



## Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge for Habitat OC! We are thrilled to have you on board and have your help fulfilling our mission of \$100,000. 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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### Event Details

**FOR MORE HELP**

Contact your Event Manager  Lara Hosseinzadeh for tips or for answers to any of your questions here:  
Email: [lara@habitatoc.org](mailto:lara@habitatoc.org)

#### Fundraising Toolkit for Participants

OVER THE EDGE GLOBAL

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## 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, Habitat for Humanity's mission is to change lives through stability and self-reliance. Habitat for Humanity of Orange County is part of a global, nonprofit housing organization dedicated to eliminating substandard housing locally and worldwide through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions.

Habitat for Humanity was founded on the conviction that every man, woman, and child should have a simple, durable place to live in dignity and safety, and that decent shelter in decent communities should be a matter of conscience and action for all.

**Your participation** will help create a world where everyone has a decent place to live.





## 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! <b>I’ve included a document</b> 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	60
How many Stories will you be rappelling	17
Fundraising Deadline	November 1, 2019
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.habitatoc.org/over-the-edge](http://www.habitatoc.org/over-the-edge)
  - a. You will need to register for the event on our website. There is a \$100 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!
  - a. 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 Habitat OC. 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:*

<b>When?</b>	<b>Who To Ask?</b>	<b>Watch Your Total Grow!</b>
Week 1	Your registration fee to sign up and sponsor yourself	\$100
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
<b><i>Your 6-Week Grand Total</i></b>		<b><i>\$1200</i></b>

- **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.

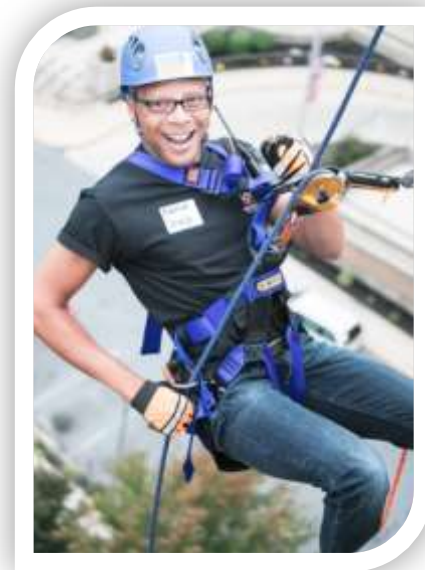
Send a thank you letter, note, or message to your donors. For your sponsors, consider including a crazy picture of you from the event so they remember you next year.

- **Step 4- Reach your goal? Keep going!**

Raise...

- \$1,000+ Receive 1 Rappel spot and T-shirt
- \$1,500 + Receive 1 Rappel spot, T-shirt and framed OTE photo
- \$2,000+ Receive 1 Rappel spot, framed photo, use of a GoPro on your rappel and a video of your experience
- \$3,000+ Receive 1 Rappel spot, 1 T-shirt and framed photo, a video of your experience, use of a GoPro during your rappel, 2 tickets to the VIP Event AND an entry into a drawing to win additional prizes!

- **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!

### Know your Facts!

Make sure you're able to talk about our mission in terms of how the funds you ask for will make a difference. People give because they are asked, because they care, and because the person that is asking is passionate about the cause.

### Best Practices

#### 1. Start Early!

- a. 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.
- b. 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!

- a. It is easy to be super keen when you start your fundraising journey, but lose steam a couple weeks in.
- b. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content.
- c. 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.
- d. Suggested topics for your emails;
  - i. 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.
  - ii. Include updates on where you are in the fundraising process and how much more you need to reach your goal.
  - iii. Include pictures and videos from Over the Edge – just ask us for them!

#### 3. Get Help From Your Support System!

- a. 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;
- b. Ask them to share your personal fundraising page on their social media forums



- c. Provide them with “info cards” about the event that include your fundraising website and ask that they distribute it to their network.
- d. 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!

- a. 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;
- b. Most viewers will watch a video before they will read a post.
- c. 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!

- a. Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- b. Create a raise-athon week!
- c. 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 \_\_\_”
- d. 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 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 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 another 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 that many of you may think is crazy. I have joined Over the Edge in support of Habitat for Humanity of Orange County. Over The Edge is much like it sounds. I will stand on the roof of the Irvine Marriot in the heart of OC and step Over the Edge and rappel 17 stories to the ground! I'm not making this up...check out the event website [www.habitatoc.org/over-the-edge](http://www.habitatoc.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 not only pledging to go Over the Edge, but I am also committing to raise \$1,000 for Habitat OC. The vision of Habitat for Humanity is to create a world in which every person has a decent place to live.

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 Habitat for Humanity of Orange County:

Habitat for Humanity of Orange County

2200 Ritchey Street

Santa Ana, CA 92705

Please help me support the great work that Habitat OC is doing. I promise to climb down a building in return!

Thank you for supporting Habitat OC 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 Irvine Marriott are going. So far I have raised (\$XXX). If I can raise \$1,000 I truly will stand on the roof of Irvine Marriott in the heart of OC and step Over the Edge and rappel down 17 floors to the ground! I'm not making this up...check out the event website insert [www.habitatoc.org/over-the-edge](http://www.habitatoc.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 not only committing to raise awareness for Habitat OC by going Over the Edge, but I am also pledging to raise money to fund their vision to help create a world in which everyone has a decent place to live.

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 Habitat for Humanity of Orange County:

Habitat for Humanity of Orange County  
2200 Ritchey Street  
Santa Ana, CA 92705

Please help me support the great work that Habitat OC 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 Habitat OC and helping me to go OVER THE EDGE!

Sincerely,

(Your name here)

About Habitat for Humanity of Orange County:

Habitat for Humanity of Orange County is part of a global, nonprofit housing organization operated on Christian principles that seek to put love and faith into action by building homes, communities and hope. Habitat for Humanity of Orange County is dedicated to eliminating substandard housing locally and worldwide through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions. Habitat for Humanity was founded on the conviction that every man, woman and child should have a simple, durable place to live in dignity and safety, and that decent shelter in decent communities should be a matter of conscience and action for all.

