OTHER SPECIAL SKILLS

TRANSLATORS

We are currently compiling a list of all of our volunteer translators around the world. Often, we have needs to translate press releases, brochures, web materials, etc. If you would like to support Sea Shepherd in this capacity, please e-mail your volunteer supervisor with your qualifications. Understandably, it is critical you are fluent in both English and the language(s) for which you are offering translations services. Our requests are not for direct literal translations, but rather, translations that maintain the intent of the content. Previous experience is desired.

LEGAL ASSISTANCE

We are very appreciative of the legal research (and other) pro bono assistance we receive from attorneys, JDs, law professors, paralegals, and law students. Our in-house legal advisor maintains a list of individuals (including their areas of specialty and relevant licenses) who have offered to work pro bono for Sea Shepherd, and we call upon them as needed. In order to be added, please e-mail your qualifications and resume to your volunteer supervisor.



ARTISTS

Sea Shepherd works with artists in many different manners that include:

- accepting donations of pieces of artwork to later be auctioned with the proceeds benefiting Sea Shepherd
- working with them on special projects which could include merchandising, branding, or even campaigns
- supporting artists who promote us through their own artwork sales, shows and events.

This area is developing within Sea Shepherd. If you wish to be added to our database of artists, please send images of your work and your qualifications to your volunteer supervisor.

DEVELOPERS/TECHNOLOGISTS

Sea Shepherd occasionally relies upon the expertise of outside technologists, in the areas of web, database, and client server applications. We also have specialized needs from time to time as well.

In order to be added to the list of individuals (and their areas of specialty) who have offered to work pro-bono for Sea Shepherd, please send us an e-mail that details the areas of technology you specialize in, the tools you employ, and your qualifications. Send e-mails to: volunteer@seashepherd.org so we can update your volunteer application.

PHOTOGRAPHERS

Sea Shepherd is always looking for skilled photographers to join the cause – as pictures truly are worth much more than words, particularly in our cause. In addition to events and photos of Sea Shepherd's Outreach Crew in action, we also need wildlife imagery and even imagery of the issues whales, dolphins, sharks, and seals face – from pollution to overfishing. This also includes products in stores and markets. To join our list of photographers, please e-mail us with some sample imagery, your location, qualifications, and the type of imagery you might be able to shoot pro-bono for us.

GRAPHIC DESIGNERS

Sea Shepherd has a few very talented creative strategists on our team already, but we maintain a list of designers who could help us in the future, if the need arises.

In order to be added to the list, please e-mail links to or samples of your work, your resume, and your areas of expertise to volunteer@seashepherd.org.

MUSICIANS

We have just developed a new Outreach group – Sea Shepherd Music – as we have much support from musicians around the world and know this is an incredible way to spread awareness for our causes. If you are a musician or promoter and wish to get



involved with Sea Shepherd in a meaningful way, please e-mail music@seashepherd.org.

YOUNG SUPPORTERS

While we have an age restriction to crew on our ships (you must be 18), you are never too young to join our Outreach Crew! There are plenty of young adults helping us raise awareness and even funds – though we encourage teacher and/or parental approval and involvement. Our younger supporters get involved in all sorts of ways from hosting movie nights, to throwing fundraisers like car washes and bake sales, to hosting local beach cleanups, to doing school projects, to starting clubs, to tabling at local events. If you know a young person that wants to get involved, please contact your volunteer supervisor.



Many people ask if we have a Sea Shepherd Kids club right now or any materials specifically created for kids. While this is definitely something we want to develop in the future just as soon as our other efforts allow, we currently do not offer this.

Additionally some of our volunteers are very keen to give educational presentations at school. Sea Shepherd definitely supports developing a sense of appreciation and stewardship for the oceans. However, until

materials can be developed, we generally ask our volunteers to expend efforts on other areas, ones that directly support our commitment towards direct action.

Some older children (typically age 8 and up) have started Sea Shepherd clubs at their own at school, with their parent's and/or teacher's support of course. We encourage these efforts and help however we can with materials. If you are interested in working with kids you know, contact your volunteer supervisor.

SUPPORTING YOUR EFFORTS

OUR TEAM

We have a small team assembled at Sea Shepherd's headquarters who are available to assist you. Please know we have a small staff who wear a lot of different hats, but we will do our best to make ourselves available. A little patience is required and we thank you for it! To keep things easy, you can contact volunteer@seashepherd.org to get any materials, ask questions, and solicit advice. Or you can call us at 360.370.5650 and ask for the Outreach. We are here to help nurture your activism for our shared cause!



When you are accepted by Sea Shepherd as a member of our Outreach Crew, you will be assigned a volunteer supervisor. If you reside in an area that has an active chapter, this individual will be the regional coordinator. If you do not, then you will be assigned a volunteer contact at headquarters. Because we have so many volunteers, it is critical that you consistently interact with your assigned volunteer supervisor to avoid confusion, delays in requests and potential issues. In advance, thank you for your help!



VIRTUAL OUTREACH CENTER

To enable all of our volunteers' efforts, we have created an online outreach center. The Outreach Center contains all of the documents, forms, processes and tools you need as a Sea Shepherd volunteer. All of the forms, procedures and materials mentioned in this manual can be downloaded from the website, which is secured to enable only authorized individuals to gain access to our confidential documents. Highlights include:

- 1) 501c3 and sponsorship request letters
- 2) Banners, posters and other decorative items
- 3) Sample budget spreadsheets and event checklists
- 4) Forms and procedures for outreach
- 5) The most up to date outreach manual
- 6) And much more!

As a volunteer, it is your responsibility to keep all of our materials and processes confidential as well. To obtain access to the virtual outreach center, contact your volunteer supervisor and they can assign you a login and password. Your login details can only be provided to you in a secure manner (verbal, phone or Skype) as email is not secure. You can access the site at: <http://volunteer.seashepherd.org>.

Sea Shepherd Outreach Center

http://volunteer.seashepherd.org/

Google

SEA SHEPHERD CONSERVATION SOCIETY


OUTREACH CENTER

WELCOME TO THE SEA SHEPHERD
ONLINE OUTREACH RESOURCE CENTER

The following resources are available:

- [Outreach Forms](#)
- [Event Materials](#)
- [Tabling Materials](#)
- [Supporting Materials](#)
- [Outreach Manual](#)

[Sea Shepherd Main Site](#)



photos: Tracy Chafin

IMPORTANT INFORMATION:

- The files on this site are property of Sea Shepherd Conservation Society for use only by permission.

MATERIALS WE PROVIDE

If you are tabling, hosting a fundraiser, or even running another kind of event - you will want to contact Sea Shepherd International Headquarters through your volunteer supervisor to request materials. We can send you forms, brochures and other printed materials to hand out. Rather than automatically sending you this costly package, we wait to be notified by our volunteers when they feel they need the materials.

If this is your first event, please let your volunteer supervisor know what type of event, and the appropriate kit will be sent to you. These include:

Initial Outreach Kit – Friends & Family

As a new outreach volunteer, this kit gives you everything you need to get started. It includes: 10 General Brochures, 10 "Defending the Whales" Brochures, 10 "Defending the Seals" Brochures, 10 "Defending the Sharks" Brochures, 3 Direct Action Crew Forms, 1 Captain's Log, 1 Small Jolly Roger Button, 10 Small Jolly Roger Stickers, and 10 Jolly Roger Temporary Tattoos.

Basic Tabling Kit

This basic tabling kit provides you with everything you need for a small event or table. If you need additional supplies, or wish to augment the kit with Captains Logs, Buttons, or additional quantities, you may order these separately. The kit includes: 50 General Brochures, 50 "Defending the Whales" Brochures, 50 "Defending the Seals" Brochures,



50 "Defending the Sharks" Brochures, 10 Direct Action Crew Forms, 10 Small Jolly Roger Pins, 1 Video DVD, 50 Small Jolly Roger Stickers, and 50 Jolly Roger Temporary Tattoos.

Presentation Kit

This basic presentation kit provides you with everything you need if you are giving a Sea Shepherd presentation or hosting a discussion. If you need additional supplies, or wish to augment the kit with Captains Logs, Buttons, or additional quantities, you may order these separately. The kit includes: 25 General Brochures, 1 Presentation DVD, 5 Donation Forms, 25 Small Jolly Roger Stickers, and 25 Jolly Roger Temporary Tattoos.

Kids & Fans Kit

For fans of all ages, this kit allows you to share Sea Shepherd with others. Kit includes: 1 General Brochure, 1 "Defending the Whales" Brochure, 1 "Defending the Seals" Brochure, 1 "Defending the Sharks" Brochure, 1 Captain's Log, 5 Small Jolly Roger Stickers, and 5 Jolly Roger Temporary Tattoos.

After that, you will need to contact headquarters to obtain other materials. The more successful your events, the more we can provide moving forward! It is absolutely critical to request these materials well in advance of your event.

All materials can be ordered using our materials order form. Request the form from your volunteer supervisor or you can log into the virtual outreach center.

After you have used up your initial supplies and are continuing to move forward with successful outreach events, you can also order restocks of any of our materials separately as well – including our brochures, tattoos, stickers etc. There are quantity restrictions associated with your restocks. Please complete the form and send or fax to your volunteer supervisor.

LITERATURE ORDER FORM			
Please return this form to: volunteers@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651			
VOLUNTEER INFORMATION			
Regional Coordinator Name:	Email:	Phone:	
Mailing Address: (Street, City, State, Zip)			
Notes/instructions:			Date Needed:
ITEM	QUANTITY	NOTES	PRODUCT ID # QUANTITY
RESTOCKS			
General Sea Shepherd Brochure		(Available in Quantities of 100)	
Defending the Seals Brochure		(Available in Quantities of 100)	
Defending the Whales Brochure		(Available in Quantities of 100)	
Defending the Sharks Brochure		(Available in Quantities of 100)	
JR Logo Small Stickers		(Available in Quantities of 100)	
JR Logo Small Pins - (Note: Requires a \$1.00 donation per pin)		(Available in Quantities of 100)	
JR Tattoos		(Available in Quantities of 100)	
Sea Shepherd Video - Presentation, For the Oceans, 30 Years			
Direct Action Crew Signup Forms		(Available in Quantities of 25)	
Sea Shepherd Logs (Note: Requires a \$2.00 donation per log)		(Available in Quantities of 25)	
Other (Please Describe)			
KITS			
Welcome Kit		(Available in Quantities of 100)	
Basic Tabling Kit		(Available in Quantities of 100)	
Presentation Kit		(Available in Quantities of 100)	
Fan Kit		(Available in Quantities of 100)	

- General Sea Shepherd Brochure (Available in Quantities of 100)
- Defending the Seals Brochure (Available in Quantities of 100)
- Defending the Whales Brochure (Available in Quantities of 100)
- Defending the Sharks Brochure (Available in Quantities of 100)
- JR Logo Small Stickers (Available in Quantities of 100)
- JR Logo Small Pins - (Note: Requires a \$1.00 donation per pin to be collected.) (Available in Quantities of 100)
- JR Tattoos (Available in Quantities of 100)
- Sea Shepherd Video – Presentation, For the Oceans, 30 Years



- Direct Action Crew Signup Forms (Available in Quantities of 25)
- Sea Shepherd Logs (Note: Requires a \$2.00 donation per log to be collected.) (Available in Quantities of 25)

Note: We can also send our newsletter the Sea Shepherd Log, which we request a \$2 donation for from each individual who takes one due to printing costs. And, depending on your event, we can also send pins, tattoos, and stickers that could also be used to solicit small donations. Some of our volunteers get creative as well, and group a few items together for a larger donation (log, pin and sticker.) Please refer to the merchandising section above for more details and contact your volunteer supervisor to discuss these options.

VIDEOS

Sea Shepherd also has some campaign videos we can send you to play at your event. These videos are very engaging and may do a lot of the "talking" for you, making it easier for you to reach those who have never heard of Sea Shepherd. We find these short DVDs are very compelling and engaging and are highly recommended. Do not attempt to show full-length movies or even *Whale Wars* at events that are not specifically screening events, as typically, sound (and extended attention) is quite a challenge at events.

If you are hosting a screening event, in some cases, we can assist you in procuring most of the movies that feature Sea Shepherd such as *Pirate for the Sea*, *Whale Wars Seasons One and/or Two*, *At the Edge of the World*, *Sharkwater* and *The Cove*.

BANNERS & POSTERS

Sea Shepherd has designed several banners and posters that you can print to decorate your table or event. As a nonprofit, we keep our investment in these types of materials low, so we can best serve the animals we protect. However, we can provide you with print-ready files and specifications you can send to a printer for banners and posters. We also have some smaller literature and signs you may be able to print at home on a color printer. However, we don't send these actual materials themselves. It is recommended that you have these printed locally. We also recommend you have the posters laminated and the banner printed on durable, waterproof, wind resistant material so as to maximize your investment and use them time and time again.

You can download these materials from the Virtual Outreach Center, <http://volunteer.seashepherd.org>

There are two types of banners, posters and flags (in various sizes). These include:



Jolly Roger



Grunge



Sea Shepherd does provide official regional coordinators with outreach flags and banners once they have thrown several successful local events and have established their chapter. Contact your volunteer supervisor to determine if there is a regional group in your area.

We strongly recommend acquiring materials and decorating tables or events with signage, as this improves your credibility and effectiveness at building awareness and also raising funds. If you are unsure as to the types of materials you need or what is available, your volunteer supervisor at headquarters is happy to help.

We have a large banner that can be hung in front of a typical table – or even on a building - as well as other smaller banners and posters to make your event and/or tabling area look incredible. Please contact your volunteer supervisor to arrange for the acquisition of these files.

Most tables provided by events are common 6-foot long folding types (although you may have to bring your own table – be sure to check with the event organizers). As



you've probably seen at other events, most groups hang a banner from the table edge – which we can provide a file for you to print. The table top provides ample space to display posters, which again, we can send you files for as well.

DEVELOPING YOUR OWN MATERIALS

As noted above with merchandise, unfortunately, Sea Shepherd cannot give rights to others to produce materials, alter our logos, or use high resolution logos and other proprietary artwork or images due to copyright restrictions and licensing agreements. Understandably, Sea Shepherd maintains tight controls over our brand. We realize this is a limiting factor for your outreach activities, so we will work together to give you the artwork you may need to print fliers, advertisements, invitations, and/or posters, to the extent that is possible. We have several templates we can work with. Please contact your volunteer supervisor if you need additional materials with detailed information that includes the type of materials you need, the use for the materials, and also the content to be included.

RECEIVING MATERIALS FROM THE OFFICE

If you have contacted the Sea Shepherd office well in advance to coordinate any materials you have requested, you should receive it in plenty of time for your event. It is critical you give us at least a month's notice.

VOLUNTEER IDENTIFICATION/VERIFICATION

At this point, Sea Shepherd does not produce identification cards for our volunteers. However, if required, Sea Shepherd can provide you with an official letter that indicates you are a volunteer in good standing. Certain organizations may require this prior to allowing you to host an event or table. If you need this letter, kindly contact your volunteer supervisor at volunteer@seashepherd.org.

LOCAL INTERNSHIPS

In areas where we have offices, local internships or volunteer positions may be available. These positions are unpaid and no housing or transportation is provided. If you wish to volunteer locally in either Friday Harbor, Washington, or Los Angeles, California (or at one of our offices abroad), please send an e-mail and your resume, as well as a summary of your skills and desired internship position to volunteer@seashepherd.org.

VOLUNTEERING AS PART OF A SCHOOL PROJECT OR FOR CREDIT

Sea Shepherd does not offer a structured, accredited internship program. However, we have, in the past, taken on several at-home and local volunteers as part of a gap year, senior or honors year, work-study or graduation requirement. This is done strictly on a case by case basis and depending upon the school, university, or organizational requirements that must be met. Once again, these internships are completely voluntary,



unpaid and do not receive a transportation, housing or cost of living stipend. If you would like to discuss this option, please contact your volunteer supervisor.

STARTING A REGIONAL GROUP OR CHAPTER

Many of our volunteers contact us wanting to establish a local group or chapter in their local community. Currently we have chapters launching in Los Angeles, New York City, Philadelphia, and Denver. We would very much like to continue growing and expanding throughout the world.

Sea Shepherd is kicking off a new outreach to develop local chapters (both regionally and within countries) to improve our groundswell efforts, increasing our collective ability to make a difference and be heard – encouraging the world to develop a positive ocean ethic. We will fuel the efforts through headquarters, but what you can accomplish with our tools and guidance is up to you.

"Never believe that a few caring people can't change the world. For, indeed, they are the only ones who ever have." — Margaret Mead

We are looking for passionate, dedicated, and dynamic individuals to head up our regional efforts. While the positions are unpaid, you will be greatly rewarded by knowing you are having a real impact on our planet. Instead of talk, we are all about action – and you will be making a difference. And if you enjoy being surrounded by others who share your passion while developing this passion in others, this is the job for you!



Because running a regional group is such a critical undertaking that carries many important responsibilities, we typically like to get to know one another first, building up mutual trust, respect, and understanding. While we are certain you are an incredibly passionate and capable individual, for both of our sakes, it is usually better to enter this type of relationship slowly and ensure that it is a good fit. Typically our regional coordinators are involved as onshore volunteers with Sea Shepherd first (or even sometimes crew), running events, fundraisers, and tabling locally, and through this, we develop a relationship that can grow into larger, more integrated roles like starting a chapter.

There is no doubt we share the same passions – however, running a regional chapter is an important commitment and with that we will grow to rely upon you to build our presence. To get started, we recommend you individually take on a few smaller events, while also letting us know you are interested in doing much more.

In addition what is described above, we are looking for individuals who:



- Can dedicate 10 hours per week to the cause.
- Have leadership experience and can motivate others.
- Are strong public speakers; comfortable interacting in large groups.
- Can learn quickly but also have a solid, foundational understanding of the issues facing the oceans.
- Are compelling and passionate and can excite others.
- Have a knack for organizing, managing, communicating, and like paying attention to details.
- Are committed conservationists who believe in the importance of the oceans and respect the creatures that live within.
- Are excited to get involved in such an important cause.
- Have managed people before and engage in dynamic interactions.
- Are closet (or even unabashed) entrepreneurs.
- Love a good challenge.
- Are self-starters – unafraid to take chances or participate in the sales process.
- Know how to communicate well with all types of people.

