


Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge for XXXXX! We are thrilled to have you on board and have your help fulfilling our mission of XXXX. This toolkit contains a number of exciting tips and tricks to increase your impact and fundraising efforts. Your engagement in fundraising and participating in our Over The Edge event will make a big difference in the lives of those in our community. The earlier that you get started the better!

- Event Details 2**
 - What is Over The Edge? 2
 - Our Mission 2
 - Event FAQs 2
- Getting Started..... 3-4**
- How to Raise \$1000 4-6**
 - Best Practices 4-5
 - Inspiration..... 5
 - Fundraisers 6
- Fundraising Worksheet 7**
- Letter Templates 8**

FOR MORE HELP

See the next participant webinar:

<https://attendee.gotowebinar.com/rt/7936562298288108801> 

EVENT DETAILS

WHAT IS OVER THE EDGE?

Over The Edge is a special events company that provides signature events for non-profit organizations anywhere in North America and is currently expanding globally! Business leaders, individuals, and community members are invited to raise donations in exchange for the experience of going Over The Edge of a local building. Over The Edge has raised over \$70 million for non-profits around the world.

OUR MISSION

Our ultimate goal is to eradicate pediatric cancer. We will not rest until childhood cancers of all types are a forgotten nightmare. The hugs for brady foundation is a non-profit organization (tax id: 27-3921673) your donations are 100% tax deductible. No donation amount is too small and no donation amount is ever too large. With this growth, we have been able to accomplish more, and have a larger impact upon our community. We welcome new volunteers with open arms.



EVENT FAQS

Minimum Age Requirement	Anyone can participate! The only restriction is that anyone under the age of 18 requires a parent or guardian signature on the legal waiver.
Weight Requirement	Over The Edge's equipment safety standards require that people be between 100 and 300lbs in order to safely rappel.
Do I need to have experience to participate?	Not at all! I've included a document on what to expect on event day! This will tell you everything you need to know about the process!
Fundraising Minimum	\$1000
How many tall is the building will you be rappelling?	256 feet
Fundraising Deadline	September 30, 2021
What should I wear to the event?	Dress comfortably! Do not wear overly loose or baggy clothing, or clothing with long drawstrings. Wear soft-soled, close-toed shoes or sneakers.
Can I wear a costume?	Costumes are allowed. Every attempt will be made to fit costumes around harnesses and helmets. It is ultimately the decision of the Site Safety Supervisor. Stringy, loose, excessive costumes must be avoided. Head pieces that will not accommodate a helmet or obscure the vision are not allowed.

GETTING STARTED

MAXIMIZE YOUR IMPACT AND INVITE YOUR COMMUNITY TO JOIN YOUR EFFORTS.

Step 1- Sign up! Visit our Over The Edge event page at <https://www.justgiving.com/campaign/hugsforbrady-over-the-edge-2021> You will need to register for the event on our website. After registering, you will need to create a fundraising page. Take advantage of this opportunity to personalize your page by uploading a picture, setting your fundraising goal, and including a message about why you are participating!

Step 2- Ask!

The number one reason that people give is because they are asked. Don't be shy about telling everyone you know that you are participating in Over The Edge for The Hugs for Brady Foundation. Don't forget to go to places where you spend money like your hair salon, favorite restaurant, or your gym.

Use this fun and easy plan to raise over half of your fundraising goal in only 5 weeks:

When?	Who To Ask?	Watch Your Total Grow!
Week 1	Use your online personal page to sponsor yourself	\$200
Week 2	Ask 6 Family Members/Friends for \$25 each	\$150
Week 3	Ask 6 Co-workers for \$25 each	\$150
Week 4	Get 4 businesses you frequent to sponsor you for \$100 each	\$400
Week 5	Ask your Boss to support your efforts	\$250
Your 5-Week Grand Total		\$1150

Step 3- Follow Up!

Always follow up! Many people will need more than one request to donate and most will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal. Send a thank you letter, note, or message to your donors. For your sponsors, consider including a crazy picture of you from the event so they remember you next year.

