

#### Fundraising Toolkit for Participants

##### Thank you for signing up to go Over The Edge for 2020! We are thrilled to have you on board and have your help fulfilling our mission of ensuring that no one faces cancer alone. 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!

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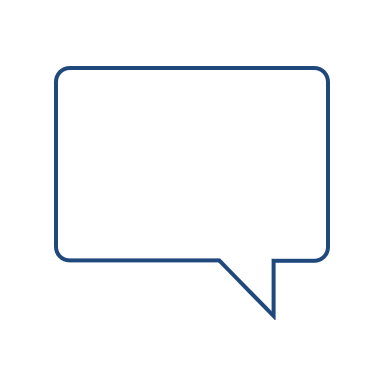
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**FOR MORE HELP**For fundraising tips, contact Lindsey Dalton, Development Director, at (608)828-8862 or [lindsey@gildasclubmadison.org](mailto:lindsey@gildasclubmadison.org). Questions about event details, sponsorships, or logistics? Contact Val Hartjes, Director of Events and Corporate Partnerships, at (608)828-8870 or [val@gildasclubmadison.org](mailto:val@gildasclubmadison.org).

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**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

As you may know, Gilda’s Club Madison’s mission is to ensure that no one faces cancer alone. At Gilda's Club Madison you will find emotional support, cancer education, wellness activities, social gatherings, expressive arts, and more!



**Your participation** will support families in our community touched by cancer. No one should feel isolated during their cancer journey. Every dollar that you raise will stay local.

# EVENT FAQs

|  |  |
| --- | --- |
| Minimum Age Requirement | Anyone can participate in an Over The Edge event. People in their 80s and 90s rappel! 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 must be between 100 and 300 lbs. in order to safely rappel. |
| Do I need to have experience to participate? | Not at all! **I’ve included a document** provided by Over The Edge on what to expect on event day! This document will tell you everything you need to know about the process from registration to the roof and back down again! |
| Fundraising Minimum | $1000 |
| Number of rappel spots open | 90 |
| How many Stories will you be rappelling | 14 |
| Fundraising Deadline | Event Day |
| 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 but are subject to the same limitations as baggy clothing. Every attempt will be made to safely fit costumes around harnesses and helmets. As with shorts, it is ultimately the decision of the Site Safety Supervisor. Stringy, loose, or excessive costumes must be avoided. Head pieces that will not accommodate a helmet, obscure the vision, or are notably large or heavy will rarely be allowed. |

# Getting Started

**Fundraising Made Easy!***Maximize your impact and invite your community to join your efforts.*

* Step 1- Sign up! Visit our Over The Edge event page at [www.overtheedgemadison.com](http://www.overtheedgemadison.com)
  1. You will need to register for the event on our website. There is a $25 registration fee which will count towards your $1000 fundraising goal. 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!
  1. 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 2020. Don’t forget to go to places where you spend money like your hair salon, favorite restaurant, or your gym.

***Beat the Average***

*Use this fun and easy plan to raise over half of your fundraising goal in only 6 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

Week 6 Ask 6 more Family Members/Friends for $25 each $150

***Your 6-Week Grand Total $1300***

* 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!

|  |  |
| --- | --- |
| If you raise…. | You’ll get… |
| $1,000+ | 1 rappel spot |
|  | Over The Edge wristband |
|  | Over The Edge t-shirt |
|  | Professional, high-resolution photo of you going “over the edge” |
|  | “Instant gratification” photo of you going “over the edge” shared in a Facebook album the night of the event |
| $2,000+ | Everything listed above, PLUS a canvass print of a professional photo of yourself going “over the edge”! |
| $2,500+ | Everything listed above, PLUS 2 tickets to the VIP event |

Plus…

* If you raise $1,000+ by August 15th, you’ll also be entered to win an overnight stay at the Hilton Monona Terrace with breakfast, valued at $300!
* If you raise $1,000+ by September 15th, you’ll also be entered to win a 10 punch pass to Boulders Climbing Gym, valued at $200!
* If you raise $1,500 by September 15th, you’ll also be entered into a drawing to win an Over The Edge duffel bag!
* $2,500+ by October 1st, receive an entry into a drawing to win an extra rappel spot for a friend or family member!
* Top 2 fundraisers also receive the use of a GoPro during your rappel
* 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**