Our regional coordinators are responsible for:

- Developing a local chapter with the assistance of our database of volunteers.
- Planning and hosting local fundraising, tabling, and outreach events.
- Growing our membership and volunteer base locally.
- Reporting to headquarters and following our outreach processes and policies.
- Serving as local Sea Shepherd leadership and representing Sea Shepherd.
- Identifying local opportunities for direct action and outreach.
- Inspiring community action and local support.

We will formally interview and vet all candidates as well, including performing background checks.

Typically, we will work with a regional coordinator “on trial” for a few months before establishing them as a formal coordinator.

If you have already started a local group, without formal Sea Shepherd approval, then please contact volunteer@seashepherd.org so we can discuss options to bring your group into compliance.

DEALING WITH CONFRONTATION

Whereas most encounters are friendly, or at least neutral with those who don't care, rarely you will meet someone who thinks Sea Shepherd's mission and tactics are just plain wrong. This can be especially true of representatives of other organizations, which have a different approach to ocean protection. But sometimes it's just john-q-public who thinks the world's governments have all the solutions and that marine wildlife is best appreciated on a dinner plate with garnish or maybe it's a person who thinks human needs come first before any other species.

If you are skilled in the art of persuasion and know the subjects backwards and forwards, you may want to consider a healthy debate (not a loud argument). But in most cases, the



best option is to be the bigger person, smile, and say "sorry you feel that way, we're just trying to save the seas for future generations..." and close down the conversation.

You are providing education to enlighten others – not to argue with people who just want to hear themselves talk or represent a different viewpoint. If you encounter someone with opposing points of view, judge for yourself when to simply move on to other people. Same goes with people from the countries we often target who think their country can do no wrong – if they seem reachable, try, otherwise, don't start an argument. Remember, it isn't one culture or ethnicity to blame for what is occurring in our oceans and we are very sensitive to ensuring we don't encourage that portrayal. Be sure you are sensitive to this as well and review our Equality Statement (<http://www.seashepherd.org/who-we-are/equality-statement.html>). In the battle for the oceans, our only enemy is ignorance and greed, and unfortunately, people with those traits live everywhere.

While many who don't know us may accuse us of violence or engaging illegal activities, we are very proud of the fact that we practice neither. Our actions are supported by the United Nations World Charter for Nature. Sections 21-24 of the Charter provides authority to individuals to act on behalf of and enforce international conservation laws. We cooperate fully with all international law enforcement agencies and their enforcement activities complying with standard practices of law and policing enforcement. We also adhere to the utilization of non-violent principles in the course of all actions and we have taken a standard against violence in the protection of the oceans. In our over 30 year history, we have never had a fatality or caused an intentional injury.

In keeping with our principles, never, ever start or participate in a physical confrontation. If someone threatens you with physical assault call the authorities. This is an extreme situation and probably will never happen, but best to be prepared in our line of activism.

The bottom line is: Remember that you are representing Sea Shepherd. We trust that you will be as polite and professional as possible and that you will not become involved in an altercation which could subsequently hurt the organization (in the form of bad press, lost supporters, or a lawsuit).

CREWING

Many people join our Outreach Crew because they cannot or do not wish to crew on our ships but still want to support our cause. Others want experience with Sea Shepherd and the ability to build a relationship before applying to crew on our vessels. While you absolutely can be both an onshore and an at-sea crew member, volunteering for our Outreach Crew does not mean you have volunteered to go to sea.



If you wish to volunteer on one of our vessels, the first step is to fill out a crew application. Here is the link to our website where you can download an application: <http://www.seashepherd.org/get-involved/crewing-at-sea.html> . The first two pages of the crew application also give some information about our policies and our selection process.

Below is an outline on how we “crew-up” our vessels whenever we are preparing for a campaign or whenever a crewmember position opens up:

Time Available: We first look at the “Dates Available” area on all applications because we are trying to fill positions for a specific period of time that we need to fill. We would also consider anyone that has written “Open” or “Any time” in the Dates Available field.

Sea Shepherd needs long-term crewmembers – from one month to a year. The more time you can make available the better, as this will enable our “crew teams” learn to work together well and contribute to more than one campaign.



Positions Available: For obvious reasons, we must first staff our ocean-going vessels from the most technically skilled positions such as engineers, navigators, radio operators, medics, on through the less-skilled positions such as galley assistants and deckhands. Previous experience working onboard a ship is not required. First-time deckhands and galley workers are trained by veteran crewmembers.

Desirable Crewmember Attributes: The most sought-after crewmember would be eager to learn, flexible, open to learning many different skills and duties on the vessel, hard-working, honest, trustworthy and committed to being part of a team that is working together to protect marine wildlife. Those individuals who have an existing relationship with Sea Shepherd through the Outreach Crew and have successfully supported us on land are favorably considered.

We encourage our onshore volunteers to apply for crewing positions if they desire. But know your work as an Outreach Crew member is just as critical to those who are on our vessels. Together, we all make our work and our mission possible.

COMMUNICATING WITH CAPTAIN WATSON

Captain Watson is extremely busy defending the oceans – which is a very large task. While he is kept abreast of all of our outreach activities, he often does not have access to e-mail or the time to respond to every e-mail he receives personally - though he



would like to. Rest assured he knows what is going on and greatly values your contribution.

CONTACTING SEA SHEPHERD

While Captain Watson is the most visible Sea Shepherd, he works with a team of talented people who can assist you with your ideas and questions. Utilize the following e-mail addresses to contact individuals at Sea Shepherd based upon the nature of your idea or enquiry. If you already have been assigned a volunteer supervisor, please copy them on all correspondence as they can help champion your ideas and ensure your questions are answered:

MEDIA: For television, film, photographic, documentary, journalist ideas and questions
media@seashepherd.org

DONATIONS/FUNDRAISING: For fundraising and development ideas and questions
donations@seashepherd.org

EVENTS: For event ideas and questions - *events@seashepherd.org*

CAMPAIGNS: For questions or suggestions about the tactics we use or issues we are working on - *campaigns@seashepherd.org*

MERCHANDISE: For ideas about merchandise, clothing, products, etc. -
store@seashepherd.org

APPEARANCES: For requests for Sea Shepherd appearances – including Captain Watson - *lectures@seashepherd.org*

A SUMMARY OF GENERAL DO'S & DON'T'S

DO:

- Learn as much as you can about Sea Shepherd by reviewing our website, reading brochures, the current newsletter, and any of Captain Watson's books. Doing this research before heading into the field to support us, will help you to be able to answer questions and share information.
- Represent us professionally and without bias.
- First impressions are important. As with any first meeting, you will want to look presentable. A clean and neat appearance and a friendly face make you more approachable.
- Give us plenty of lead time when requesting supporting materials. One month is required.
- Ask us to help develop any materials you will need rather than creating your own.
- Contact us via email (volunteer@seashepherd.org) with any questions.



- Communicate and coordinate through your assigned volunteer supervisor at all times.
- Submit any fundraising or outreach ideas you have so we can properly support you.
- Direct corporate donors and sponsors directly to us.
- Use your unique skills and passion to identify ways to raise funds and build awareness for Sea Shepherd.
- Send us your specialized skills and other requests to support the cause.



DON'T:

- Create merchandise or materials that utilize our logo or branding.
- Start a regional club, chapter or group without approval from headquarters.
- Get into an argument or escalate a situation with individuals who may oppose our tactics or viewpoints.
- Smoke or consume alcoholic beverages when representing Sea Shepherd.
- Lead protests on behalf of Sea Shepherd unless these are sanctioned by Sea Shepherd.
- Contact companies or corporations seeking support for Sea Shepherd unless you have communicated with an authorized Sea Shepherd employee prior to doing so.
- Represent SSCS in media. Direct these enquiries to media@seashepherd.org.
- Create Facebook, Twitter, MySpace or other social media accounts on our behalf.
- Feel pressured that you need to follow a prescribed plan – there are many ways to help, even from the comfort of your own home. Contact us to work on tailoring an outreach plan to be more workable for you! (Of course the plan must be in alignment with our goals and policies/procedures.)

PART 3: OUTREACH EVENT INFORMATION

TYPES OF OUTREACH

There are many levels for you, the outgoing activist, to work through, based on your comfort level and also interaction style. While there are endless forms of outreach events, which are really only limited by your own ideas and capacity, here are the general levels of participation and approaches:

"THE ACTIVIST NEXT-DOOR"

This is a simple and very effective outreach approach that we're all familiar with. Essentially, you are representing your cause and taking every opportunity you can to discuss it, as well as garner support from people you encounter in every day life. You can also host informal events in your home or local community, where you can mingle and get the word out. Your goal is to build awareness and a support base, and hopefully encourage those around you to begin supporting Sea Shepherd. This is a great way to build a community of support around you so that you have volunteers to assist you with tabling and other special events. It will increase your potential and also make your activism a little more enjoyable as well!



The best way to get started is to talk with or send an e-mail to family, friends, and co-workers about the issues and get them interested enough to at least explore the Sea Shepherd website, www.seashepherd.org, which is constantly updated and rich with content, including ways to support the organization. Please look for the social networking "share" icons on our website pages. You can share our pages on Facebook, MySpace, Twitter, or simply choose to e-mail it. Also, most of our internal website pages have an "e-mail icon." Another great way to share our information is to sign-up for our e-newsletter and when you receive our updates, forward them on. You can also throw parties for your friends, family, and coworkers where you can discuss the issues – possibly even playing some of our videos. Once you have approached people you know and have created allies, you can easily approach strangers in the streets, great outdoors, or indoor malls, proudly wearing your Sea Shepherd T-Shirt armed with brochures, info sheets, and a clipboard (for recording people's information). Or, if you don't feel comfortable with that approach, wear your Sea Shepherd gear and just wait for them to approach you – because they probably will!

TABLING

This is similar to "Activist Next Door," but with a table in front of you. And hopefully, some other acquaintances who share your passion standing behind the table with you. There are plenty of locations to table at (see section below), and often, you will be

tabling at events, festivals, expos, and fairs that are planned by others, ensuring a good deal of foot traffic. This reduces the burden of planning a special event and allows you to focus on your main goals. Your mission is to engage the public and grow both our mailing database and our donor base. Ideally, you will talk to people who stop by, hand out brochures, collect the names of those who want to join our mailing list on sign-in sheets, and if permitted*, raise funds for Sea Shepherd. While tabling really only requires one individual, it is desirable to have a few passionate friends join you. Those who are very outgoing can “work the crowd” bringing people into the table to learn more information.



(*If the event does not permit donations or fundraising, you should let people know they can donate via the Internet, telephone, or mail-in the brochure coupon. Sea Shepherd has a wonderful, compact brochure which is easy to carry and distribute, which features a tear-off coupon for those who want to donate via mail. This is easy to hand out in any situation.)

If you can solicit and accept donations, your goal should be to convert those with interest for our cause into donors. They can do this by donating into a “donations jar” you create at the event, signing up to become a member of our Direct Action Crew (this is highly desirable as it is a monthly giving program), pay for an annual membership or commit to donating through mail or online after the event. As you will be handling money on behalf of Sea Shepherd, trust and accountability is paramount. All donations should be kept safe by one person in a dedicated safe place (a lock box is preferable, but if this is not possible identify one clean wallet or envelope for this purpose), and any donations of more than \$5 should be accompanied with a paper trail using the forms we provide - i.e. get all pertinent information from the donor on a formal donation form. Our goal is to send a tax-deductible receipt and thank-you letter to anyone who makes a donation and enter their information into our database. Additionally, anyone who donates, or anyone interested in receiving more information, should at least sign the table guest sheet, so we can keep in touch with them via our e-newsletter.

At this point, typically tables run by regional coordinators, long-time volunteers or Sea Shepherd employees have merchandise (see merchandising section for more details). Instead of merchandising, there are plenty of other ways to raise funds (see other ways to raise funds section.) Additionally, if requested, we may be provide you with a merchandise discount coupon you can use at your event, allowing and encouraging individuals to purchase online and receive a reduced price. Provision of these coupons depends on the scope of the event and potential impact.

Since this is our most common and easily extensible method of outreach, we have several sections below that detail exactly how to run tabling events. For clarification purposes, “tabling” refers to any event where Sea Shepherd has a booth, table, or space dedicated to the distribution and dissemination of information and hopefully, the solicitation of funds.

SPECIAL EVENTS

Often our volunteers wish to plan their own special events, rather than table at other events. While there is no limit to the types of events that can be thrown, events typically include parties, screenings, special fundraisers, concerts, art shows, and festivals. The locations for these events are endless as well and include bars, restaurants, hotels, movie theaters, sponsors’ homes, parks, beaches, night clubs, and even boats. Of course, even at their own special events, a donation table is still advisable.



This level of outreach is usually the most time consuming as well as complicated. Not only are you planning for tabling (see above), you are also tasked with planning the event, which could include finding food and alcohol sponsors, obtaining the appropriate sponsors, determining location, ensuring the event is properly promoted, inviting attendees, running the actual event, and of course, completing the necessary paperwork. But, these events are also usually the most exciting and the most beneficial in terms of raising funds for our shared cause.

Your special event can be as large or as small as you desire. We typically recommend getting your feet wet with a smaller event that doesn’t include too many complications (i.e. serving a full meal, having a silent auction, hosting several forms of entertainment) and getting several of your friends or family members to help you. Having the appropriate lead-time time to plan is also critical. Additionally, depending on the event and approach, proper permits may need to be secured. These could include state/city sales tax permits (if merchandise is sold), a nonprofit registration, alcohol or even parking permits. So while they are not trivial, special events can be a lot of fun!

Your goal at these events is fundraising primarily, followed by building awareness. All events should also have a table present where volunteers are actively soliciting donations and also individuals to join as Direct Action Crew members, annual members, or minimally, sign up to join our mailing list. Other forms of fundraising can include charging admission, holding a silent auction with sponsored goods, or running a raffle with donated products – though there are many other creative ways to raise money as well.



While Sea Shepherd can support the event with brochures and materials, we do not have the manpower to plan the local event for you. We look to our volunteers and in some cases, regional coordinators, to take on these events. We can share with you our experience and also examples of other successful events and definitely need to be involved throughout the planning process to give the necessary approvals. Please contact your volunteer supervisor if you believe you have an idea for a special event.

All levels of Special Event planning and implementation require dedication, accountability, focus, and organization. There are times when you will get flooded with people clamoring for your attention. The challenge is to stay organized because you must keep track of the flurry of requests, incoming donations, and potential members, while attempting to seize every opportunity and keep your event and/or table running smoothly. We recommend trying the easier levels first – to get your feet wet!

TABLING: A GREAT OUTREACH ACTIVITY

No matter what you do, if it is an organized event, tabling is a very large part of all of these activities as information and donation tables should be present at any event or activity.



"Tabling" is one of the best and most personal ways to get the message out to the general public and raise funds. It's called "Tabling" because there's usually an ordinary table involved. The table is mainly used to display brochures, information sheets, pictures, and other materials. You've most likely seen other people tabling at markets, events, or festivals that you've attended or perhaps you're already a "Tabling Pro" eager to help Sea Shepherd get its message out.

Anyone can perform outreach simply armed with a clipboard, stack of brochures, and a willingness to approach people. But having a table in front of you makes the job a lot easier for many obvious reasons – most importantly, visitors often feel more comfortable approaching you when there's a table in front of you (like a barrier). Either way, talking to people directly is a valuable and effective way to get our message across about the dire state of the oceans and her inhabitants.

Tabling for Sea Shepherd can take on many forms, too. It can be a simple set-up where you just provide printed handouts for your table guests or a fully-decorated table and tent (with banners and pictures) nicely stocked with Sea Shepherd printed matter and

where you can sign-up new members, accept donations, and handle money on behalf of the organization.

LOCATIONS FOR OUTREACH

You can perform outreach anywhere where you are legally allowed to disseminate information: festivals, events, markets, street sidewalks, public parks, clubs, meetings, etc. Some locations and opportunities may yet to have been discovered, so please use your imagination. Some of the best places to table include pro-environmental, animal, ocean, and whale festivals where you'll be in good company. These events are usually organized by like-minded folk who invite all the local pro-environmental groups and promote it in the media and elsewhere.



Other good locations/events include outside farmers markets, college campuses, big concerts, annual Earthday events in April, green conferences and events, scuba shows, boat shows, concerts, festivals, animal adoption events, etc. – just about anywhere you think people are gathering and you'll meet people that care about the ocean, the environment, and/or animals in general.

If you plan to perform tabling or outreach on private property (like a market, mall, school, or in a building) it is usually necessary to get permission from the manager.

You can also look to plan your own events at banquet halls, clubs, schools, parks, bars, restaurants, or other meeting places.

Perhaps the best way to get started as an onshore volunteer until there are more organized events in your area is to start tabling.