Step 4- Reach your goal? Keep going!

- \$1,000+ Receive 1 Rappel spot and T-shirt
- \$1,500 + Receive 1 Rappel spot, T-shirt and a DVD of your experience
- \$2,500+ Receive 1 Rappel spot, 1 VIP gift bag with T-shirt and other goodies, a DVD of your experience, use of a GoPro during your rappel, and 2 tickets to the VIP Event
- \$3,000+ Receive 1 Rappel spot, 1 VIP gift bag with T-shirt and more, a DVD of your experience, use of a GoPro during your rappel, 2 tickets to the VIP Event AND entry into a draw to win a night on the town for two valued at \$1000!

Step 5- Have Fun!

You've worked extremely hard to reach or surpass your goal. Get a group of family and friends together to watch you go Over The Edge. Take that time to take in the view and remember the good work you did here. Remember to post a photo after your event to your social media accounts to show your supporters that you did it!

HOW TO RAISE \$1000

You've registered to go Over The Edge, you have the date circled on your calendar, now what? Start fundraising today! Before you know it, you will have your \$1000 raised and be on your way to the top!

BEST PRACTICES

1. Start Early!

Although it may seem like you have all the time in the world to fundraise, this event will be here sooner than you think! The sooner you start fundraising, the more money you will raise for your non-profit and the sooner you will reach your goal.

Remember, as soon as you reach your goal, you will be able to choose your fundraising time and officially make it onto the event schedule!

2. Create an Email Schedule!

It is easy to be keen when you start fundraising, but lose steam a couple weeks in. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content. This ensures that you will be switching up your messaging, so your potential donors are not receiving the same ask repeatedly. Keep it interesting.

Suggested topics for your emails;

- Ask your non-profit to provide mission related blurbs to add to your emails. This keeps your potential donors updated on WHY you are doing this and how it is helping.
- Include updates on where you are in the fundraising process and how much more you need to reach your goal.
- Include pictures and videos from Over the Edge – just ask us for them!

3. Get Help From Your Support System!

If your friends and colleagues are not able to donate, that's OK! There is lots they can do to help you reach your goal; Ask them to share your personal fundraising page on social media. Provide them with "info cards" about the event that include your fundraising website and ask them to distribute it. Ask them to reach out to the people in their lives that may have a connection to the mission, and would consider donating.

Know your Facts!

Be sure you can talk about our mission and how funds you ask for will make a difference. People give because they are asked, they care, and the person asking is passionate.

4. Make a Video!

As opposed to writing post after post on your social media forums, consider switching it up! Make a video detailing what you are doing and why you are doing it; most viewers will watch a video before they will read a post. It is easier to communicate the mission of the non-profit profit you are supporting when you are speaking about it – the video makes it more personal.

5. Use Your Community Connections!

- Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- Create a raise-athon week!
- In your email and on social media use wording similar to this “Everyone who donates to me this week, will go in a draw to win ___”
- At the end of the week, get someone to take a video of you drawing a name, and post it! That person wins something, and you’ve made some extra money!

Add the event logo to your e-mail signature. You can also include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts.

FUNDRAISING INSPIRATION

Floor sponsors and donations

Divide the number of floors into your minimum amount raised; \$1000/20 floors, \$50 pledge per floor.

Foot sponsors

Same as floors, except use the height of the building in feet; \$1000/200 feet, \$5 per foot.

Corporate matching

Many companies match charitable contributions their employees make. See if your company will match donations or total funds raised. If they only match employee giving, have as many co-workers give as possible.

Corporate donations

Don't forget you can ask area businesses to support you.

Office campaigns

- You can put together some mini-fundraisers to benefit your cause
- Bake sale – sell cookies at your desk.
- BBQ fundraiser (charge for lunch or ask for donations)
- Baskets – keep a donation plate on your desk or in a common area
- Challenge: have a peer in another department go Over the Edge with you and see who can raise the most money, or whoever raises the most must go Over the Edge.

