



the Schooner  
J. & E. Riggín

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## J&E Riggín "Schooner Squad" Street Team

A street team is a 'grass-roots' organization is called upon to advertise and promote an event.

### How can I earn points for the Schooner Squads?

<i>Ways to Earn</i>	<i>Length of Task</i>	<i>Points Earned</i>
Refer a friend, relative or co-worker who then makes a reservation	30 seconds	100 points
<b>Post a comment on other food, travel, and sailing related blogs with a link back to our website and blogs.</b>	<b>1 minute</b>	<b>5 points per post</b>
Post a link to us or review of your trip on the Internet - such as Trip Advisor, Yelp, Frommer's, AAA or other travel sites	5 minutes	20 points
<b>Post to a discussion board or rate us on travel websites.</b>	<b>5-15 minutes</b>	<b>50 points per post</b>
Sign up for our e-newsletter or blogs - "Windjammer News" Broad Reach - our sailing blog; Artichokes & Asparagus - Annie's food blog	1 minute	10 points
<b>Post your trip photos in Photobucket or Flickr and tag the description Maine windjammer, sailing vacation, J&amp;E Riggín</b>	<b>5 minutes</b>	<b>20 points</b>
Share with us a contact to your work, church, guild or club newsletter that we can send an article or one of Annie's famous recipes for placement in their newsletter.	1 minute	50 points
<b>Send the names and addresses of 5 folks whom you think would love a Windjammer trip and we will mail them our information</b>	<b>3 minutes</b>	<b>50 points</b>
Hand someone our "Yes, I Sail" business card at your next conference, church or club meeting, grocery store or even at the DMV.	5 minutes	5 points per card
<b>Suggest a promotional idea that we end up implementing</b>	<b>1 minute</b>	<b>50 points</b>
Give a 2 minute talk about your trip at work, church, guild or club meeting	2 minutes	100 points
<b>Write a 500 word story about your trip with us for your work, guild, or club newsletter, or submit to your local paper</b>	<b>1 hour</b>	<b>100 points</b>
Host a Riggín dinner party using recipes from Chef Annie's Cookbook	1-3 hours	50 points
<b>Host a get-together to discuss eco-friendly vacations and practices Such as how to compost, ways to recycle, and making your own cleaning supplies</b>	<b>1-3 hours</b>	<b>50 points</b>
Post a brochure at work	30 seconds	20 points

When you complete an action item, drop us an email and we will record and track your points.

5 points = \$1.00 toward items in the Ship's Store  
5 points = \$1.00 toward your sailing vacation\*  
125 points = \$25 in Mid-Coast Money\*\*  
250 points = \$50 in Mid-Coast Money\*\*  
500 points = \$100 in Mid-Coast Money\*\*  
1,000 points = A lobster dinner for two

\* Not to be combined with any other offers or discounts.

Points are rolling and there is no expiration date for them.

\*\* Mid Coast money can be redeemed at any business that is a member of the Penobscot Bay Chamber of Commerce - email us for a list of participating businesses. Businesses include shops, restaurants, B&B's and hotels.