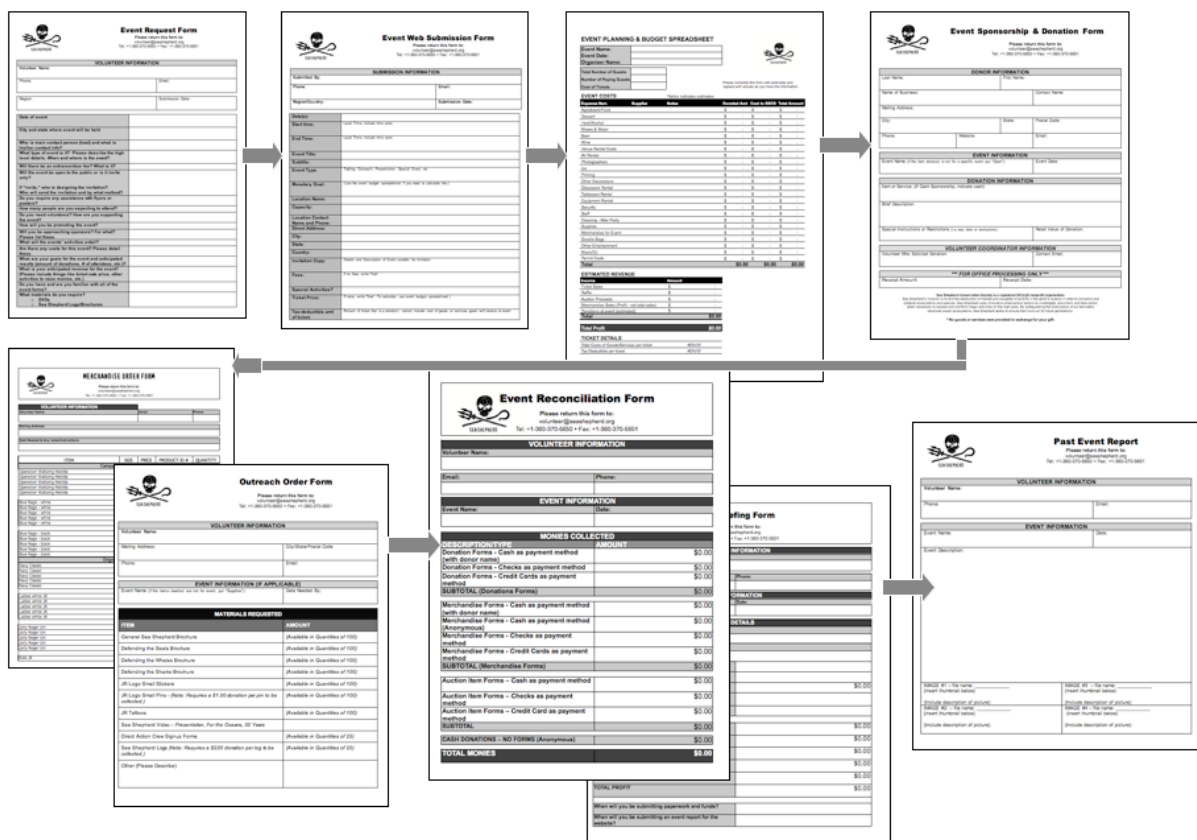
NOTE: Once you are an experienced volunteer, Sea Shepherd may contact you with suggestions for tabling opportunities such as at a lecture/presentation given by Captain Paul Watson or a fundraiser/event near you.

GENERAL EVENT PROCESS

Whether you are tabling or running a special event, Sea Shepherd has created a basic process to follow so that we can best support your efforts. The following image outlines our process flow and corresponding forms that need to be submitted. These forms are all available for download on the Virtual Outreach Center:

<http://volunteer.seashepherd.org>.





The following sections detail the process.

COST FOR TABLING & OTHER OUTREACH EVENTS

Whereas event organizers usually allow nonprofit groups like Sea Shepherd to table for free at events and festivals, there may be a modest space fee for some events. Some events require you to fill out forms and/or pay an exhibit, booth, or space and/or electricity fees weeks before the event. Contact the organizer(s) in advance to make sure you have all the info and get your forms in on time. If a fee is required before the event, please contact your volunteer supervisor to discuss if exhibiting at the event is worth the fee. To determine this, we will need to understand the potential of the event in terms of attendees and duration as well as what your plans are for the event and projections (in both donations and new members.)

Often, there is also the possibility of getting that fee waived for nonprofit organizations. So, when contacting the event organizer, you can let them know we are a nonprofit with IRS 501(c)(3) status and we can provide our Letter of Determination proving this.

When you contact your volunteer supervisor about an event which requires a fee, please be ready to provide any of following information, if possible: Years in operation, recent historical number of attendees, location details, typical audience, advertising, and anything like this you can think of which will help us make the decision to pay the fee.

If you are acquiring space for your own event, often the owners and managers may be interested in donating the space for a nonprofit. We can provide tax-deductible letters as



well – though this must occur through coordination with your volunteer supervisor at headquarters. (See sponsorship section for further detail.)

If your event has other costs associated with it as well, you will need to submit those prior to undertaking them, as pre-approval is required to receive reimbursement. Understandably, as a nonprofit who struggles for funding, we are very careful with expenditures and keep those as minimal as possible.

To help you determine costs and income, we have created a spreadsheet that can be used for budgeting – this document and all others are posted on the Virtual Outreach Center. The Event Planning Budget Spreadsheet includes typical expenses and also allows you to do some forecasting to determine attendance and ticket price as well as other income. For a large event (costs more than \$500), your volunteer supervisor will ask you to complete this spreadsheet.

EVENT PLANNING & BUDGET SPREADSHEET					
Event Name:					
Event Date:					
Organizer Name:					
Total Number of Guests:					
Number of Paying Guests:					
Cost of Tickets:					
Please complete this form with estimates and replace with actuals as you have the information.					
EVENT COSTS <small>*Italics indicates estimates</small>					
Expense Item	Supplier	Notes	Donated Amt	Cost to SBS	Total Amount
Appetizers/Food			\$ -	\$ -	\$ -
Dessert			\$ -	\$ -	\$ -
Hard Alcohol			\$ -	\$ -	\$ -
Mixers & Water			\$ -	\$ -	\$ -
Beer			\$ -	\$ -	\$ -
Wine			\$ -	\$ -	\$ -
Venue Rental Costs			\$ -	\$ -	\$ -
AV Rental			\$ -	\$ -	\$ -
Photographers			\$ -	\$ -	\$ -
Ice			\$ -	\$ -	\$ -
Printing			\$ -	\$ -	\$ -
Other Decorations			\$ -	\$ -	\$ -
Glassware Rental			\$ -	\$ -	\$ -
Tableware Rental			\$ -	\$ -	\$ -
Equipment Rental			\$ -	\$ -	\$ -
Security			\$ -	\$ -	\$ -
Staff			\$ -	\$ -	\$ -
Cleaning - After Party			\$ -	\$ -	\$ -
Supplies			\$ -	\$ -	\$ -
Merchandise for Event			\$ -	\$ -	\$ -
Goodie Bags			\$ -	\$ -	\$ -
Other Entertainment			\$ -	\$ -	\$ -
Music/DJ			\$ -	\$ -	\$ -
Permit Costs			\$ -	\$ -	\$ -
Total			\$0.00	\$0.00	\$0.00
ESTIMATED REVENUE					
Income	Amount				
Ticket Sales	\$ -				
Raffle	\$ -				
Auction Proceeds	\$ -				
Merchandise Sales (Profit - not total sales)	\$ -				
Donations at event (estimated)	\$ -				
Total	\$0.00				
Total Profit	\$0.00				
TICKET DETAILS					
Total Costs of Goods/Services per ticket	#DIV/0!				
Tax Deductible per ticket	#DIV/0!				

PLANNING AN EVENT

Whether tabling at a planned fundraising event, or planning your own outreach event, it is always advisable to coordinate with your volunteer supervisor well in advance of the event. All events that are thrown in support of Sea Shepherd must be registered with and approved by the team at headquarters. If you wish to run a table or host an event, please send the following information to your volunteer supervisor (volunteer@seashepherd.org) to begin the process:


- Proposed event date and duration
- Any anticipated costs
- Materials needed
- Attendees (how many anticipated? How will you find attendees?)
- Goals of event and anticipated results (amount of donations, # of people reached, etc)
- Proposed revenue (ticket sale price, other activities to raise monies, etc.)
- General description of the event – approach, high level details, etc.
- Any support you envision needing from headquarters.

You will need to complete and submit an event request form and submit this to your volunteer supervisor to discuss the event and finalize the event plan. This is required for



all tabling or special fundraising events. And for fundraising events, you will also need to schedule a conference call with your volunteer supervisor to present your ideas.

Your volunteer supervisor can help you through this process and provide you with support as necessary. Please understand while they would very much like to be involved in detailed planning, they simply don't have the capacity. However, certain high visibility events will require a dedicated person at headquarters to champion the event. This will be determined on an event by event basis.

 Event Request Form <small>Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651</small>	
VOLUNTEER INFORMATION	
Volunteer Name:	
Phone:	Email:
Region:	Submission Date:
Date of event	
City and state where event will be held	
Who is main contact person (host) and what is his/her contact info?	
What type of event is it? Please describe the high level details. When and where is the event?	
Will there be an entrance/door fee? What is it?	
Will the event be open to the public or is it invite only?	
If "invite," who is designing the invitation? Who will send the invitation and by what method?	
Do you require any assistance with flyers or posters?	
How many people are you expecting to attend?	
Do you need volunteers? How are you supporting the event?	
How will you be promoting the event?	
Will you be approaching sponsors? For what? Please list these.	
What will the events' activities entail?	
Are there any costs for this event? Please detail these.	
What are your goals for the event and anticipated results (amount of donations, # of attendees, etc.)?	
What is your anticipated revenue for the event? (Please include things like ticket sale price, other activities to raise monies, etc.)	
Do you have and are you familiar with all of the event forms?	
What materials do you require?	
<input type="checkbox"/> DVDs <input type="checkbox"/> Sea Shepherd Logs/Brochures	

Complete the Event Submission Form to the extent possible and e-mail it to your volunteer supervisor to obtain formal approval. If you are hosting a fundraising event, you will also need to schedule a conference call with your volunteer supervisor to present your ideas to obtain approval.

PROMOTING YOUR EVENT

There are several ways to promote your tabling or other special event. Sea Shepherd provides several options to assist you (depending on the scope of the event.)

All events must first be officially sanctioned, then must be listed with Sea Shepherd. By listing your event, we will




include it on the events calendar and depending on the size of the event, utilize our social networking accounts to promote it as well.

Following is the URL for the Sea Shepherd Online Calendar:
<http://my.seashepherd.org/calendar>

To submit your special or tabling event:

- 1.) Confirm with Sea Shepherd headquarters that the event meets one of the following criteria and is eligible for posting on the online calendar:
 - a. Event is sponsored by Sea Shepherd
 - b. Event features Captain Watson
 - c. Event is public and includes a Sea Shepherd information or merchandise table run by an official Sea Shepherd volunteer
- 2.) Complete the "Website- Event Submission Form.doc" document with all the fields completed
- 3.) E-mail the completed form to volunteer@seashepherd.org
- 4.) Please submit your event at least three weeks prior to the event happening and allow 3-4 days for posting to the Sea Shepherd website.
- 5.) Indicate if you require online ticket purchasing or an invitation e-mail to be sent out. If you wish to have an e-mail sent, please indicate the desired list base (for instance, all individuals in the greater NYC area – including NY, NJ, CT and PA.)

 Event Web Submission Form	
Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651	
VOLUNTEER INFORMATION	
Volunteer Name: _____	
Phone: _____	Email: _____
Region: _____	Submission Date: _____
Date(s):	
Start time: _____	Local Time, include time zone
End Time: _____	Local Time, include time zone
Event Title: _____	
Subtitle: _____	
Location Name: _____	
Street Address: _____	
City: _____	
State: _____	
Country: _____	
Invitation Copy: _____	Details and Description of event suitable for invitation
Fees: _____	If no fees, write "None"
Special Activities? _____	Short auction, contest, etc
Contact Information: _____	
More Info URL: _____	
Online Ticket Sales? _____	Yes or No
Invitation to be Emailed? _____	Yes or No
To Whom? _____	
Image Information _____	(Include JPEG name and caption)
Final Cut Pro	

While we encourage you to use your own network and methods of promotion, it is critical that the event is approved and listed on the Sea Shepherd site before promoting the event via other e-mails or sites. Also, if you have your own list of invitees, please provide a spreadsheet with the details and we will load them into our e-mail list (include first name and last name in separate fields and e-mail address).

For large events (typically ones that raise \$5,000 or more and/or have the capacity to host more than 100 people), we can also work with you to design flyers and event branding, create and distribute an electronic invitation as well as create online ticket purchasing functionality. All tickets sold online must be sold via approved Sea Shepherd mechanisms. Volunteers cannot create their own purchasing processes without approval. And, all special event designs and branding must originate from Sea Shepherd as well – or be approved in advance by headquarters.

Additionally, we encourage your own promotion of the event as well. Of course, sending an e-mail to your contacts, friends and family is the easiest approach. Others include:

- 1) Promoting the event on Facebook, MySpace, Twitter and other social networking sites. Ask your friends to repost and of course, post the listing on groups that may be supportive based on the cause.
- 2) Asking other groups, list serves, local newspapers, and organizations that offer listings about upcoming events in your area to publicize the event for you.
- 3) Creating flyers and posters to hang on community bulletin boards and place in locations that allow information distribution.

Prior to listing the event on other sites or sending out an e-mail, please send the content to your volunteer supervisor for approval. Content must be approved prior to distribution.



**A DAY ON THE OCEAN
FOR THE OCEAN**
A BENEFIT TO DEFEND, CONSERVE AND PROTECT THE SEAS.

A Whale and Dolphin Watching Trip to Support Sea Shepherd Conservation Society

Join us for "A Day on the Ocean for the Ocean" as we take a Whale & Dolphin Watching Trip on a beautiful fall day. This is a great opportunity to see whales and dolphins in their natural environment, the way it's meant to be. You have the potential to see Minke Whales, Humpback Whales, Fin Whales and Bottlenose Dolphins!

Most importantly, it's for a great cause as 50% of your ticket price will be a tax-deductible donation to Sea Shepherd! Sightings are **GUARANTEED!** That means that if whales, dolphins or porpoises are not sighted, you will receive a free pass to ride again. But no refunds!

We will also have a Silent Auction onboard for a Sea Shepherd inspired art piece created specifically for this event by local artist Brittany Brubaker.

WHEN: SEPTEMBER 26, 2010 - 1 PM to 4 PM
WHERE: MISS CHRIS MARINA
2nd Avenue & Wilson Drive, Cape May, NJ
CONTACT: philadelphia@seashepherd.org
TICKETS: \$40.00

Microsoft PowerPoint






OBTAINING SPONSORS FOR YOUR EVENT

If you are planning a tabling or special event, often local businesses are keen to sponsor a portion of your event, to decrease costs and thus, enable increased donations and fundraising. There are two types of sponsorships: cash sponsorships and donations in-kind.



General (or Cash) sponsorships: A business may commit to providing you with a certain amount of funds to be used at your discretion towards offsetting or covering the cost of the event. Typically, these types of sponsorships are solicited based upon some marketing agreements (for instance, in return for its sponsorship donation, the company may have its name and/or logo on the event materials).

In-Kind sponsorships: A business or individual may commit to providing you with goods and services for your event. This could include, but is not limited to, event space, printing costs, merchandise, food, beverages, supplies, and rental items. Marketing and branding options are based upon the amount of sponsorship. However, we must be cautious about what we commit to doing for the sponsorship – so it is critical to have a discussion with your volunteer supervisor prior to making any requests.

 Sea Shepherd Conservation Society June 24, 2010 Request for Donated Goods & Support International Chairman Patty Houck Founder & President Captain Paul Watson Board of Directors Anthony Jacobs Kurt Lister Bob Tabor Paul Watson Inessa Vetter Dr. Sam Zuckerman Chief Executive Officer Steve Rood Board of Advisors Richard Dean Anderson Bridgette Sangar Linda Blair Judy Stoyman Berkeley Breathed Dr. Deborah Emsman Pierce Brorah Paul Brown The Honorable Ian Campbell Eric H. Chert John Paul DeJoria Linda D. Finkel Dave Foreman Mark Gable Marnie Gaele Dr. Brian Garaski Mike Geller Hilary Hauer Randall H. Hayes Dr. Herbert Herndon Dr. Alex Hirsch Steve Hird Basil Hirsch Dr. Shirley Hall Dr. Jennifer Hogger Captain Jai Johnson Horty Koenigsmann Peter Koorenburg Dr. Louise Lacey Howard Lyman Katie Mearns Dr. Joe McGinnis Dr. Corinne Menner Alex Pacheco Dr. Roger Payne Sean Piers Grant Piers Jacques Piers Heidi Prescott Dr. Tom Regan Martin Rhein George Sumner Geoff Van Vleet Diane Warren Robert Whitson Sea Shepherd Conservation Society is a registered 501(c)(3) charitable organization. U.S. Tax ID# 82-4793821	 Sea Shepherd Conservation Society (SSCS), a 501(c)(3) non-profit, non-governmental organization based in Friday Harbor, WA. Founded in 1977, by Captain Paul Watson, Sea Shepherd is an international non-profit, marine wildlife conservation organization whose mission is to defend, conserve, and protect the world's marine wildlife species and marine wilderness ecosystems. SSCS is the most aggressive, determined, active, and effective defender of marine wildlife in the world today. You may have even seen us in action on the show <i>Whale Wars</i> . From protecting minke whales off the coast of Norway, to exposing the dolphin slaughter in Japan, to stopping illegal whaling in the Antarctic, to protecting the Bluefin tuna in the Mediterranean, to defending baby seals off the east coast of Canada, and patrolling the Galapagos Marine Reserve, our direct action and documentation has saved hundreds of thousands of lives of marine wildlife worldwide and brought unparalleled international attention to their plight. Please refer to the Sea Shepherd website for more information on our active campaigns and a more detailed history: www.seashepherd.org . Though we have an important mission and critical worldwide campaigns, we are entirely funded by donations. We have local chapters around the world that assist us with this important task, including one in New York City. On August 9th, 2010 in recognition of National S'Mores Day, we will be hosting a "S'more protection for the oceans" fundraiser in Park Slope, Brooklyn. If you can donate supplies for the event, or prizes to raffle, we would be most grateful. For anything you can donate, we will, of course, provide you with a tax-deductible receipt in the amount of the value of the donation. Our clients are the whales, sharks, dolphins, seals, turtles, sea birds and fish. And we do what we do thanks to you. We are aggressive, yet non-violent, and operate within the guidelines of the U.N. World Charter for Nature. You make us strong and you make it possible for us to be the most effective marine conservation organization in the world. For the oceans, For the Oceans,  Julie Andersen Outreach
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For either type of sponsorship, Sea Shepherd can provide a tax deductible letter to the business or the individual in the amount of the donation (or the value of the donated goods.) (Another important note: services are not typically tax deductible.) This letter can be downloaded from the Virtual Outreach Center.