FUNDRAISERS

Fundraisers are really just excuses to have a party! Think of something that you and your friends and/or family like to do and make it a benefit to help you to get to be able to go Over the Edge in April.

Key Elements

Start planning early

- Promote your event
- Use social media and e-vites to spread the word quickly and cheaply
- Be sure to send out reminders as your event approaches
- Tell each guest to bring a friend or two
- Decide if you'll be charging a flat rate or simply asking for a suggested donation
- Include a silent auction or raffle to increase donations at your event
- Pass around a jar at the event and ask people to donate their change

Don't know what to plan??

We've included some great ideas for you below. Not everything on this list will appeal to you. Pick something that sounds like fun and start planning! If you need help on how to plan a great fundraiser, let us know. We are here to help!

- Babysitting by Donation Bachelor/Bachelorette Auction Bake Sale
- BBQ Cook Off
- Clothing Swap Night
- Be a Designated Driver- Ask for donations
- Benefit Concert Bingo Night
- Board Game Tournament Bowling Tournament
- Car Wash Chili/Spaghetti Cook Off
- Craft Show Dinner Party
- Dodgeball Tournament Dog Wash
- Garage Sale Holiday Bizarre Karaoke Night
- Kick Ball Tournament Movie Night
- Pancake Breakfast Pet Sitting
- Pizza Party
- Poker Tournament Raffle
- Scrapbook Party
- Sell Something on Ebay Silent Auction
- Snack Basket at Work Softball Tournament Trivia Party
- Volleyball Tournament Wine & Cheese Party

FUNDRAISING WORKSHEET

Use this form to make a list of all possible donors to your fundraising effort. Once you have listed everyone you can think of and assigned an “ask” amount to each one, start fundraising and keep track!

Donor Name	Relationship to Me	Ask Amount	Received?
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

FUNDRAISING LETTER TEMPLATE

Hello Family and Friends,

I have signed up to do something amazing! I have joined Over the Edge in support of The Hugs for Brady Foundation. Over The Edge is much like it sounds: I will stand on the roof of the Hilton Meadowlands in East Rutherford and step Over the Edge and rappel 256 feet to the ground! I'm not making this up: check out the event website (insert event website).

I am not asking you to rappel the building with me, but I will need your support to get to the top. I am not only going Over the Edge, but I am also committing to raise \$1,000 for The Hugs for Brady Foundation. The Hugs for Brady Foundation's ultimate goal is to eradicate pediatric cancer. They will not rest until childhood cancers of all types are a forgotten nightmare.

How can you help? By making a 100% tax deductible donation to my website here: (insert your website)
Please help me support the great work that The Hugs for Brady Foundation is doing. I promise to rappel a building in return!

Thank you for supporting The Hugs for Brady Foundation and helping me to go OVER THE EDGE.

Sincerely,

(Your name here)

REMINDER LETTER TEMPLATE

Hello Family and Friends,

Thank you to everyone that has donated! So far I have raised (\$XXX). If I can raise \$1,000 I will stand on the roof of Hilton Meadowlands in East Rutherford, step Over the Edge and rappel 256 feet to the ground! I'm not making this up: check out the event website at <https://hugsforbrady.org/over-the-edge/>

I am not asking you to rappel the building with me but I will need your support to get to the top. I am committing to raise awareness for The Hugs for Brady Foundation by going Over the Edge, and I am also pledging to raise money to fund their vision The Hugs for Brady Foundation's ultimate goal is to eradicate pediatric cancer. They will not rest until childhood cancers of all types are a forgotten nightmare.

You can help by making a 100% tax deductible donation to my website here: (insert your website)

Please help me support the great work that The Hugs for Brady Foundation is doing. I promise to rappel a building in return!

If you have already donated or want to help more, please feel free to pass this email along!

Thank you for supporting The Hugs for Brady Foundation and helping me to go OVER THE EDGE!

Sincerely,

(Your name here)