Over the Edge
Fundraising Toolkit
Welcome to the team!

Dear Edger,

We are excited to welcome you to an elite group of thrill-seekers in support of our mission to provide year-round athletic training and competition for people with intellectual disabilities.

You step to the edge, look over, and catch your breath. Adrenaline takes over and, next thing you know, the thrill of adventure consumes you. Welcome to Over the Edge!

When you go Over the Edge, you support our athletes who demonstrate their bravery and determination every day.

Raising $1,100 can seem daunting at first, so we put together this toolkit to help you get there. Please do not hesitate to contact Corinne Plummer, our Manager of Special Events, at 302-831-4796 or cplummer@udel.edu, if you have any questions.

Every dollar you raise and every step you take toward the roof of 300 Delaware Avenue helps us reach more athletes and families as we strive to build a bigger, more inclusive community!

With our appreciation,

Ann Grunert
Executive Director
Special Olympics Delaware
Best Practices

1) Start Early!
Although it may seem like you have plenty of time to raise funds, the event will be here sooner than you think! The sooner you start fundraising, the sooner you will reach your goal. Remember, as soon as you reach your goal, you will be able to schedule your rappel time.

2) Make Your List
Fill out the “Who Do You Know?” sheet on the next page to help brainstorm who you know, and who may potentially donate to you.

3) Ask!
Call, email, Facebook message, tweet, or meet with everyone on your list and ask them to support you with a contribution. Start with the people closest to you, and most likely to give.

   PRO TIP: Create a schedule for your asks with specific dates and diverse content. This helps ensure that you will be consistent with your communication with potential donors - it is easy to stay on top of it when you first start, but you may lose steam a couple weeks in.

4) Follow Up
For those that said they would send you a check or make a contribution online, call or email them with a friendly reminder to send in their donation. If your friends and colleagues are not able to donate, that's OK - they can still help you reach your goal. Ask them to share your fundraising page on their social media forums.

5) Turn in Your Collections
If people donate to you with a check, rather than an online donation, please turn in your offline funds to:

   Special Olympics Delaware
   619 S. College Ave.
   Newark, DE 19716

Please be sure to include a note with your checks so that we know exactly what the funds are for and can credit them appropriately (i.e. John Smith, Over the Edge)
Who Do You Know?

The key to building a successful fundraising campaign depends on asking people you know for support. Think about everyone whose lives you touch, and ask him or her to join your team or make a donation.

Your list can be overwhelming so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach - your family and friends. Next, ask acquaintances and service providers. Use your email and cell phone address books, Christmas card lists, or party invitation lists to start.

Before you know it, you will have a complete list of potential donors you may not have otherwise thought of!

High School/College Alum.  
____________________  
____________________  
____________________  

Community/Social Clubs  
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____________________  
____________________  

Colleagues/Competitors  
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____________________  
____________________  

Religious  
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Friends  
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Your Company  
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Children’s Sports Teams  
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Family  
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School / Child’s School  
____________________  
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____________________  

Neighbors  
____________________  
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____________________  

Your Name Here
Top 10 Fundraising Tips

1) Talk to EVERYONE About What You Are Doing
Don’t be afraid to ask everyone you know for support - if you are proud of the cause you are supporting, others will be proud to support you. You never know who may be inspired to give. See the last page in this document for Special Olympics Delaware talking points.

2) Online Fundraising Page
Take advantage of the opportunity to personalize your Classy.org fundraising page with your own photo and your own story of why you are going Over the Edge. Share this page everywhere - via email, on social media. We have a great guide to help you navigate the Classy website - if you have trouble, just ask us!

3) "Floor" or "Foot" Sponsors
Ask potential donor to be "floor sponsors" or "foot sponsors." Divide your fundraising goal ($1100) by the number of floors in the building (17). Or use the height of the building in feet (222).

- $1100/17 floors = $65 - "Become a 'Floor Sponsor' with a pledge of $65!"
- $1100/222 feet = $5 - "Get me one foot closer to the top of the building with a donation of just $5!"

4) Where Do You Spend Money?
Think about the places you go where you spend money - the gym, your hair salon, your favorite restaurant. These are great potential donors / supporters.

5) Aim High
When asking for donations, aim high - ask for $50 and settle for $25 instead of asking for $25 and getting $10.
Top 10 Fundraising Tips (cont.'d)

6) Corporate Matching
Many companies will match charitable contributions made by their employees. See if your company (or mom or dad’s company) has a matching funds program for non-profit organizations. This is an easy way to double your donations – or more!

7) Get Creative with Mini Fundraisers
Put together some mini fundraisers to help you reach your goal – Bake Sale/Snack Bar; Dress Down Day; Coin Collection; Raffle/Auction -- all simple ideas you can use in school or at the office to raise some extra funds.

8) Add an Incentive for Donating
Offer homemade cookies to the first X people who donate. Or how about promising potential donors that you’ll do something ridiculous (like shave your head or rappel in a costume) if you hit the goal? The more creative and fun, the better!

9) Make a Video
Instead of writing post after post on social media, consider switching it up by making a video letting people know what you are doing and why. Most social media users will watch a video before they read a post – plus your video makes it more personal.

10) Use Your Community Connections
Seek donations from local businesses.
OR get a good or service donated by a local business and use it as an incentive for folks to donate to you. For example, if a local car wash donates one free wash, you could use the following wording “Each person who donates to me this week will be entered into a drawing to win one free car wash!” – At the end of the week, draw a name – that person wins something extra, and you’ve raised some extra money!
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 Special Olympics Delaware. Over The Edge is much like it sounds. I will stand on the roof of 300 Delaware Avenue in downtown Wilmington and step Over the Edge and rappel 222 feet to the ground! I’m not making this up...check out the event website www.sode.org/fundraisers/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 $1,100 for Special Olympics Delaware. The mission of Special Olympics Delaware is to provide year-round sports training and competition for more than 4,300 children and adults with intellectual disabilities. The programming offered delivers continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

How can you help? By following the fast, simple, and secure process to make a donation to my website here: (insert the link to your online fundraising page)

You may also send checks or money orders made out to Special Olympics Delaware: (Insert your name and address here).

Please help me support the great work that Special Olympics Delaware is doing. I promise to climb down a building in return (and send pictures / videos to prove it!)

Thank you for supporting Special Olympics Delaware and helping me to go OVER THE EDGE.

Sincerely,

(Your name here)
Special Olympics Delaware - Know Your Facts!

Make sure you’re able to talk about our mission, and how the funds you ask for will make a difference. People give because they are asked by a person who is passionate about the cause.

Special Olympics Delaware is not just one event...

- It is a state-wide, year-round sports program.
- Provides training and competition for more than 4,300 children and adults.
- Never charges a fee for athletes or their families to participate.
- Offers programming to athletes as young as 2 years-old, with no upper age limit.
- Offers 19 competitive sports.
- Conducts more than 50 competitions a year.

All athletes are able to participate year-round in Special Olympics Delaware programs free of charge thanks to the generosity of supporters like you. The funds raised by you and your supporters cover the cost for facility rentals, uniforms, sports equipment, food, lodging, and transportation for our athletes.

And don’t forget... 100% of all proceeds raised in Delaware stay in Delaware to support our athletes.