You can either approach friends, family members, clients, and businesses and establishments that you frequent, or you can even just "cold call" to ask for support. Many organizations agree to support us with donations and sponsorships in-kind.

The volunteer team can provide you with a letter to verify your status as an official onshore volunteer which will help you solicit donations. Again, this template is available via the Virtual Outreach Center. Your outreach supervisor can also give you advice on how to




go about doing so. It is best to conduct sponsorship discussions once you are fully comfortable and know how and what you are asking for.

Prior to soliciting sponsors, please contact your volunteer supervisor with the following information:

- Sponsor name
- Type of request (in-kind donation, cash, etc)
- Reason for contact
- Who will be contacting, method and content of request
- Type of commitment and sponsor expectations

You must receive approval prior to soliciting sponsors.

As Sea Shepherd has relationships with many important brands and individuals, it is critical that you coordinate your requests with us, so as to ensure we are managing our relationships with these organizations appropriately and also ensuring the most benefit from these relationships – many of which have taken years to build and are managed by senior level individuals at Sea Shepherd. Imagine the problems it could cause if several of our local volunteers were approaching a partner for individual donations.

 Event Sponsorship & Donation Form	
<small>Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651</small>	
DONOR INFORMATION	
Last Name: _____ First Name: _____	
Name of Business: _____ Contact Name: _____	
Mailing Address: _____	
City: _____ State: _____ Postal Code: _____	
Phone: _____ Website: _____ Email: _____	
EVENT INFORMATION	
Event Name (if the item donated is not for a specific event, put "Open"): _____ Event Date: _____	
DONATION INFORMATION	
Item or Service: (If Cash Sponsorship, indicate cash) _____	
Brief Description: _____	
Special Instructions or Restrictions (i.e. exp. date or exclusions): _____ Retail Value of Donation: _____	
VOLUNTEER COORDINATOR INFORMATION	
Volunteer Who Solicited Donation: _____ Contact Email: _____	
*** FOR OFFICE PROCESSING ONLY ***	
Receipt Amount: _____ Receipt Date: _____	
<small>Sea Shepherd Conservation Society is a registered 501(c)(3) nonprofit organization. Sea Shepherd's mission is to end the destruction of habitat and slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and species. Sea Shepherd uses innovative direct action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas. By safeguarding the biodiversity of our delicately balanced ocean ecosystems, Sea Shepherd works to ensure their survival for future generations.</small>	
<small>*No goods or services were provided in exchange for your gift.</small>	

If you obtain sponsorship, you will need to complete an Event Sponsorship Donation Form for each sponsor to ensure the information is properly recorded in our database. Submit these to your volunteer supervisor at least two weeks prior to your events.

RECRUITING VOLUNTEERS FOR YOUR EVENT

In most outreach situations, it is always more enjoyable to have a friend or two helping. Usually, our volunteers solicit their own local support.

While Sea Shepherd cannot provide other people's private information to you, we can search our database to determine if there are other volunteers in the area and then contact them to see if they may be interested in joining you at the event. Depending on where you are located and also the population density, this may or may not be a very likely scenario.

HAVING CAPTAIN WATSON ATTEND YOUR EVENT

Understandably, Captain Watson is an incredibly busy individual who is often on the high seas defending ocean wildlife. His availability to attend events is limited, his calendar is constantly changing and booked several months – if not years in advance, and unfortunately, it is cost prohibitive and not even physically possible for him to attend every event.

However, there are special circumstances in which Captain Watson may be able to attend an event. If you are lucky enough to be throwing an event in a location Captain Watson is in (or nearby), then his schedule and availability will dictate attendance. He always does his best to attend local events and rally supporters, thanking them for supporting our cause.



Typically, if he is not in the area, then the event proceeds will need to cover travel and lodging costs minimally, though usually to secure his attendance, the event proceeds require a minimal \$10,000 in donations. However, all event organizers must realize that the animals we protect come first – and there are circumstances beyond our control that may trump attendance at an event, even if the attendance was planned.

If you wish to consider having Captain Watson attend an event, please discuss this with your volunteer supervisor at headquarters.

FUNDRAISING AT YOUR TABLE OR EVENT

There are many ways you can fundraise at your table or event. These include:

- 1) Accepting small donations via a donation jar or box.
- 2) Soliciting individuals to become yearly members.
- 3) Encouraging supporters to become part of the Direct Action Crew (meaning they will give monthly – and get a free t-shirt!)
- 4) Offer pins, stickers or the newsletter “Sea Shepherd Log” for a donated amount. You may even want to group these and ask for a larger donation.

- 5) Obtain a product donation from a local business. Offer individuals who donate a certain amount a “gift.” For instance, if they donate \$25, they get a free brownie from a bakery, a discount coupon from a restaurant, or an outdoor thermometer (typically we would accept any donation in-kind that is environmentally and animal friendly.)
- 6) Making a group “ask” at an event. At an organized event, show a video or talk about Sea Shepherd for 5 - 8 minutes. Then ask the crowd to donate, directing them to the donation table. We also have a mobile giving program, which allows individuals to use their phone and text messaging to donate a set amount. However, this program is only advisable in certain scenarios, so it is best to discuss these options with your volunteer supervisor.
- 7) Charge an entry fee for the event that exceeds the price you paid to throw the event. *(Please note: There are specific laws around the amount a donor can deduct if they purchase tickets – and this is rarely the full amount of the ticket. The volunteer team at headquarters can review this with you in detail.)*
- 8) Sell merchandise. (See section on merchandising for available options.)
- 9) Host a silent auction with donated prizes.
- 10) Have a makeup artist face paint kids for a donation.

The ideas are endless. Ultimately, the more unique and interesting the fundraising methods, the more money you may raise. We recommend being creative while planning the event to include fundraising as part of the process.

Certain types of fundraising may require specific processes and possibly even licenses depending on location. For instance, often raffles are considered gambling and require additional paperwork to ensure they are legally approved. Thus, it is absolutely critical to have your volunteer supervisor at headquarters approve any proposed fundraising plans prior to finalizing and promoting them, let alone engaging in them at a tabling or special event.



PREPARATIONS FOR YOUR EVENT

Give yourself and Sea Shepherd plenty of time to plan and prepare. Like most things in life, preparation is the key to success. The first step is to determine the level of outreach you will be doing. If this is your first time doing outreach for Sea Shepherd, then please call the office and ask for the outreach coordinator who can help to determine what level would be best for you.

Once you decide upon the location and what kind of tabling or special event you would like to do and have it approved by your volunteer supervisor, make sure you have properly completed and submitted any necessary forms which may be needed by the organizers BEFORE proceeding. In addition to the internal events, at most events promoting nonprofit outreach, you will probably need to submit a simple application for

tabling space. As described previously, there may be a fee to pay the organizers to exhibit at the event and/or to have electricity at your table.

If you're going to attend an event organized by someone else (like a festival) you will need to know everything you can about the location and the event before the day of the event. Get maps, times, and all the information you can well in advance (such as where you can park your car to drop off tabling materials). Most information is available at the event's website, but when in doubt, ask the organizers. Don't be late or at the wrong spot when you arrive as set-up time is usually an hour or less. Unwanted surprises cost time and energy. If you're meeting other people at the location, especially those helping you with outreach, set a time and exact location the day before, and exchange cell phone numbers (and bring your charged cell phone with you).

And, if you are planning your own event, much planning will need to be done prior to the event. We advise that you contact your volunteer supervisor as you begin planning to ensure you are thinking of all of the areas that need to be addressed. Please see the detailed sections regarding event planning for further details.

Planning to fundraise?

As you prepare for your fundraising event, there are a few critical items to keep in mind during your planning sessions. Because Sea Shepherd is a 501c3 nonprofit organization in the United States and registered charity elsewhere internationally, there are a few elements of fundraisers for which we have specific criteria and requests to keep us in compliance with government regulations. As well, because we are a small staff, and the money you're helping to raise will go directly to funding our campaigns, a few of these requests will help us substantially to reduce processing on our end at Headquarters.

Auctions

If you are planning an auction, please see the auction sections in this manual for details on handling auction item submission, purchase, and receipting. Auctions require the appropriate paperwork to ensure they are done in compliance with laws/regulations. If you are planning on having an auction or fundraiser, please speak to your volunteer supervisor prior to soliciting donations for the auction.

Event Forms

Utilize the following forms at the event itself for ease of processing.: table merchandising, donation, volunteer sign in and e-newsletter/guest sign in, and Direct Action Crew sign up forms An explanation of each form follows. Should your event be selling specific merchandise not already listed on our merchandise form (such as an event poster or t-shirt – which requires special approval, of course), please email



your volunteer supervisor in advance so that we may specifically tailor the forms to your event.

Volunteers and the Briefing

Prior to the event, please contact your volunteer supervisor if you are in need of Sea Shepherd volunteers so that we can facilitate your request (refer to prior section). Please be sure to have a volunteer briefing meeting in advance of your event to meet with all the volunteers and run through the forms, procedures, requested attire, and event details. If possible, please include your volunteer supervisor at the volunteer briefing meeting either by Skype or in person.

AUCTIONS

Auctions (whether live, silent, or a combination of both) are a great way to fundraise. However, they take special planning and consideration. And, increasing your proceeds is often a bit of an art and a science! If you are planning a special event that you wish to have an auction at, we recommend working with someone who has had experience in this area before – or minimally doing your homework online before considering an approach. Auctions need to be well-structured and run as well as well-documented to be successful.

These are very high level descriptions of auctions. For specific processes, please chat with your volunteer supervisor at headquarters in addition to performing your own research. All auctions require approval from Sea Shepherd prior to incorporating them into your event plans.


Silent Auction: Donated items are arranged on display on tables and each one is assigned a number. Bid sheets with the corresponding number are placed next to the item (preferably on clipboards). Guests are welcomed to visit the Silent Auction area and bid on auction items. Sea Shepherd prefers that a minimum is set on each item from where the bidding must be started. Your auction items and sheets should be well lit, and there should be ample space on the bid sheet for all a large number of competing bids. Bidding occurs individually, on paper, during a set time period, and then, winners are announced at the end of the event.



Live Auction: An auctioneer engages the crowd in a live bidding process. Your auction will need to be conducted in an area that is well lit with the proper sound acoustics and visual area to ensure everyone can participate.

General Instructions:

For either type of auction, you will need to solicit items to auction (whether products or services.) Sea Shepherd can provide a tax-deductible letter to the business or the individual in the amount of the donation (or the value of the donated goods) Donors winning the bid (i.e., purchasing the items) will receive a tax-deductible receipt for the amount they paid less the value of the good/service [Note: Think about the receipting process this way – the person or company who donates the item will get a tax receipt for the Fair Market Value (FMV) of that item and the donor will get a receipt for the amount *above* the FMV, therefore, the two receipts add up to the total amount that the donor paid]

 Auction Item Donation Form	
Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651	
DONOR INFORMATION	
Last Name: _____ First Name: _____	
Name of Business: _____ Contact Name: _____	
Mailing Address: _____	
City: _____ State: _____ Postal Code: _____	
Phone: _____ Website: _____ Email: _____	
EVENT INFORMATION	
Event Name (if the item donated is not for a specific event put "Open"): _____ Event Date: _____	
DONATION INFORMATION	
Item (Please include quantity, size, color and other info): _____ Item #: _____	
Brief Description: _____	
Special Instructions or Restrictions (i.e. exp. date or exclusions): _____ Retail Value of Donation: _____	
VOLUNTEER COORDINATOR INFORMATION	
Volunteer Who Solicited Donation: _____ Contact Email: _____	
*** FOR OFFICE PROCESSING ONLY ***	
Receipt Amount: _____ Receipt Date: _____	
<small>Sea Shepherd Conservation Society is a registered 501(c)(3) nonprofit organization. Sea Shepherd's mission is to end the destruction of habitat and slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and species. Sea Shepherd uses innovative direct action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas. By safeguarding the biodiversity of our delicately balanced ocean ecosystems, Sea Shepherd works to ensure their survival for future generations.</small>	
<small>* No goods or services were provided in exchange for your gift.</small>	

You can either approach friends, family members, clients, and businesses and establishments that you frequent, or you can even just “cold call” to ask for donations. Many organizations agree to support us with donated auction items.

Your volunteer supervisor can provide you with a letter to help solicit items and also advice on how to go about doing so. It is best to conduct these discussions once you are fully comfortable and know how and what you are asking for.

Prior to soliciting sponsors, it is critical that you contact your volunteer supervisor with the following information:

- Sponsor name
- Type of request (in kind donation, cash, etc)
- Reason for contact
- Who will be contacting, method and content of request

You must receive approval to host an auction at your event and to solicit items from your volunteer supervisor prior to incorporating this into your event's agenda.

Prior to the event, a list of these auction items needs to be created as well. Please complete the Auction Item List Form and submit it to Sea Shepherd at least 3 days before the event itemizing the auction items – include their Auction Item Number, Title, Artist/Creator, value of item, minimum (or floor) price, and brief description. Two additional columns should be filled out at the end of the auction: the Auction Item Winner's name and the amount paid. In the circumstance the auction is large enough to merit it, we may also use bidder numbers and require all bidders are pre-approved. Please contact your volunteer supervisor to discuss this. ***We will use this list to send you pre-filled Auction Purchase forms so all that will need to be filled out on the night of the event is the winner's name, contact info, and payment type.**

[illegible]

thank-you note if not a receipt as well, so correct spelling of name and addresses is crucial.

SEA SHEPHERD CONSERVATION SOCIETY		
Auction Purchase Form Thank you for supporting direct action on the high seas! Your purchase today will directly benefit Sea Shepherd campaigns to patrol the world's oceans and protect the precious life that lives within them.		
BUYER INFORMATION		
Last Name:	First Name:	Bidder #:
Company Name:		
Mailing Address 1:		
Mailing Address 2:		
City:	State/Prov:	Postal Code:
Country:	Email:	
Home Phone:	Work Phone:	
PURCHASE INFORMATION		
Auction Item Purchased:		Auction Item #:
Purchase Price: \$	Value of Item: \$	
Donation Method: <input type="radio"/> Cash <input type="radio"/> Check <input type="radio"/> Credit Card		
CREDIT CARD INFORMATION		
Card Type: <input type="radio"/> VISA <input type="radio"/> MasterCard <input type="radio"/> American Express <input type="radio"/> Discover		
Card Number:	Exp. Date:	
Billing Address: (if different)		
SIGNATURE:		
*** FOR OFFICE PROCESSING ONLY ***		
Date Card Charged:	Amount Charged:	
Authorization #:	Reference #:	
Receipt Amount:	Receipt Date:	
<small>Sea Shepherd Conservation Society is a registered 501(c)(3) nonprofit organization. Sea Shepherd's mission is to end the destruction of habitat and slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and species. Sea Shepherd uses innovative direct action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas. By supporting the leadership of our dedicated volunteer crew members, Sea Shepherd works to ensure their survival for future generations.</small>		
<small>PO Box 2016 • Friday Harbor, WA 98250 USA Tel: +1 360 376 6000 • Fax: +1 360 376 6004</small>		

The receipt the Bidder receives will clearly state the tax-deductible amount. Please note: the entire purchase price IS NOT the tax-deductible amount. Instead, the tax-deductible amount is = Purchase Price – Value of the Item. So, if a trip worth \$6,000 is purchased for \$10,000, the buyer will only receive a tax deductible receipt in the amount of \$4,000.

Several templates are available for download on the Virtual Outreach Center to use at the event as well, including the item description, the item bid sheet, and a purchase form. These have been created in Powerpoint and can be used as a template for all of your items. Important to note: You must also download and install the Confidential Font – confid.ttf – located on the Virtual Outreach Center as well. The templates can be found in auctiontemplate.ppt.

LUSH GIFT BASKET VALUE: \$ 199.95		
The ultimate in LUSH luxury. Presented in a gold sparkly hat box are 23 of our legendary bath, shower, hair and body products.		
BID AMOUNT	NAME	CELL #
1. \$75		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
WINNER:		

JOLLY ROGER FLAG VALUE: \$ 250.00	
Limited edition campaign flag purchased for our ships. Exclusively Sea Shepherd. Not offered for sale to the public.	
TO BE AUCTIONED LIVE	

LUSH GIFT BASKET VALUE: \$ 199.95	
WINNER INFORMATION:	
NAME	
ADDRESS	
ADDRESS	
CITY, ST, ZIP	
MAIL	
PHONE	
PAYMENT METHOD	
AMOUNT PAID	
COMMENTS	




RAFFLES, DRAWINGS, CONTESTS

Raffles, drawings, and other contests are also effective ways to fundraise and often, based on circumstances, are more appropriate than auctions. Additionally, it is possible that raffles and other contests can be run in conjunction with tabling events – and do not require special fundraising events. Again, while less cumbersome than auctions, they take special planning and consideration. Additionally, based on legalities which vary state by state, special considerations may apply. Please discuss your plans for raffles with your volunteer supervisor prior to proceeding. If we have not already assessed the legality of raffles in your state, we will have to engage an attorney to do so.



For any type of raffle or contest, you will need to solicit items for prizes (whether products or services.) Sea Shepherd can provide a tax-deductible letter to the business or the individual in the amount of the donated prize (or the value of the donated goods.) The more valuable and desirable the items, the more funds you will be able to raise. It is also advisable to promote your raffles prior to the event.

