



Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge for United Way of Missoula County! We are thrilled to have you on board, and have your help fulfilling our mission of solving community challenges. This toolkit contains 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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OVER THE EDGE GLOBAL

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This document and the information contained herein is being provided to the recipient on a confidential basis in contemplation of a joint initiative between Over The Edge and United Way of Missoula County. This document is not to be used or disclosed except as required in furtherance of said joint initiative.

FOR MORE HELP
 Contact your Event Manager, Erin Wilkins for tips or for answers to any of your questions:
 Email: erin@missoulaunitedway.org



Event Details

WHAT IS OVER THE EDGE?

Over The Edge is a special events company that provides signature events for nonprofit 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 more than \$70 million for nonprofits around the world.

UNITED WAY'S MISSION

As you may know, United Way of Missoula County's mission is to change lives through collectively solving our community's largest challenges: homelessness, early childhood education, childhood obesity and suicide. United Way's programs focus on education, financial stability, and health. You have probably heard of many of them, but here is a brief overview.

Education: United Way of Missoula County ensures that our children and youth begin school ready for success, become proficient readers at a young age, stay on track in middle school, earn their high school diplomas and are college and career ready. This creates lasting change and a sustainable community.

- **Imagination Library** mails a high-quality, age-appropriate book each month to **3,000 children** up to age 5 in Missoula and Mineral counties (half of the population of young children) at no cost to families. This program's goal is to improve early childhood literacy and, consequently, future school performance by instilling an early understanding and love for reading. Over 1,600 five-year-olds have graduated from Imagination Library better prepared to enter kindergarten and succeed in school and beyond.
- **Zero to Five Missoula:** This collaborative, data-driven effort to give all children a strong, healthy start in life has moved forward with the creation of a diverse, results-oriented steering committee of community partners. These partners share a goal of supporting children and their families from birth to age five.



Health: United Way of Missoula County knows a community is only as strong as its people, so we're promoting healthy eating and physical activity, expanding access to quality health care, focusing efforts on suicide prevention and integrating health into early childhood development to ensure that the residents of our community thrive.

- **Project Tomorrow Montana:** A cross-sector suicide prevention and education partnership established to reduce the number of suicides and suicide attempts in Western Montana through collaborative efforts that promote, support, and increase awareness, prevention, intervention, and recovery. Project Tomorrow is saving lives by teaching more than **4,000 Missoulians of all ages** to recognize the signs of suicide and depression in their family members, friends and coworkers – and how to reach out to offer help and hope. Project Tomorrow Montana has also distributed hundreds of gun locks, including at local gun shows and sporting goods stores.
- **5,2,1,0 Let's Move! Missoula** combats rising childhood obesity rates and supports active lifestyles from an early age. Let's Move uses brain-based research from the University of Montana to implement strategies for getting kids active in schools and classrooms across Missoula. In the past year, Let's Move and United Way implemented two new programs in Missoula elementary schools: Morning Move, which provides zero-hour activities for kids to be active before the school day starts; and 5-2-1-0, healthy lifestyle guidelines giving children and families the tools they need to eat well, stay active, and limit screen time.

Financial Stability: United Way is working to create financial stability and end homelessness by connecting people experiencing homelessness with community resources and working to create the means for stable, appropriate housing for everyone. Finding affordable homes and empowering Missoulians with the tools to reach financial stability fuels the collective approach to creating change.

- **Reaching Home: Missoula's 10-Year-Plan to End Homelessness.** We continue to reduce homelessness in our community by providing immediate help, and working together to ensure that our most vulnerable neighbors are housed in stable, appropriate homes. In June 2017, Reaching Home launched Missoula's Coordinated Entry System with clear access points for people experiencing homelessness, a standardized community assessment process, and a community-level referral system that ensures the most vulnerable households are prioritized for housing and service openings.

Your participation will help us dramatically increase the reach and effectiveness of our programs.





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 weigh 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	\$1,000
Number of rappel spots open	92
How many Stories will you be rappelling	6 stories (75 feet)
Fundraising Deadline	June 8, 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—invite your community to join your efforts.