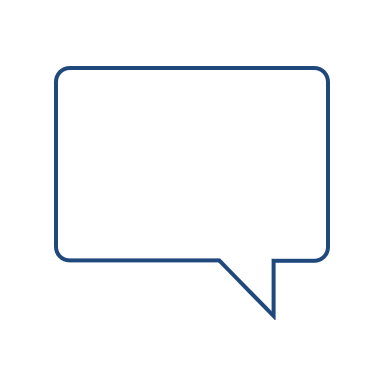
1. **Start Early!** 
   1. Although it may seem like you have all the time in the world to fundraise, this event will be here sooner thank you think! The sooner you start fundraising, the more money you will raise for your non-profit and the sooner you will reach your goal.
   2. Remember, as soon as 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!**
   1. It is easy to be super keen when you start your fundraising journey, but lose steam a couple weeks in.
   2. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content.
   3. This ensures that you will be switching up your messaging, so your potential donors are not receiving the same ask over and over again. Keep it interesting.
   4. Suggested topics for your emails;
      1. 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.
      2. Include updates on where you are in the fundraising process and how much more you need to reach your goal.
      3. Include pictures and videos from Over The Edge – just ask us for them!
3. **Get Help From Your Support System!** 
   1. 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;
   2. Ask them to share your personal fundraising page on their social media forums
   3. Provide them with “info cards” about the event that include your fundraising website and ask that they distribute it to their network.
   4. Ask them to reach out to the people in their lives that may have a connection to the mission, and would consider donating.
4. **Make a Video!**
   1. 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;
   2. Most viewers will watch a video before they will read a post.
   3. 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!**
   1. Get something donated from a business in your community

(gift certificate, swag bag, service, etc.)

* 1. Create a raise-a-thon week!
  2. 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 \_\_\_”

* 1. 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
  + $1000/14 floors, $72 pledge per floor
* Foot sponsors
  + Same as floors, except use the height of the building in feet
  + $1000/129 feet, $7.75 per foot
* Corporate matching
  + Many companies will match charitable contributions their employees make. See if your company will match your donations or the total funds you raise. If they only match employee giving, get as many of your co-workers to 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 has to go Over The Edge. For execs, challenge other departments or challenge an exec from another company!

# 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 July.

**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 quest to bring another friends 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
* Bake Sale
* BBQ Cook Off
* Be a Designated Driver- Ask for donations
* Benefit Concert
* Board Game Tournament
* Car Wash
* Craft Show
* Dodgeball Tournament
* Dog Wash
* Garage Sale Holiday
* Bizarre Karaoke Night
* Kick Ball Tournament
* Pet Sitting
* Pizza Party
* Poker Tournament Raffle
* Scrapbook Party
* Sell Something on EBay Silent Auction
* Snack Basket at Work
* Trivia 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.** |  |  |  |
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| **18.** |  |  |  |
| **19.** |  |  |  |
| **20.** |  |  |  |

**Fundraising Letter Template:**

Hello Family and Friends,  
   
I have signed up to do something that many of you may think is crazy. I have joined Over the Edge in support of Gilda’s Club Madison. Over The Edge is much like it sounds. I will stand on the roof of the Hilton Monona Terrace in downtown Madison and step Over the Edge and rappel 129 feet to the ground! I’m not making this up…check out the event website [www.OvertheEdgeMadison.com](http://www.OvertheEdgeMadison.com).

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 pledging to go Over the Edge, but I am also committing to raise $1,000 for Gilda’s Club Madison. Gilda's Club Madison offers a welcoming community of FREE support for everyone touched by cancer—at any age, any stage, and any diagnosis—along with their families and friends. Their innovative program is an essential complement to medical care, providing networking and support groups, workshops, education, and social activities.

How can you help? By making a 100% tax deductible donation to my website here: (insert your website)

You may also send checks or money orders made out to Gilda’s Club Madison:

Gilda’s Club Madison

7907 UW Health Ct.

Middleton, WI 53562

Please just put my name and “Over the Edge” in the gift memo, so that Gilda’s Club knows that you are supporting my fundraising efforts.

Please help me support the great work that Gilda’s Club Madison is doing. I promise to climb down a building in return!

Thank you for supporting Gilda’s Club Madison and helping me to go OVER THE EDGE.   
   
Sincerely,  
   
(Your name here)

**Reminder Letter Template:**

Hello Family and Friends,  
   
Thank you so much to everyone that has already donated! I wanted to send you an update and let you know how my efforts to get to the top of Hilton Monona Terrace are going. So far I have raised ($XXX). If I can raise $1,000 I truly will stand on the roof of the Hilton Monona Terrace in downtown Madison and step Over the Edge and rappel 129 feet to the ground! I’m not making this up…check out the event website insert here: [www.OvertheEdgeMadison.com](http://www.OvertheEdgeMadison.com).

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 committing to raise awareness for Gilda’s Club Madison by going Over the Edge, but I am also pledging to raise money to fund their mission of supporting families touched by cancer. They make sure that anyone in our community has the emotional support, education, and wellness activities they need on their cancer journey.

How can you help? By making a 100% tax deductible donation to my website here: (insert your website)

You may also send checks or money orders made out to Gilda’s Club Madison:

Gilda’s Club Madison, 7907 UW Health Ct., Middleton, WI 53562

Please just put my name and “Over the Edge” in the gift memo, so that Gilda’s Club knows that you are supporting my fundraising efforts.

Please help me support the great work that Gilda’s Club Madison is doing. I promise to jump off a building in return!

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

Thank you for supporting Gilda’s Club and helping me to go OVER THE EDGE!   
   
Sincerely,  
   
(Your name here)