 Raffle / Drawing Item Donation Form	
Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651	
DONOR INFORMATION	
Last Name:	First Name:
Name of Business:	Contact Name:
Mailing Address:	
City:	State: Postal Code:
Phone:	Website: Email:
EVENT INFORMATION	
Event Name (if the item donated is not for a specific event, put "Open"):	Event Date:
DONATION INFORMATION	
Item (Please include quantity, size, color and other info):	Item #:
Brief Description:	
Special Instructions or Restrictions (i.e. exp. date or exclusions):	Retail Value of Donation:
VOLUNTEER COORDINATOR INFORMATION	
Volunteer Who Solicited Donation:	Contact Email:
*** FOR OFFICE PROCESSING ONLY ***	
Receipt Amount:	Receipt Date:
<small>Sea Shepherd Conservation Society is a registered 501(c)(3) nonprofit organization. Sea Shepherd's mission is to end the destruction of habitat and slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and species. Sea Shepherd uses innovative direct action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas. By safeguarding the biodiversity of our delicately balanced ocean ecosystems, Sea Shepherd works to ensure their survival for future generations.</small>	
<small>*No goods or services were provided in exchange for your gift.</small>	

You can either approach friends, family members, clients, and businesses and establishments that you frequent, or you can even just “cold call” to ask for donations. Many organizations agree to support us with donated auction items.

Your volunteer supervisor can provide you with a letter to help solicit prize items and also advice on how to go about doing so. It is best to conduct these discussions once you are fully comfortable and know how and what you are asking for.

Prior to soliciting prize sponsors, it is critical to contact your volunteer supervisor with the following information:


- Sponsor name
- Type of request
- Reason for contact
- Who will be contacting, method and content of request

You must receive approval to incorporate a raffle into your event and approach sponsors from your volunteer supervisor prior to proceeding.

As Sea Shepherd has relationships with many important brands and individuals, it is critical that you coordinate your requests through us, so as to ensure we are managing our relationships with these organizations appropriately and also ensuring the most benefit from these relationships – many of which have taken years to build and are managed by senior level individuals at Sea Shepherd. Imagine the problems it could cause if several of our local volunteers were approaching a partner for individual donations.

Before the event, you will need to complete a Raffle Donation Form for each person or organization donating an auction item. Please fill out the form in its entirety, especially the donor's Contact Info, description of the item(s), and the value of the item(s). Each person will get a tax-deductible receipt for the value of the item(s) they donate to the auction or for SSCS's future use. These forms need to be submitted to your volunteer supervisor a week prior to the event.

Prior to the event, a list of raffle items needs to be created as well. Please complete the Raffle Item List Form and submit it to Sea Shepherd at least 3 days before the event itemizing the raffle items – include their Raffle Item Number, Title, Donor/Artist, value of item, and brief description. Two additional columns should be filled out at the end of the auction: the Raffle Item Winner's name and the individuals' contact e-mail.

		Sea Shepherd Conservation Society PO Box 2616, Friday Harbor, WA 98250, USA Phone: +1-360-370-5650 - www.seashepherd.org				
RAFFLE / DRAWING / CONTEST ITEM LIST						
#	ITEM	DESCRIPTION	DONOR/ARTIST	VALUE (\$)	WINNER NAME	CONTACT EMAIL
1	Whale Wars DVD	Season 2 DVD signed by Paul Watson	Animal Planet	\$24.99		

Date: _____ Event: _____ SSCS Rep: _____

CONTRACTS & PAPERWORK


It may be required, during the course of the event, to provide paperwork to the facility or even to the city in which the event is being hosted that includes proof of insurance, sales tax paperwork, our tax deductible information from the IRS, or state licenses. If you are planning on selling merchandise, soliciting funds, serving alcohol, or even



hosting an offsite event, licenses or permits may be required. It may also be necessary to sign event contracts. Please coordinate with your volunteer supervisor on all of these topics – and do not sign any contracts on your own. Additionally, be sure to bring copies of all requested paperwork and any contracts to the event. These are critical in case we are visited by officials or if terms change once you are onsite (remarkably, this happens a lot!)

ORDERING & SELLING MERCHANDISE

Only approved regional coordinators who have a proven history with us can order and sell merchandise at their events. If you meet this criteria, then download the merchandise order form to request materials. Please note this is a request only, and your form will be reviewed by our merchandising team to determine how much merchandise should be sent – and ultimately what types of merchandise. These decisions are typically based on your chapter location, size, upcoming events, stock availability, seasonality, merchandise popularity and coordinator length of service with Sea Shepherd.

MERCHANDISE ORDER FORM				
 <p>Please return this form to: jen@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651</p>				
VOLUNTEER INFORMATION				
Regional Coordinator Name:		Email:	Phone:	
Mailing Address:				
Notes/instructions:				Date Needed:
ITEM	SIZE	PRICE	PRODUCT ID #	QUANTITY
PAST CAMPAIGN GEAR: TSHIRTS/ PATCHES/ STICKERS				
TSHIRT OP MU (Operation Musashi) - BLACK	S	\$25.00	137621-001	
TSHIRT OP MU (Operation Musashi) - BLACK	M	\$25.00	137621-002	
TSHIRT OP MU (Operation Musashi) - BLACK	L	\$25.00	137621-003	
TSHIRT OP MU (Operation Musashi) - BLACK	XL	\$25.00	137621-004	
TSHIRT OP MU (Operation Musashi) - BLACK	XXL	\$25.00	137621-005	
PATCH OP MU		\$10.00	137619	
STICKER OP MU - 10-pack		\$1.50	137620-002	
TSHIRT OP WAM (Operation Waitz Matida) - BLACK	M	\$25.00	138193-002	
TSHIRT OP WAM (Operation Waitz Matida) - BLACK	L	\$25.00	138193-003	
TSHIRT OP WAM (Operation Waitz Matida) - BLACK	XL	\$25.00	138193-004	
TSHIRT OP WAM (Operation Waitz Matida) - BLACK	XXL	\$25.00	138193-005	
PATCH OP WAM		\$10.00	138194	
STICKER OP WAM - 10-pack		\$1.50	138195-002	
T-SHIRT OP RAGE (Operation Blue Rage) - BLACK	S	\$25.00	138403-001	
T-SHIRT OP RAGE (Operation Blue Rage) - BLACK	M	\$25.00	138403-002	
T-SHIRT OP RAGE (Operation Blue Rage) - BLACK	L	\$25.00	138403-003	
T-SHIRT OP RAGE (Operation Blue Rage) - BLACK	XL	\$25.00	138403-004	
T-SHIRT OP RAGE (Operation Blue Rage) - BLACK	XXL	\$25.00	138403-005	
T-SHIRT OP RAGE (Operation Blue Rage) - WHITE	S	\$25.00	138404-001	
T-SHIRT OP RAGE (Operation Blue Rage) - WHITE	M	\$25.00	138404-002	
T-SHIRT OP RAGE (Operation Blue Rage) - WHITE	L	\$25.00	138404-003	
T-SHIRT OP RAGE (Operation Blue Rage) - WHITE	XL	\$25.00	138404-004	
T-SHIRT OP RAGE (Operation Blue Rage) - WHITE	XXL	\$25.00	138404-005	
PATCH OP RAGE		\$10.00	138413	
STICKER OP RAGE - 10-pack		\$1.50	138412-002	
BUMPER STICKER OP RAGE - 10-pack		\$1.50	138411-002	
CURRENT CAMPAIGN GEAR: TSHIRTS/PATCHES/STICKERS				
TSHIRT OP GULF (Operation Gulf Rescue) - GREY	S	\$30.00	138465-001	
TSHIRT OP GULF (Operation Gulf Rescue) - GREY	M	\$30.00	138465-002	
TSHIRT OP GULF (Operation Gulf Rescue) - GREY	L	\$30.00	138465-003	
TSHIRT OP GULF (Operation Gulf Rescue) - GREY	XL	\$30.00	138465-004	
TSHIRT OP GULF (Operation Gulf Rescue) - GREY	XXL	\$30.00	138465-005	
TSHIRT OP GULF (Operation Gulf Rescue) - WHITE	S	\$30.00	138466-001	
TSHIRT OP GULF (Operation Gulf Rescue) - WHITE	M	\$30.00	138466-002	
TSHIRT OP GULF (Operation Gulf Rescue) - WHITE	L	\$30.00	138466-003	
TSHIRT OP GULF (Operation Gulf Rescue) - WHITE	XL	\$30.00	138466-004	
TSHIRT OP GULF (Operation Gulf Rescue) - WHITE	XXL	\$30.00	138466-005	
PATCH OP GULF		\$10.00	138469	
STICKER OP GULF - 10-pack		\$1.50	138456-002	

When pricing materials at your event, please refer to the most up to date price list posted on the Virtual Outreach Center, as often prices can change and it is your responsibility to ensure full funds are collected for each piece of merchandise sold.

The image on the following page represents the pricing list. This is an internal document.



EVENT TIMELINE

Although every event is different, below you will find a suggested basic timeline for most of your events. Know that this is a generic timeline, and your specific event probably merits changes to the event timeline – and most certainly, additions. Managing your event to a timeline and task list is critical to ensuring you are well-prepared and the event runs smoothly. We recommend you utilize this as a guideline and create your own timeline and task list.

One - Two Months (minimally) prior to the event

- Identify potential event and submit event request paperwork to your volunteer supervisor. Meet with your supervisor and gain approval.
- Identify theme and approach to event (what is the draw?).
- If fundraising event, determine events' agenda and location.
- Define ways to raise money. Begin the sponsorship process. (If auction or raffle are desired, begin the solicitation process.)
- Submit any necessary paperwork and apply for all licenses and permits.
- Identify a potential invitee list.
- Review the event section of the Outreach Manual.
- Have a conference call with your volunteer supervisor.

One Month Prior to the Event

- Submit the Event Listing form to add your event to the calendar.
- If an invitation and online ticket purchase process are merited, work with your volunteer supervisor to facilitate this process.
- Identify any materials you may need designed and work with your volunteer supervisor to obtain these.
- Promote event in social media and also to the press – following Sea Shepherd guidelines.
- Request all materials and possibly merchandise (if applicable.) Use the Outreach Order Form and Merchandise Order Forms.
- Identify potential volunteers for event.
- Coordinate and plan the event's agenda arranging all necessary details.
- Solidify event sponsors – food, drink, space, printing, etc.
- If desired, have banners and posters printed.

Two Weeks Prior to the Event

- If applicable, complete all sponsorship, raffle and/or auction paperwork.
- Continue promoting event. Send out another round of invitations to a broader group.
- Confirm volunteers and hold orientation meeting. Ensure all volunteers complete necessary paperwork and send to headquarters.
- Check to ensure all paperwork and permits/licenses have been processed.

Week of the Event



- Print all necessary event paperwork (table donation forms, auction/raffle forms, guest log/e-news sign up sheets, volunteer sign in sheets, etc.)
- Create your donation “can”.
- Create all unique documentation from templates (auction/raffle item listing sheets, price tags, signage, price lists, etc.)
- Print all licenses, contracts and permits to bring to event.
- Send confirmation email to all attendees.
- Complete your pre-event planning checklist.
- Acquire all materials necessary for the event from local suppliers using event materials checklist as a guide.

Day of the Event

- Meet early with your volunteers to go over last minute changes and the event one final time.
- Set up well in advance of the event.
- Obtain \$100 in change if selling any merchandise.
- Carefully guard all donation and merchandise paperwork and monies taken in at the event.
- Ensure paperwork is appropriately completed – attempt to collect donor details for all donations.
- Take plenty of photos of the event.
- Complete the Offers & Opportunities form any time you receive an offer or request from a guest.
- Attempt to sign up as many individuals as possible as Direct Action Crew members.

Week following Event

- Deposit all cash into the SSCS bank account or convert it into a money order.
- Complete your post-event accounting procedures. Complete the Event Reconciliation Form. Copy all checks and other paperwork (keeping a copy) before sending.
- Complete an Event Briefing form and submit to your volunteer supervisor.
- Send a thank you email to your volunteers.
- Copy all completed Offers & Opportunities forms and any business cards and submit to your volunteer coordinator.
- Send all materials via Fed-Ex (account provided.)
- Submit an Event Report with photos to your volunteer supervisor.



SPECIAL EVENT DESIGNS & BRANDING

As you prepare for your fundraising event, you may wish to design a special event poster, flyer, invitation or even a t-shirt. All of these require approval from headquarters and coordination across multiple internal teams. Generally, Sea Shepherd does not permit the use of their logo and branding (see licensing section for

further detail.) However, in certain circumstances, our team may support your event by creating the branding (depending on event size and scope) or may work with you, maintaining final approval for and ownership of anything created. Please contact your volunteer supervisor for additional information.




ITEMS YOU CAN GET FROM SEA SHEPHERD

We provide several items for your tabling or other special events.

- Sea Shepherd brochures, newsletters, and information sheets
- Our yearly publication: the Sea Shepherd Log (for donations)
- Stickers, tattoos, pins (for donations)
- Videos and visual presentations (with restrictions based on training)
- Direct Action Crew sign up forms (We ideally want everyone to become a member of our Direct Action Crew. This means they have signed up for monthly automated giving and will receive a free t-shirt!)

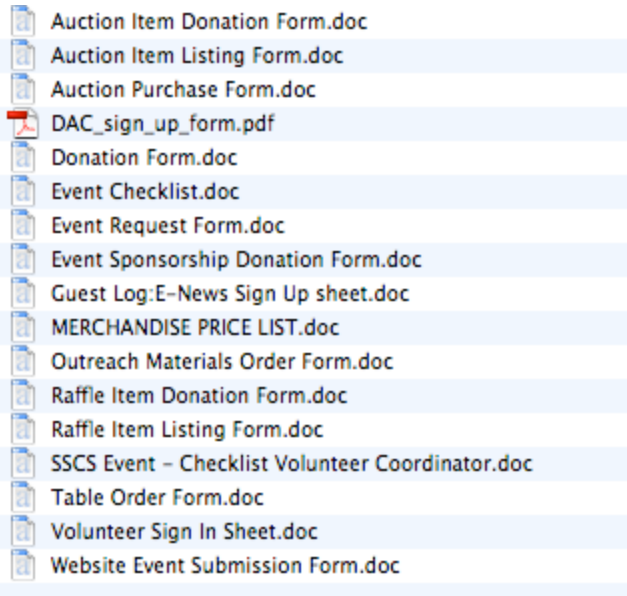
All of these items should be requested from your volunteer supervisor well in advance of the event. Three weeks is required. Please complete the order form and e-mail it to:

volunteer@seashepherd.org.

LITERATURE ORDER FORM			
			
Please return this form to: volunteers@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651			
VOLUNTEER INFORMATION			
Regional Coordinator Name:	Email:	Phone:	
Mailing Address: (Street, City, State, Zip)			
Notes/instructions:		Date Needed:	
ITEM	QUANTITY NOTES	PRODUCT ID #	QUANTITY
RESTOCKS			
General Sea Shepherd Brochure	(Available in Quantities of 100)		
Defending the Seals Brochure	(Available in Quantities of 100)		
Defending the Whales Brochure	(Available in Quantities of 100)		
Defending the Sharks Brochure	(Available in Quantities of 100)		
JR Logo Small Stickers	(Available in Quantities of 100)		
JR Logo Small Pins - (Note: Requires a \$1.00 donation per pin)	(Available in Quantities of 100)		
JR Tattoos	(Available in Quantities of 100)		
Sea Shepherd Video - Presentation, For the Oceans, 30 Years			
Direct Action Crew Signup Forms	(Available in Quantities of 25)		
Sea Shepherd Logs (Note: Requires a \$2.00 donation per log)	(Available in Quantities of 25)		
Other (Please Describe)			
KITS			
Welcome Kit	(Available in Quantities of 100)		
Basic Tabling Kit	(Available in Quantities of 100)		
Presentation Kit	(Available in Quantities of 100)		
Fan Kit	(Available in Quantities of 100)		

ITEMS YOU CAN DOWNLOAD

We provide several items for your tabling or other special events.




All of these forms are described within this section. Go to the Virtual Outreach Center online for all of these items and more.