- **Step 1- Sign up!** Visit our Over The Edge event page at <http://www.missoulaunitedway.org/over-edge-2018>
 - a. You will need to register for the event on our website. There is a \$75 registration fee that will count toward your \$1,000 fundraising minimum, and provides your personal fundraising page. After registering, you will need to create your 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 that they are asked. Don't be shy about telling everyone you know that you are participating in Over The Edge for United Way. 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 more than the fundraising minimum in only 6 weeks:

When?	Who To Ask?	Watch Your Total Grow!
Week 1	Use your online personal page to 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
Your 6-Week Grand Total		\$1,200

• **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
 - United Way's Over the Edge Committee is putting together some awesome incentives for when you exceed your first \$1,000. We'll let you know about them as they're finalized!
- **Step 5-Have Fun!** You've worked 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 \$1,000

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 what programs you care about--how the money you raise 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 tons of time to fundraise, this event will be here sooner than you think! The sooner you start fundraising, the more money you will raise for United Way and the sooner you will reach your goal.
- b. Remember, as soon as you reach your goal, you will be able to choose your rappel time and officially make it onto the event schedule!

2. Create an Email Schedule!

- a. It is easy to be super excited 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. Use some the information blurbs about United Way's programs from this guide and the website: <http://missoulaunitedway.org/what-we-do-0>. 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
 1. Check out photos from last year's Missoula event here: <http://www.missoulaunitedway.org/2018-over-edge-missoula-photos-rio-chantel-photography>
 2. And here's a video from last year you can use, too: <https://youtu.be/8k-roCB7qns>

- iv. Looking for more, or something different? Just ask us!
erin@missoulaunitedway.org

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 with their social media networks
- 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 United Way's 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 United Way's mission and work when you are talking 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-a-thon 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
 - \$1,000/6 floors, \$166 pledge per floor
- **Foot sponsors**
 - Same as floors, except use the height of the building in feet
 - \$1,000/75 feet, \$14 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 a great reason 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 June.

Key Elements

Start planning early

- Promote your event
- Use social media and evites 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 drawing 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, or a Bowling Tournament
- Car Wash
- Chili/Spaghetti Cook Off
- Craft Show Dinner Party
- Dodgeball Tournament
- Dog Wash
- Garage Sale/Craft 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

WHO DO YOU KNOW?

Build a successful fundraising campaign by asking the people that you know for support (give them the chance to be a part of something exciting). Think about everyone whose lives you touch and ask them to join you in supporting United Way and its programs.

Use this chart to help you identify people you know who might support your campaign. Start with the easiest people to reach—your family and friends. Next ask acquaintances and service providers. Before you know it, you will have a complete list of people you can ask for support!

High School / College Alums	Neighbors	Friends
_____	_____	_____
_____	_____	_____
_____	_____	_____
Community / Social Clubs	 <p>Your Name Here!</p>	Family
_____		_____
_____		_____
_____		_____
_____		_____
Work Colleagues		Work Vendors / Suppliers
_____		_____
_____		_____
_____		_____
Local Companies / Folks I do Business With	Fraternity / Sorority	Children's School / Sports
_____	_____	_____
_____	_____	_____
_____	_____	_____



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

Feel free to edit this, so it sounds like your writing, or use it as it is.

Hello Family and Friends,

I have signed up to do something that you may think is crazy. I have joined Over The Edge in support of United Way of Missoula County. Over The Edge is much like it sounds. I will stand on the roof of First Interstate Bank in downtown Missoula, step Over The Edge and rappel 6 stories to the ground! I'm not making this up...check out the event website: <https://give.overtheedge.events/UWMissoula2019> .

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 United Way of Missoula County. United Way of Missoula County brings people together to identify problems and craft creative, lasting solutions that change lives and build a stronger community for everyone. They are improving school readiness for little kids, reducing childhood obesity, preventing suicide and reducing homelessness in our community.

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

<https://otecwe.com/missoula/>

You may also send checks or money orders made out to United Way of Missoula County:

(Insert your name and address here).

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

Thank you for supporting United Way 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 First Interstate Bank are going. So far, I have raised (\$XXX). If I can raise **\$1,000** I truly will stand on the roof of First Interstate Bank in downtown Missoula and step Over The Edge and rappel 6 stories to the ground! I'm not making this up...check out the event website here: <http://www.missoulaunitedway.org/over-edge-2018>

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 United Way by going Over the Edge, but I am also pledging to raise money to fund their vision to craft creative, lasting solutions that change lives and build a stronger community for everyone.

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 United Way of Missoula County:

(Insert your name and address here).

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

Sincerely,

(Your name here)