



Cedar Valley United Way

## EVENT DETAILS

### OUR MISSION

*Uniting our community to empower individuals and families to thrive.*



## EVENT FAQs

<b>Minimum Age Requirement</b>	Anyone can participate! The only restriction is that anyone under the age of 18 requires a parent or guardian signature on the legal waiver.
<b>Weight Requirement</b>	Over The Edge’s equipment safety standards require that people be between 100 and 300lbs in order to safely rappel.
<b>Do I need to have experience to participate?</b>	Not at all! <b>We will send over a document</b> on what to expect on event day! This will tell you everything you need to know about the process!
<b>Fundraising Minimum</b>	\$1,000
<b>How many Stories will you be rappelling?</b>	6 stories (TechWorks building)
<b>Fundraising Deadline</b>	September 20, 2024
<b>What should I wear to the event?</b>	Dress comfortably! Do not wear overly loose or baggy clothing, or clothing with long drawstrings. Wear soft-soled, close-toed shoes or sneakers.
<b>Can I wear a costume?</b>	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.

## 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.

### 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.)



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- 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!

## 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 email invites to spread the word quickly and cheaply
- Be sure to send out reminders as your event approaches



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- Tell each quest 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
- Bags Tournament with Brunch Bar
- 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