OTHER EVENT ITEMS YOU SHOULD BRING WITH YOU:

- Folding Table (check to see if it is provided)
- Donation Box (made at home, using the downloadable branding “label”)
- Decorations (using the downloadable “posters” and banners)
- Brochures and forms (sign-in sheets, Direct Action sign up forms, donation forms)
- Merchandise and merchandise purchase forms (if applicable) – and price tags
- Tablecloths for tables
- Any items used for fundraising
- A notebook for writing down offers and filing business cards
- Several ballpoint pens and black/blue "sharpie" markers
- Receipt pad (get a standard “receipt” pad of paper at office supply store for the occasional person who wants a record of their merchandise purchase)
- Calculator
- 3 Clipboards*- with pens attached via string – for E-newsletter/Sign In sheets


- Clear duct tape (to help keep things in place)
- Mounting tape
- Office supplies: Rubber bands (for binding bundles of brochures – keep them neat!), scotch tape, small stapler, safety pins
- Plastic wire ties (for hanging banners and signs)
- Scissors
- String or lightweight rope (for hanging banners and signs)
- Folding chairs or stools (some events don't provide them - check first)
- Clear plastic bags (in case of rain if applicable)
- Water and some food (such as an energy bar)
- Small, medium and large sized binder clips (used to attach things to each other)
- Extension cord for power (if applicable)
- Book lights (if event goes into evening or it is dark)
- Acrylic brochure holder (optional)
- Folding easel for holding posters or acrylic frames
- Folding canopy (if you own one and it's allowed at the event – it can really help on hot sunny days and make you booth stand out – if applicable)
- Change (\$100 in singles, fives and tens) if you are planning on selling any items

 EVENT MATERIALS CHECKLIST	
Folding Table (check to see if it is provided)	<input type="checkbox"/>
Donation Box (made at home, using the downloadable branding "label")	<input type="checkbox"/>
Decorations (using the downloadable "posters" and banners)	<input type="checkbox"/>
Brochures and forms (sign in sheets, Direct Action sign up forms, donation forms)	<input type="checkbox"/>
Merchandise and merchandise purchase forms (if applicable) – and price tags	<input type="checkbox"/>
Tablecloths for tables	<input type="checkbox"/>
Any items used for fundraising	<input type="checkbox"/>
A notebook for writing down offers and filing business cards	<input type="checkbox"/>
Receipt pad (for the occasional person who wants a record of their merchandise purchase)	<input type="checkbox"/>
Calculator	<input type="checkbox"/>
Several ballpoint pens and black/blue "sharpie" markers	<input type="checkbox"/>
3 Clipboards* - with pens attached via string -- for E-newsletter/Sign in sheets	<input type="checkbox"/>
Clear duct tape (to help keep things in place); mounting tape	<input type="checkbox"/>
Office supplies: rubber bands, scotch tape, small stapler, safety pins	<input type="checkbox"/>
Plastic wire ties, string, lightweight rope (for hanging banners and signs)	<input type="checkbox"/>
Scissors	<input type="checkbox"/>
Folding chairs or stools (some events don't provide them - check first)	<input type="checkbox"/>
Water and some food (such as an energy bar)	<input type="checkbox"/>
Small, medium and large sized binder clips (used to attach things to each other)	<input type="checkbox"/>
Extension cord for power (if applicable)	<input type="checkbox"/>
Booklights (if event goes into evening or it is dark)	<input type="checkbox"/>
Acrylic brochure holder, folding easel for posters, acrylic frames (optional)	<input type="checkbox"/>
Clear plastic bags (in case of rain if applicable)	<input type="checkbox"/>
Folding canopy (if you own one and it's allowed at the event – it can really help on hot sunny days and make you booth stand out – if applicable)	<input type="checkbox"/>
Small lockable cash box or container for money	<input type="checkbox"/>



BEFORE THE EVENT – FINAL CHECKLIST

Before the event, double-check and make sure you are prepared. Please complete the following checklist:

 EVENT PLANNING INFORMATION & CHECKLIST		
1.	I have reviewed in detail the Outreach Event section of the Volunteer Manual.	<input type="checkbox"/>
2.	I submitted an "Event Request Form", met with the volunteer team via conference call to review event details & procedures, and my event was approved.	<input type="checkbox"/>
3.	I submitted my request for materials via the "Outreach Materials Order Form" and received all materials needed.	<input type="checkbox"/>
4.	I submitted a "Website Event Submission Form" and my event is posted on the Sea Shepherd Site.	<input type="checkbox"/>
5.	(If sending an invite) I coordinated with the volunteer team to create an invite. The content was approved and they sent an invitation out.	<input type="checkbox"/>
6.	(If selling tickets) I coordinated with the volunteer team to allow individuals to purchase tickets to the event online.	<input type="checkbox"/>
7.	If I need volunteers, I have found them and already met with them to ensure they are briefed and trained.	<input type="checkbox"/>
8.	I have promoted the event via social networking sites and through my own contacts (after the event was posted on the Sea Shepherd Site.)	<input type="checkbox"/>
9.	Please list sponsors here.	
10.	If I solicited sponsors, I submitted their information to headquarters via the "Event Sponsorship Donation Form"	<input type="checkbox"/>
11.	I have enough copies and am familiar with all of the event forms: <ul style="list-style-type: none"> o Donation Forms o Guest Log/E-news Sign-up Sheets o Volunteer Sign In Sheets o Table Order Forms (if selling Merchandise) o DAC Forms 	<input type="checkbox"/>
12.	I have submitted an "Outreach Material Order Form" a month in advance and have all the materials I need. <ul style="list-style-type: none"> o DVDs o Captain's logs/Brochures o Giveaway Items: buttons, temporary tattoos, stickers, patches 	<input type="checkbox"/>
13.	I have all banners and signage. If necessary, I worked with headquarters to create materials for my event.	<input type="checkbox"/>
14.	If I am having an auction or raffle, I have reviewed all the information, done a bit of my own research and have prepared: <ul style="list-style-type: none"> o Auction Purchase Form (for each item) o Auction/Raffle Item Donation Form (for each donation) o Auction/Raffle Item Listing Form 	<input type="checkbox"/>
15.	If I am selling merchandise (must be an approved regional coordinator), I submitted my merchandise order form 3 weeks in advance, have received and inventoried the items and am prepared with forms and also change for the event.	<input type="checkbox"/>

For your own information, please ensure you use the following as reference as well

- ☐ Make sure you know exactly where you're going (do you have a good map and know how to get there?)
- ☐ What time you should be there for setup and are able to find parking?
- ☐ How close can you get your car to the dedicated spot when you arrive?
- ☐ If you are meeting with other volunteers, make sure they know when and where to meet you (do they have your cell phone number? Do you have theirs?) It is also recommended to meet with your volunteers in advance to review the event plan but also ensure everyone is well educated on Sea Shepherd and our campaigns.
- ☐ Take a few moments before the event to have "huddle" with your tabling-mates so that you can review last minutes updates (e.g., where are the restrooms?, have any details changed such as different merchandise or different prices, is there a campaign update), and be sure to get them pumped-up and excited for the event.
- ☐ Are your attendees all well-informed of your event? Did you send out e-mails? Post event on Facebook? Get some local press?
- ☐ Do you have all the supplies you need? Be creative and also think through potential issues. Don't assume you know how you will hang banners or affix posters – every

spot is different. We recommend a walk-thru prior to the event to eliminate any surprises.

- ☐ If you are showing videos or a presentation, have you tested the setup, including audio?
- ☐ Do you have a fundraising plan and a donation jar?
- ☐ If you are selling any items or using items as incentive to donate, do you have ample cash to make change? It is recommended to have \$100 in small bills on hand in your dedicated safe place (e.g., lockbox or dedicated wallet/fanny pack).
- ☐ Do you have a Price List and Merch Signs that are tailored to your event?
- ☐ Do all of your attendees know where to go and how to find your table or event?
- ☐ Also make sure you have all the paperwork you may need
- ☐ Do you have someone to take pictures? We love receiving images of our Outreach Crew in action – and post these on our website. Please include the JPEGs (in high resolution) with your Event Report.



Have you reviewed the list for recommended items to bring with you? Remember: It's almost impossible to make more copies at an event – especially if it is outdoors. Bring more than you will need.

ORIENTING YOUR VOLUNTEERS

Before the event, if you are relying on other volunteers, it is critical to have a plan ahead of time and orient them. We recommend a briefing a few days prior to the event as well as a pre-event “huddle” a few hours prior to the event. Before your briefing, identify all of the activities you need volunteers to assist with and also create a schedule for the event. Ensure you give your volunteers time to eat and rest – keeping shifts manageable. Assign volunteers to tasks based upon their skill sets and also your experience working with them. For instance, assign a trusted volunteer to activities that require dealing with monies. When meeting with the volunteers, ensure they are committed to their shifts and fully understand their responsibilities. Walk through the forms they need to complete and the materials that will be utilized at the event. Also review the plan for the events as well as the goals.


Then, ask your volunteers to attend the event a few hours in advance to assist with setup and also get their bearings. Review the game plan with all volunteers as well as



COLLECTING INFORMATION

[illegible][illegible]

Attendees: It is highly desirable to encourage everyone who visits the table or attends the event to sign the “MySeaShepherd” form. By providing us with some simple contact information, we can keep in touch with them and hopefully, grow our sponsor base. If you are hosting a special event or giving a presentation, we would also like you to collect a sign-in sheet or guest list. Guests should provide their full name, e-mail address and city/state/zip very, legibly so we can utilize the information. We can provide this form to you, or you can download it. [Note: If at all possible, when you see people writing on any of our forms, try to see if it is legible and if not ask them to clarify and then you can clean it up].



Sea Shepherd Conservation Society
 PO Box 2816, Friday Harbor, WA 98250, USA
Phone: +1-360-370-9650 • www.seashepherd.org

GUEST LOG/ E-NEWS SIGN UP
[Please register for E-News and campaign updates from Sea Shepherd]

Name	City/State/Postal	Email

Date: _____ Event: _____ SSCS Rep: _____

If you receive any business cards at the table or event, please send these into the office as well. You should be collecting all offers and ideas (as well as contact information) in a three ring binder that has a business card sheet holder and also forms for collecting this type of information.

 <p>Sea Shepherd Conservation Society PO Box 2616 • Friday Harbor, WA • 98250 • USA Tel: +1-360-370-5650 • Fax: +1-360-370-5651 www.seashepherd.org</p>	Date: _____ Event: _____
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OFFERS & OPPORTUNITIES

Name(s): _____ Circle: male female

Mail Address: _____ City: _____

State/Prov: _____ Postal Code: _____ Email: _____

Tel(hm/wk/cell): _____ Tel(hm/wk/cell): _____

Notes: _____

SSCS Rep: _____

Name(s): _____ Circle: male female

Mail Address: _____ City: _____

State/Prov: _____ Postal Code: _____ Email: _____

Tel(hm/wk/cell): _____ Tel(hm/wk/cell): _____

Notes: _____

SSCS Rep: _____

Name(s): _____ Circle: male female

Mail Address: _____ City: _____

State/Prov: _____ Postal Code: _____ Email: _____

Tel(hm/wk/cell): _____ Tel(hm/wk/cell): _____

Notes: _____

SSCS Rep: _____

Donations: Another important goal is to obtain contact information for every donation given to Sea Shepherd. You see, it is in Sea Shepherd's best interest for you to try to get contact information with EVERY donation. Even when someone tries to donate a very small amount, even into the donation jar, please ask them politely, "Can I jot down your name and address so we can give you a receipt for that donation and so we can stay in touch with you?" Any money that comes with no contact information attached to it is basically a dead-end for us. We cannot thank that person and we cannot solicit that person for further support.

Other information: If you have a discussion with an individual who wants additional information, wants to talk to someone else at Sea Shepherd for instance, about a potential donation in-kind, corporate sponsorship, fundraiser, or campaign contribution, please take all of their information down on your notebook. You will need to collect their full name, mailing address, e-mail and phone number – and most importantly, a high level overview of your conversation and their "offer." Use the above "Offers & Opportunity" form in your three ring binder to collect this information. Assure them you will provide this information to the right person at headquarters who will contact them soon. Provide this to your volunteer supervisor via e-mail within two days following the event.

All information should be compiled after the event, photocopied and sent to your volunteer supervisor at headquarters within a few days following the event with the donations as well. (See below).

INFORMATION SECURITY

Any data you collect as a Sea Shepherd volunteer needs to be provided to Sea Shepherd exclusively. Additionally, none of this data can be shared with other individuals or entities. As part of the Confidentiality Agreement you signed to be a volunteer, you committed to keeping this data secure and private. If anyone raises a concern sharing personal data with you, you can assure them you, and your other volunteers, and Sea Shepherd, are responsible for keeping their information private and that the data is only used in conjunction with supporter management, fundraising, and communication within Sea Shepherd.

THE DAY OF THE EVENT – GETTING STARTED

OK, you've gone through your checklist and believe you have all the items you need to make the day a success. Until you're a highly experienced tabler, our advice is to recheck and ask yourself and the office (and yourself again) if there's anything special you may need for yourself, your co-volunteers, and visitors. The same goes for special events!

If a tabling event starts in the morning, you can usually arrive 1-2 hours ahead to begin table set-up (sometime you can set-up the day before – check with the organizers if they'll have overnight security). We suggest you get to the location as early as possible to begin set-up and decorating and make sure you are "open for business" when the first visitors arrive. There is usually no time to fuss with the table when you're engaged with the public. If you are hosting a special event, be sure to negotiate with the venue or location to allow you the access to setup early.



BE PREPARED BEFORE YOU BEGIN

Having the enthusiasm, proper attitude, and organizational skills to perform outreach are essential, but the most important thing for you to know is what you're actually talking about. As with any new undertaking, you're probably going to need to do some homework on Sea Shepherd and the issues at hand.

Environmental issues on a whole are a very complex mix of science, politics, culture, tradition, and the everyday human condition. After all, we're not trying to save the oceans from alien attack or Mother Nature herself; rather we are trying to save the oceans from the human tendency to under-estimate and over-exploit. Sea Shepherd's struggle may be easiest described as "we stop illegal activities from ruining our oceans," but it goes much deeper than that, and the reasons for Sea Shepherd's controversial



direct action campaigns are as complex as the world itself. You need to be aware of what the issues are and why Sea Shepherd is fighting on the high seas to protect wildlife. This is not a simple task, but you can start with the Sea Shepherd website: www.seashepherd.org.

Know your facts about Sea Shepherd, know the current issues nationally, internationally, and the ones surrounding your local area in terms of marine wildlife problems and be able to discuss them intelligently with people. Try to read Captain Watson's books (reference at the website), his bio, our current brochures, and history overview. Read as much as you can from other websites and books. Talk to those in the know. Watch the movies and shows available including *Pirate for the Sea*, *At the Edge of the World*, *Whale Wars*, *Sharkwater*, and *The Cove*. Knowledge will make you a confident outreach star.

And when you do reach a level of understanding that allows you to speak knowingly to others we ask that you think of yourself as a compassionate teacher in a place where the environment and animals are not yet deemed important enough to work to save.

BREAKING THE ICE

Just like any first meeting between strangers, "breaking the ice" may be the most difficult part of the experience. You may have your personal approaches that work, but if in doubt or if you are shy, you have a great ice-breaker – you're simply going to ask if they have heard of Sea Shepherd, and then go from there based on their answer. Or, you can ask if they have seen "Whale Wars" and then, tell them "we are the people the show is about!"

Knowing exactly when to break the ice is also key to a great start. If you are simply meeting people on the street or outside a market, you may want to see if the target person seems interested in being approached by an activist such as yourself. Positive eye contact is usually a good sign and/or the fact that the person may not be avoiding your direction.

If you are behind a table, you have an advantage – people usually have to approach your table if they are interested in the message. Often, you are approached because people recognize the logo or the materials from Whale Wars. Once they come close to check out the information and materials, that's usually a good time to say a friendly "hello" and ask them if they know about Sea Shepherd. If they haven't heard about SSCS, then you can deliver the summary and go from there if they seem interested.



Here is an ice-breaker that has traditionally worked very well:

Person(s) approach the Sea Shepherd table to get a closer look at the information

Tabler: Hello....have you heard of Sea Shepherd?

Visitor: No. *(If you get a "yes" ask them how they know and go from there)*

Tabler: Well, that's because we rarely spend money on advertising!

Visitor usually giggles at this statement or says something like "oh good"

Tabler: But maybe you have seen the show "Whale Wars?" That's us! In fact, Sea Shepherd has been around for almost 30 years and uses practically all its funds and energy protecting the world's oceans from illegal fishing, whaling, and sealing. We patrol the high-seas and world heritage marine reserve with large ocean vessels manned by volunteer crews who strive to save whales, dolphins, seals, turtle, sharks, birds, and all kinds of marine wildlife from illegal and over-exploitation. Sea Shepherd was founded in 1977 by Capt. Paul Watson (show a picture of Capt. Watson if you have one) who co-founded Greenpeace in the early 1970's. Or perhaps you have seen the show on Animal Planet, *Whale Wars*?

This is usually enough information for the visitor to determine if he/she is interested in hearing more. At this point, hopefully the target is intrigued and you can keep going on about all you know about Sea Shepherd and our life-saving campaigns – past and present. This is a great opportunity to talk about the uniqueness of Sea Shepherd – we are the ONLY organization who does what we do. Sea Shepherd fills a void by enforcing laws that are already on the books to protect marine wildlife but countries and people break those laws all the time.



If all goes well, they may be asking you questions, or better yet, wanting to donate (see below on how to solicit memberships and donations).

However, if your target seems bored or disinterested, you have to decide if you should keep talking or politely give them a brochure so they can read more on their own. Even with interested visitors, you have to balance your presentation and not create an "info-overload" situation. If the visitor loses interest or seems to "drift away" despite all the exciting info you are providing, try backing off and ask if they have any questions, or if they like the ocean (this can lead into tangent topics that interest the guest). At very least, see if they will take a brochure with them to read later if they are intent to walk away.

HANDLING DONATIONS

As previously mentioned, a large part of outreach is soliciting donations and raising funds.

While Sea Shepherd knows that our volunteers are decent people interested in promoting Sea Shepherd and saving the world from greedy and corrupt people who over-exploit nature, there will be times when you will be collecting money on behalf of the organization and there must be a trust between us. We will greatly appreciate your careful and precise handling of any financial transactions.

On many occasions while you're performing outreach, the people you are talking with may decide to make a donation and will give you money to support SSCS. This could be simply a token donation (25 cents, \$1-\$5 dollars) or could be substantial (e.g. \$20 bill or a check or credit card for a significant amount of money). It is important to keep any and all cash donations separate from your own money so there's no mystery to solve when you account for cash donations later on. A donation box or jar (where people walking by cannot reach their hands into and typically is covered on all sides not to tempt would be petty thieves) is the ideal setup. Be sure to label the box clearly and boldly, so potential donors are encouraged to give – and set the box in a place of prominence, the middle of the table is usually best.

While it would be ideal if the donor sends their gift of \$20 or more (cash, check or charge) via mail or donates it online to the main office, often times donations are far more generous when it is in direct response to an ask you make or a story you tell. When the donor leaves the table or event, while they probably have good intentions, they may forget to follow through later. Therefore, you should be fully prepared to accept donations and send all the money received to the main office in a timely fashion.

And, in fact, you should be encouraging donations. To record the donations properly, you should have a stack of our tabling or event donation forms so you can record the donor's personal contact information – this will assure that their personal information gets into our donor database so they can receive our bi-annual newsletter, the Sea Shepherd Log, routine updates, and appeals for donations in the future. And, if the donation is over \$20, they will also receive a tax deductible receipt and a thank you.



Another important goal is to obtain contact information for every donation given to Sea Shepherd. You see, it is in Sea Shepherd's best interest for you to try to get contact

information with EVERY donation. Even when someone tries to donate a very small amount, even into the donation jar, please ask them politely, “Can I jot down your name and address so we can give you a receipt for that donation and so we can stay in touch with you?” Any money that comes with no contact information attached to it is basically a dead-end for us. We cannot thank that person and we cannot solicit that person for further support.

While this may seem like overhead – collecting their information - our donors appreciate the feeling they receive from our structured process, as they are assured their donations will contribute towards our campaigns.

Please follow this procedure for accepting donations:

- 1) **Ask for Donations:** After talking to a donor and telling them about our mission and campaigns, respectfully ask if they would be able to contribute. Let them know any amount is appreciated. Try to encourage them to become Direct Action Crew members (monthly givers) or members as well – particularly if they don’t have any money to contribute at the event or table.
- 2) **Accepting Donations Gratefully:** Accept the donation and thank the donor for their support. Tell the donor that the funds will be sent to the office ASAP and will help Sea Shepherd’s mission.
- 3) **Filling Out the Forms:** Use the Tabling Donation Form and fill it out yourself, or you can ask the donor to legibly fill out the personal contact info section so you can include it with the money received (cash, check or charge). Write your name on the bottom of the form as the SSCS Representative who helped secure the donation. If the donor wishes to become a member or part of the Direct Action Crew, there are separate forms for this process.
- 4) **Donations by Check:** If the donation is by check (any amount), please make sure it has a name, address, and telephone phone number on the face of the check (Tel # is vital in case there’s a problem with the check). If all the contact info is pre-printed on the check, kindly ask if it’s all current. Ask if they have an e-mail address, and write that on the check in addition to telephone number.
- 5) **Credit Card Donations:** If the donation is via credit card, the donor must complete the tabling donation form and provide their credit card numbers (follow the brochure’s direction and always get a telephone number and e-mail incase there’s a problem running the card later. Whereas the donor can easily donate with a credit card via online, it is infinitely better to get them to commit to a donation in your presence as they may forget to do it later. Be sure to keep credit card numbers confidential and in a safe place (see paperwork and money section below). It is also critical to get both a mailing and billing address for the donor.
- 6) **Get the Donor’s Address:** If the donation is \$5 or more in CASH, ask the donor (and strongly encourage this) if he/she is willing to provide their personal information (name, address, telephone, e-mail) so we can send them newsletters and updates.



If possible, you should get an e-mail address for the donor who makes a cash donation of \$1 or more (the table sign-in sheets are very helpful for that). Write down that the donation was in cash.

- 7) **Donation Jar/Box:** If you are running a table and it is permissible, you should add an eye-catching “donation jar” to the table top to help take in token and impulse cash donations. A donation jar can be easily made from an unused paint can, coffee can or small box. Simply cover the container with black paper and then, print the provided donation label in black and white. Be sure that the money inserted can’t be easily removed by people putting their hands in the container, blow away in windy conditions, or getting knocked over – a closed top with a slot for bills is ideal. Also ensure there are no jagged edges. If the money in the container can be easily seen, you may want to add a couple of “seed” dollars that will help motivate others to donate.



If you see someone putting in \$5 or more (cash or check) into the jar, you should follow the donor information steps above, unless the person indicates that he/she wants to make an anonymous donation (don’t fight it, just thank them and make a note to yourself for accounting). You can use the small bills donated for change should a donor need to break a larger bill (e.g. they want to donate \$10 but only have a \$20).

SECURING FUNDS

It goes without saying that it is critical to keep the funds you collect secure. Often our tables and events can bring in thousands of dollars in cash, which attracts petty thieves. We recommend that you utilize a locked cash box to collect monies and you keep this box secure, far from prying eyes and hands. We also recommend making change from a “fanny pack” in which you only keep a small amount of money – never allowing anyone to see the amount of cash that has been collected. (It is also a smart idea to empty the donation can out of sight regularly). Some of our volunteers make bank runs during the day to minimize the amount of cash on hand. Never leave the money unattended. And, consider credit card and donation slips as valuable as cash.


DONATION FORM

One of the most critical forms is the donation form. The purpose of the form has many functions, including:

- A) Recording the personal information of the buyer so we can send them info (tax-deductible receipt, thank-you letter, mail, e-mail) in the future. This is vital to every nonprofit’s operation.



- B) Serving as a very important paper trail for payment made by cash, check, and/or credit card. At the bottom of the form are boxes to mark for type of payment so you know later what to find in your wallet/purse. In the case of credit cards, the card numbers you record will be used by the office to charge the amount agreed, therefore it's imperative that these sheets be filled out as completely as possible (including legible name, telephone numbers, expiration date, address, etc.). Staple all checks to the Donation Form it relates to.

DONATION FORM	
 Sea Shepherd Conservation Society PO Box 2616 • Friday Harbor, WA • 98250 • USA Tel: +1-360-370-5650 • Fax: +1-360-370-5651 www.seashepherd.org	
Date:	_____
SSCS Rep:	_____
Donation: \$25 ___ \$35 ___ \$50 ___ \$75 ___ \$100 ___ \$150 ___ \$200 ___ \$300 ___ \$500 ___ Other _____ [USA memberships \$25 or more receive newsletter.]	
Name:	_____ Circle: male female
Mail Address:	_____ City: _____
State/Prov:	_____ Postal Code: _____ Email: _____
Tel(hm/wk/cell):	_____ Tel(hm/wk/cell): _____
<input checked="" type="checkbox"/> Yes, sign me up for Sea Shepherd's Mobile Alert List to receive occasional text updates. Messaging & data rates may apply.	
Cash <input type="checkbox"/> Check <input type="checkbox"/> TOTAL: \$ _____	Bill Address: (If Different)
Credit Card: VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> AmerExp <input type="checkbox"/> _____	
Amount to Charge: \$ _____	
Card #: _____ Exp: _____ Signature: _____	
Mail receipt?: <input type="checkbox"/> Yes <input type="checkbox"/> No (saves trees)	Donation On Behalf of? _____

Make sure to mark the Date and Event name in the upper right hand corner. [Note: If possible, prior to printing the sheets for your event, type this into the form in Microsoft Word and print the bulk of the sheets needed with this information already on it; or you can fill this part out before the event or in between donors].

Make sure to put your initials as the SSCS Rep. listed at the very bottom of the form; this is to indicate who the volunteer was who physically took the donation.

TIP: In between busy times at the table, use the down-time to organize your paperwork and money. It is best to do this regularly so that you can fill in any information that was not written down BEFORE IT IS FORGOTTEN. Sometimes if you look at the paperwork after someone has left the table and you quickly look and find missing info, you have a chance to chase-down that person.

You can fill out the supporters name and contact info or you may have them fill it out; when the table is busy, it is easiest to hand this to the donor with a pen and ask them to fill it out. Remember to always check to see if the writing is legible and all fields are complete. If you are having a hard time reading it, please ask the person their name and contact info to clarify anything that is illegible and correct it yourself. No matter how small the merchandise purchase or the donation amount is always make sure to fill out the supporters contact information. It is critical that we get correct information into our database. You may have heard the old saying "Garbage in, garbage out." What that means is that if our data entry workers cannot read any part of the name or address or e-mail address there is a chance that we will never be able to reach that person again

and that physical mail we send to them will be a complete waste (including wasted paper/trees and costs for printing and postage).

Supporters may donate by cash, check, or credit card. Make sure to check the box for the Payment Type, either Cash, Check, or Credit Card. Again, you can fill out the supporter's credit card info or you may have them do it. Make sure to check the form to see that the expiration date and signature has been provided. Ask the donor to show you his or her driver's license so that you can match the name to the credit card.

IMPORTANT: As you can imagine, the credit card info on the form makes the form vulnerable to theft and/or misuse. It's extremely important that you place all filled-out forms in a safe place after they are completed (i.e., your personal "safe" bag that you keep near you at all times). See below for more under "Taking care of paperwork and money."

IMPORTANT: It is vital that you keep your personal money separate from that meant for Sea Shepherd. It's highly recommended that you use a separate wallet or purse for your tabling efforts with an exact amount of change cash noted at the beginning (e.g. \$100 in small bills). At the end of the event, you can subtract the amount you pre-deposited for change, then all the remaining cash (collected from sales, donations, and from the table-top donation jar) is assumed for Sea Shepherd.

MERCHANDISE FORM

If you are part of a group with an approved regional coordinator who is permitted to sell merchandise on our behalf, then you will also need a collection of Merchandise Forms. This is also a critical form and must be completed carefully, regardless of how busy the table is. Please don't take short cuts as we must account for every item sold. Ensuring sales balance merchandise sold is your responsibility and you may be held accountable in case of discrepancies. So please, for all our sakes, ensure accuracy and caution.

This form is used as a record of the merchandise purchased (and allows for the collection of any donation received as part of the purchase) at this fundraiser or event.

When a supporter makes a merchandise purchase and possibly donates money, as well, you must use this form. It is very important to fill out all the necessary information listed on the form.

Sea Shepherd Conservation Society				Date: _____
PO Box 2616 • Friday Harbor, WA • 98250 • USA Tel: +1-360-370-5650 • Fax: +1-360-370-5651				Event: _____
Donation: \$25___ \$35___ \$50___ \$75___ \$100___ \$150___ \$200___ \$300___ \$500___ Other \$_____				
(USA memberships \$25 or more receive newsletter. International membership min: US \$30)				
Name(s): _____		Circle: male female		
Mail Address: _____		City: _____		
State/Prov: _____		Postal Code: _____		Email: _____
Tel: _____		Tel: _____		
*PRODUCT (All prices are in US \$)	Qty.	*Price each	Subtotal	*For Office Use Only
T-shirt: short sleeve		\$		
T-shirt: long sleeve		\$		
Swatshirt		\$		
Hat		\$		
Patch		\$		
Sticker		\$		
Poster		\$		
CD/DVD		\$		
Book		\$		
Gift Item		\$		
Miscellaneous		\$		
Cash <input type="checkbox"/> Check <input type="checkbox"/>		Donations: \$		
Credit Card: VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> AmerExp <input type="checkbox"/>		Merchandise Sales: \$		
Amount to Charge: \$_____		SUBTOTAL: \$		
		TOTAL: \$		
Card #: _____		Expiration Date: _____		
Billing Address (if different): _____				
Signature: _____				
For Membership/ Donations Only: Mail receipt: <input type="checkbox"/> Yes <input type="checkbox"/> No (saves trees)				
Notes: _____				
SSCS Rep: _____				
*PLEASE REFER TO MERCHANDISE PRICE LIST FOR PRICING INFORMATION & PRODUCT DESCRIPTIONS				



- Make sure to mark the Date and Event name in the upper right hand corner. [Note: If possible, prior to printing, type this into the form in Microsoft Word and print the bulk of the sheets needed with this information already on it; or you can fill this part out before the event or in between customers].
- Make sure to put your initials as the SSCS Rep. listed at the very bottom of the form; this is to indicate who the volunteer was who physically handled the transaction.
- You can fill out the supporter's name and contact info or you may have them fill it out; when the table is busy, it is easiest to hand this to the customer with a pen and ask them to fill it out. Remember to always check to see if the writing is legible and all fields are complete. If you are having a hard time reading it, please ask the person their name and contact info to clarify anything that is illegible and correct it yourself. No matter how small the merchandise purchase or the donation amount is always make sure to fill out the supporters contact information.
- There is no reason to complete two forms if someone is buying merchandise and donating. Therefore, at the top of the form there is a box designated for donations that are received as part of the purchase. If they are only donating, please use the donations form. You can check the box next to the amount donated and if the amount is not listed mark the amount in the "Other" section.
- Please make sure to fill in all the necessary info in the Merchandise Product section. All the merchandise that is available for this event should be listed in this section. There will be a "Miscellaneous" category so that other items that are not listed may be added. Please mark the quantity and any additional information, such as size or color, in the appropriate section. Make sure to fill in the Subtotal.
- Supporters may pay or donate by cash, check, or credit card. Make sure to check the box for the Payment Type, either Cash, Check, or Credit Card. Again, you can fill out the supporter's credit card info or you may have them do it. Make sure to check the form to see that the expiration date and signature has been provided. Ask the donor to show you his or her driver's license so that you can match the name to the credit card.
- Please make sure to write down the total amounts for Merchandise Sales and Donations separately and provide the Total in the appropriate section. These forms must contain all the necessary info so that we may enter this into our database.



WHAT DONATIONS ARE USED FOR

As a nonprofit fully funded by the public, every amount donated is applied towards Sea Shepherd's important mission. Sea Shepherd has been awarded 4-stars by Charity



Navigator, a leading charity evaluator based in the United States. Less than one quarter of the charities evaluated by Charity Navigator have received 4-stars, their highest rating. Sea Shepherd's rating clearly indicates that it has outperformed most other charities in the United States and that it is amongst the best when it comes to responsible fiscal management.

<http://www.charitynavigator.org/index.cfm?bay=search.summary&orgid=5784>

There are two types of donations: general and restricted. General donations can be used towards any active Sea Shepherd campaign, and we have the ability to direct the monies to area of greatest need. A restricted donation must be applied in the area the donor indicates (for instance for the Antarctic Whale Defense Campaign.)

It is critical you do not mislead donors by telling them what the funds will be used for and do not encourage them to indicate a restriction. Sea Shepherd prefers to accept general donations as it gives us the most flexibility to apply it towards whichever active campaign requires the funding. If a donor requires that monies be used for a specific campaign, then you must label the donation in that manner, indicating to headquarters that the donation is restricted and is to be used for XXXX.

TAX DEDUCTIBLE RECEIPTS & LETTERS

Donors will receive tax-deductible receipts for their donations in the mail, which is why it is so critical they provide their information to us. You can let them know we are an IRS-approved 501C3 nonprofit, meaning their donations are tax-deductible, and that within a few weeks, they will receive their receipt letter.

If an individual or business makes a donation in-kind, these must be recorded as well, since they will need to receive a tax-deductible receipt and also, Sea Shepherd will need to enter their information into our database. Collect their contact name, phone number, e-mail address, full mailing address, amount of donation (we can only provide them with a receipt that describes the amount of donation) and a description of the donation and e-mail this to your volunteer supervisor.

DIRECT ACTION CREW

Another incredible way to fundraise for Sea Shepherd is to encourage individuals to join our Direct Action Crew (DAC). This means donations not just a one-time donation on the day of the event, but ensures a longer commitment, which benefits all of the oceans' wildlife. At any event, whether it is a table or special event, your goal should be to sign up as many individuals as possible. The program, which is a monthly giving program, has great benefits for the donors and for Sea Shepherd and is our premiere giving program

By joining our Direct Action Crew, a donor maximizes their ability to make a difference helping us budget and plan for campaigns as well as to react quickly to emergencies as they arise in the field. Donors can choose to make monthly or quarterly donations from their credit cards or checking accounts.



The process is simple. Have a donor complete the form and then, return it to Sea Shepherd. We will process it and then, their monthly or quarterly gift will be electronically transferred from their credit card or checking account to Sea Shepherd on the 5th day of each month (or if it's a weekend or holiday, the next business day). A record of each gift will show up on their regular bank/credit card statement and this arrangement will continue until they let us know that you wish to stop.

And, Direct Action Crew members get a lot of special benefits for their support. They:

- Receive a 20% discount off of all Sea Shepherd merchandise.
- Receive regular issues of our “insiders” newsletter, Sea Shepherd Log.
- AND, receive a Sea Shepherd Classic T-shirt. (We will send this to them.)

Read the DAC form yourself so that you are familiar with all of the benefits (such as the fact that we do not send monthly receipts which saves paper and postage).

Be sure to have a good supply of DAC forms on hand and be prepared to talk about the program. Review the form information and let donors know all of the benefits for Sea Shepherd, for them, and most importantly, for the ocean wildlife we defend.

We are currently experimenting with special DAC incentive gifts to encourage sign-ups at larger events. Contact your volunteer supervisor to discuss potential options.

Have the donor complete the form. Be sure they:

- Indicate the amount that you want to contribute to Sea Shepherd each month or quarter from their credit or checking account.
- Print their name on front and address on back - clearly.
- Sign and date the form.
- Provide you with a check or credit card information for the first donation.
- For DAC by check: You MUST get a check from that person; you cannot simply write down the account and routing number. It is best if the person would fill out the check in the amount of their monthly contribution, but it is also acceptable to take a VOID check.
- And, most importantly, indicate T-shirt size and address on backside of coupon at the bottom.

DEFENDING OCEAN WILDLIFE AND HABITATS WORLDWIDE. JOIN THE SEA SHEPHERD DIRECT ACTION CREW!

Now you can join our convenient Direct Action Crew and maximize your support for Sea Shepherd's ongoing campaigns and conservation ships – and help us budget and plan for campaigns as well as to react quickly to emergencies as they arise in the field.

It's easy. You simply authorize Sea Shepherd to receive a monthly or quarterly gift from your credit card or checking account.

YOUR GIFT WILL GO FURTHER THAN EVER BEFORE TO HELP MARINE WILDLIFE!

Upon signing and returning the enrollment form below, your monthly or quarterly gift will be electronically transferred from your credit card or checking account to Sea Shepherd. A record of each gift will show up on your regular bank/credit card statement. This arrangement will continue until you let us know that you wish to stop.

REASONS TO ENROLL TODAY!

More Convenient for You:

- No more postage costs!
- No more check charges!
- No lost checks!
- No more wasted time writing checks!

Increased Value to Sea Shepherd:

- Speeds up the arrival of your gift so funds can immediately be put to use!
- Money saved can be used to increase our help to marine life in peril!
- Reduced administrative costs maximizes the impact of your donation!
- Predictable cash flow enables Sea Shepherd to react quickly to emergencies!

SIX MORE Great Benefits:

- Saving paper saves trees!
- It's easy to make changes or stop your contributions (just call, fax, or email us any time)!
- t: 360-370-5650
- f: 360-370-5651
- e: DAC@seashepherd.org
- Receive a 20% discount off of all Sea Shepherd merchandise.
- Receive regular issues of our "Insiders" newsletter, Sea Shepherd Log.
- Still receive our regular campaign updates.
- AND, receive a Sea Shepherd Classic T-shirt.

HERE'S HOW TO JOIN THE DIRECT ACTION CREW IN FIVE EASY STEPS:

1. Use the short form below to indicate the amount that you want to contribute to Sea Shepherd each month or quarter from your credit or checking account.
2. Print your name on front and address on back.
3. Sign your name and indicate the date you signed.
4. Mail the completed enrollment form to Sea Shepherd with your check or credit card number for your first month's contribution.
5. Indicate T-shirt size on back side of coupon at bottom.

Please detach here and return to Sea Shepherd

YES! I want to join the Direct Action Crew to support Sea Shepherd's ongoing campaigns and emergency actions. I understand that my donation will be electronically transferred from my bank or credit card account in the amount and schedule I have indicated below.

My signature below authorizes Sea Shepherd to receive:

☐ \$5 ☐ \$10 ☐ \$15 ☐ \$20 ☐ \$25 ☐ \$50 ☐ \$100 Other \$_____

In the currency of _____ (Country) On a ☐ Monthly, or ☐ Quarterly basis.

☐ From my Checking Account (This option is available to US and Canadian supporters only.) Note: Please include your first donation with a check from your account.)


☐ By Credit Card (This option is available to supporters anywhere in the world.) ☐ Discover ☐ VISA ☐ American Express

Account Number: _____ Expiration Date: ____/____/____

Name: _____ Telephone: _____

Signature: _____ Date Signed: _____

Signature required for both checking and credit card sign-up



SEA SHEPHERD

You can tear off the coupon from the form and give them the top part of the sheet. Keep the coupon with the check (if they paid with a check) and submit these as part of the forms you send back to Sea Shepherd.

Please ensure you keep the forms safe and private (as there is sensitive data on them) and that all of the information is printed clearly, just like a donation or Merchandise Form.

Remember, the more Direct Action Crew Members you sign up, the stronger our campaigns can be!

WHEN THE EVENT OR TABLING DAY IS OVER

- 1) **Closing Time:** Know the event's end time in advance and be ready to take down your table and other decorations in the time allotted (usually an hour or two after the event officially ends). Don't disassemble your exhibit early unless you absolutely must, even if the event seems "dead" long before the stop time. In many cases it's bad form to take down a table before the posted end, and you may be fined by the event coordinators. If the event seems dead or a waste of your time and you would



rather do something more productive, ask the event coordinators if it's OK to strike early beforehand.

- 2) **Keep Funds Safe:** If money was collected via donations, make sure that it is all accounted for before you start to take down the table. Cash donation jar must be removed so money doesn't get lost or misplaced. We recommend that you keep all cash collected in your front pants pocket and put any valuable paper (checks, credit card numbers, e-mail contacts, etc) in a very safe place to organize at home later.
- 3) **Organize Printed Material:** All brochures, info sheets, and other handouts should be properly organized and stowed. They have a long shelf-life if properly stored and transported. Remember, crumpled brochures and info sheets are not desirable to handout, so even though they are free, consider them valuable. [Note: Use those rubber bands (from your Preparation Checklist) to make neat stacks!]
- 4) **Be Gracious:** Thank anyone and everyone that helped you (event coordinators, other volunteers, etc). Represent Sea Shepherd well! Thank-you notes (even e-mail) go a long way.
- 5) **Clean Your Area:** Be sure that you didn't leave anything behind, especially trash on the ground (trash cans are usually plentiful at events). Sea Shepherd is a clean land advocate, too, and you leave a bad impression if you leave a mess behind. If it's dark by the time you wrap, get a flashlight from someone or use your car headlights to illuminate the location. Remember, if you leave something valuable behind that isn't later recovered or returned, Sea Shepherd is at a loss and you may have be held financially responsible. Make sure you pack up all your personal items, especially bags in which you may be storing valuable paper.
- 6) **Return All Donations and Paperwork to SSCS:** All donations (as well as any money collected on behalf of Sea Shepherd for memberships, etc), must be sent immediately succeeding the event to the main office with any supporting paperwork. After carefully adding the total cash received – you should go to a bank or post office and get a money order or cashier's check and mail the check in lieu of the cash. NEVER mail the cash and we would prefer to NOT receive a personal check from you, but rather, the money order made out to Sea Shepherd. Important: If you have out-of-pocket expenses related to the tabling event, you must not "dip" into the donations to cover them – rather, you should itemize your pre-approved expenses (e.g. parking, gas, entry fees) on paper with receipts and Sea Shepherd will promptly reimburse you those expenses by check. Complete a reimbursement form with any expenses and submit this as well. Your volunteer supervisor can assist you with the proper completion of this form.
- 7) **Complete an Event Report.** See below for details.



TAKING CARE OF PAPER WORK & MONEY AFTER THE EVENT

As stated above, all cash, checks, credit card information, and donation forms you supervise must be properly handled and safely stored throughout the day so it's all there when you get back home. This includes the table sign-in sheets on which people provided their e-mail addresses for general SSCS news and action alerts. When you get home after a long day tabling or a busy event, even though you are tired, it is best to quickly go through the paper and money to confirm that the cash, checks, and forms are properly accounted for. If you wait too long and a problem presents itself, you may not remember all the details. At the latest, reconcile the paperwork the very next day.

1) Separate out non-monetary paperwork

First, take the stack of completed Guest Sign In/ E-Newsletter Sign Up Sheets and paperclip them together and set them aside. If you had volunteers, include the Volunteer Sign In Sheets as well.

Next, separate out all the Direct Action Crew Forms. Where the donor paid with check, attach the check to the form. Set the stack aside.

If you had an auction or raffle, sort out the completed Auction Listing Forms or Raffle Listing Forms for inclusion in the package as well.

You get the idea: Step One is to sort like papers with like papers!

2) Count and process all monies

Count your Cash

Don't forget the scorecard you kept for token sales (e.g. \$5 for logs), which should have all been for cash. Add each pile of receipts and note on a separate piece of paper (i.e., \$233 Cash, \$100 checks, \$175 charge).

Be sure to count the cash minus the cash you pre-deposited into your Sea Shepherd wallet/purse for change (if applicable). If you provided \$20 for change, deduct this first and put back with your personal money. Note how much cash you collected.

Checks

All checks must be photocopied. Ideally, we would like to have the check copied WITH its matching form, but if you have too many checks, this could take a long time and a lot of paper. If this is the case, then you may photocopy the checks in groups (4 per page). Make sure that on EVERY form, you indicate "PHOTOCOPIED" so that there is no chance that a check gets missed. Once this is complete, you can staple the check to the Tabling Form so that they will stay together. If you are missing the paper trail for a check in hand, then try to remember why...maybe the check was for a straight donation and contains all the contact info on the front. In the rare instance you are missing a




check for a form indicating paid by check, look through all boxes and bags, pockets, etc. Maybe they paid with cash and you marked the wrong box. As long as you have a paper-trail, then a missing check or paperwork can be rectified later, but this is why it is important to do the reconciliation work as soon as possible after the event.

3) Sort payment forms and calculate subtotals

Once you have counted your cash and have all of your payment forms in a pile, you will need to sort through your payment forms. Use the Event Reconciliation Form as a means to organize your information.

What the payment was for needs to be taken into account as well. These payments are either:

- Donation only
- Merchandise (with donation possibly)
- Auction item

 Event Reconciliation Form	
Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651	
VOLUNTEER INFORMATION	
Volunteer Name: <input style="width: 90%;" type="text"/>	
Email: <input style="width: 45%;" type="text"/>	Phone: <input style="width: 45%;" type="text"/>
EVENT INFORMATION	
Event Name: <input style="width: 45%;" type="text"/>	Date: <input style="width: 45%;" type="text"/>
MONIES COLLECTED	
DESCRIPTION/TYPE	AMOUNT
Donation Forms - Cash as payment method (with donor name)	\$0.00
Donation Forms - Checks as payment method	\$0.00
Donation Forms - Credit Cards as payment method	\$0.00
SUBTOTAL (Donations Forms)	\$0.00
Merchandise Forms - Cash as payment method (with donor name)	\$0.00
Merchandise Forms - Cash as payment method (Anonymous)	\$0.00
Merchandise Forms - Checks as payment method	\$0.00
Merchandise Forms - Credit Cards as payment method	\$0.00
SUBTOTAL (Merchandise Forms)	\$0.00
Auction Item Forms – Cash as payment method	\$0.00
Auction Item Forms – Checks as payment method	\$0.00
Auction Item Forms – Credit Card as payment method	\$0.00
SUBTOTAL	\$0.00
CASH DONATIONS – NO FORMS (Anonymous)	\$0.00
TOTAL MONIES	\$0.00

The following outlines how to handle each group:

Donations Only (Donation Form): Anyone who makes a “donation only” payment will be receipted by HQ, so these forms need to be grouped together, bound together, and labeled in stacks according to payment type (cash, checks, and credit cards). Make a note of the subtotal amount of donations made in cash, check, and credit card on the

Event Reconciliation Form. Also ensure that every donation form that indicates a check was provided has a check affixed to it.

Merchandise Purchase (Merchandise Form): We do not issue tax-deductible receipts for merchandise purchases*. However, donors have the option of making a donation as well when they buy merchandise. They will get receipted for the donation portion of their total payment. So dividing the forms between “merchandise purchases only” and “merchandise purchases that include a donation” is preferable. Make a note of the subtotal amount of merchandise purchased with cash, check and credit card on the Event Reconciliation Form. Also ensure that every donation form that indicates a check was provided has a check affixed to it.

Auction Items (Auction Purchase Form): A tax-deductible receipt will only be issued to a donor who pays over the value of the item, and that receipt amount will only be for that portion that is above the value of the item [Note: The person who donated the item will get a receipt for the value of the item. These two amounts add up to the total amount that the donor paid]. These auction transactions are entered and coded in our database differently than donations or merchandise purchases so, again, they need to be separated out. Make a note of the subtotal amount of auction items purchased with cash, check and credit card on the Event Reconciliation Form. Also ensure that every donation form that indicates a check was provided has a check affixed to it.

Once the stacks are made, please bind each stack and label it as to what it is.

4) Reconcile monies.

You should now be able to subtotal all monies taken in by type. All credit cards were recorded on the form, and all checks should be affixed to each form. Now you simply need to reconcile your cash.

First count the cash you have taken in. Then, subtotal all of the forms for which cash was paid (consider these your receipts). This includes the Auction Payment Forms, Merchandise Forms and the Donation Forms.

Most of the time, the cash in hand significantly exceeds the cash receipts because people contributed in your donation jar as anonymous donations. In this situation, note how much extra cash is present on the Event Reconciliation form and make sure that you're not missing any forms which can explain a large difference.

5) Send us all monies and paperwork.

As soon as you can (no later than 3 business days), please send via FedEx all the valuable paper to your volunteer supervisor at headquarters. This should include all donation forms, direct action forms, eNewsletter signups, cash, checks, credit card info, and the table sign-in sheets. To be safe, it's best to make photocopies of the checks and credit card paperwork in the rare situation that the paper gets lost in transit. These copies must be destroyed by you when the SSCS office confirms they have processed all paperwork and have no questions.



Cash should not be sent back to the office but deposited at a local Wells Fargo branch with the deposit slip sent to us with the checks and credit card forms. If there is no local Wells Fargo branch nearby, please go to a bank and buy a Money Order and send that with the checks.

The cash deposit slip, and all of the rest of the payments and corresponding paper work should be sent back to us via FedEx 2-Day on our account.
Our account # is 2419-6608-9.

Please send it to our physical address:

Attention: Heather Callin
Sea Shepherd Conservation Society
216 Halvorsen Rd.
Friday Harbor, WA 98250
Phone: 360-370-5650

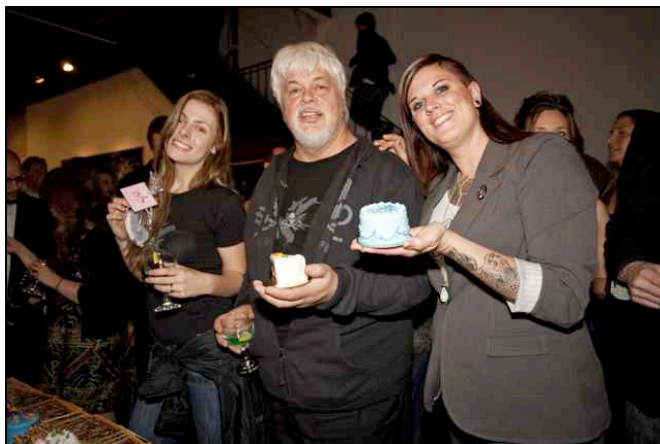
Again, proper organization and attention to detail at all stages is key to success. If indeed you have less cash than the receipts indicate, and/or you feel you were victim of theft or mismanagement by another who was helping you, then talk to your Sea Shepherd contact about how to handle this.

IMPORTANT: As stated above, but warrants repeating – All donations must be sent to the main office with any and all supporting paperwork. If you have out-of-pocket expenses related to the tabling event, you must not “dip” into the donations or extra cash collected to cover them – rather, you should itemize your pre-approved expenses (i.e., parking, gas, entry fees) on paper with receipts and Sea Shepherd will promptly reimburse you those expenses by check. Thank you for your understanding and cooperation.

**Receipts for “merchandise only” payments: Occasionally, people will ask for a receipt for their purchase of products. This can be taken care of by keeping a standard pad of receipts (i.e., such as the ones that can be purchased at an office supply store) and handwriting this receipt at the point of sale.*


COMPLETING AN EVENT BRIEFING FORM

After an event, we ask that you submit a final report to the team. This report includes a description of the event, as well as pertinent details regarding the event’s outcomes. Please utilize the Event Briefing Form and submit it to your volunteer supervisor at Headquarters within



five days of the event.

After submitting the form, please schedule a conference call with your volunteer supervisor in order to discuss the event.

 Event Briefing Form	
Please return this form to: volunteer@seashepherd.org Tel: +1-360-370-5650 • Fax: +1-360-370-5651	
VOLUNTEER INFORMATION	
Volunteer Name:	
Email:	
Phone:	
EVENT INFORMATION	
Event Name:	
Date:	
EVENT DETAILS	
Type of Event	
Brief Event Description:	
Estimated # of attendees or visitors (if table)	
# of Direct Action Crew (DAC) new members	
Net monthly contribution solicited from DACs	\$0.00
# of Offers/Opportunities (attach report & copies of all business cards)	
# of individuals that signed up for eNewsletter	
TOTAL INCOME (attach reconciliation form with details)	\$0.00
Donations	\$0.00
Merchandise sales	\$0.00
Other fundraising income (auction, tickets, raffle)	\$0.00
TOTAL EXPENSES	\$0.00
TOTAL PROFIT	\$0.00
When will you be submitting paperwork and funds?	
When will you be submitting an event report for the website?	

THE FINAL STEP: PAST EVENT REPORT

After an event, we ask that you submit a final report to the broader team. In addition to staying in touch and learning about our volunteers' activities, Sea Shepherd likes to post a recap of the event on our Event Report page on our website (see <http://www.seashepherd.org/events/past-events.html>) . This is a great way to build support and enthusiasm for your local group while promoting your efforts!




Complete the Past Event Report form and submit it to volunteer@seashepherd.org.

- You write in the 1st person.
- The event description is two to four paragraphs long and includes:
 - The purpose of the event
 - The venue
 - The size of attendance if impressive
 - Results (not in dollar amounts)
 - Sponsors
- Please mention people who attended such as SSCS staffers, crewmembers, volunteers, special guests. Be sure to give kudos and thanks to all parties who assisted.
- The report is edited and free of any grammar or spelling mistakes.

Photo for the Event:

- Insert small images of at least two photos into your report.
- E-mail (or FTP) the JPEGs separately as well so they can be used on the website.
 - Do not edit the photo files in any way (i.e., do not crop or resize).
- Include captions for each photo including people's names from left to right.
- Include the photo credit information (i.e., who took the picture).

 <h2 style="margin: 0;">Past Event Report</h2> <p style="margin: 0;">Please return this form to: volunteer@seashpherd.org Tel: +1-360-370-5655 • Fax: +1-360-370-5651</p>	
VOLUNTEER INFORMATION	
Volunteer Name:	
Phone:	Email:
EVENT INFORMATION	
Event Name:	Date:
Event Description:	
IMAGE #1: (insert thumbnail below) (include description of picture) IMAGE #2: (insert thumbnail below) (include description of picture)	IMAGE #3: (insert thumbnail below) (include description of picture) IMAGE #4: (insert thumbnail below) (include description of picture)

MISCELLANEOUS

APPEARANCE: While Sea Shepherd does not insist that its representatives go outside their belief/value system in regards to appearance (e.g. religious or personal path that limits bathing, personal hygiene products, etc) , it's highly recommended that you take the time necessary before outreach events to groom and be as presentable as possible.



Remember you have an important group of clients to represent – seals, dolphins, whales, tuna – and you want to be as successful as possible.

First impressions are important. As with any first meeting, you will want to look presentable. A clean and neat appearance and a friendly face make you more approachable.

We would like you to wear your Sea Shepherd gear to all events. Depending on the size of the event, it is possible we can provide you with one. Please contact your volunteer supervisor to discuss options.

Another thing to keep in mind is that you never know when you may be photographed. So look your best!

BREAK TIME: Ideally, you will have help with you and you can escape for a 20 minutes to grab a quick bite and be ready to discuss the issues when you return to give your table buddy a break. If that is not possible, please refrain from eating while visitors are around.

ALCOHOLIC BEVERAGES: The consumption of alcoholic beverages while working as a Sea Shepherd representative is not allowed.

SMOKING: If you're a smoker, please don't smoke while doing outreach for Sea Shepherd. If you smoke on your breaks, please be sure to thoroughly wash your hands after breaks. We don't want the smokey smell transferring to the clean, new apparel we are trying to sell.



Thank you for your support!

We hope you have a good time, develop some good friendships and connections, and feel good about your participation in helping to protect our oceans!