

over
EDGE



**TO END CHILD
SEX-TRAFFICKING**

benefitting  **GRACEHAVEN**
CENTRAL OHIO YOUTH FOR CHRIST

**FUNDRAISING
TOOL KIT**





Thank you for signing up to go Over the Edge for Gracehaven. We are thrilled to have you on board and have your help fulfilling our mission to help end child sex- and labor- trafficking. 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 young teens who have been trafficked. The earlier that you get started the better!

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 <https://www.gracehavenovertheedge.com>

You will need to register for the event on our website. There is an Early Bird \$50 registration fee (it goes up to \$100 on March 20) which will count towards your \$1250 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!

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 Gracehaven. 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. Facts about Gracehaven can be found on the Gracehaven website.

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.



WANT TO REACH MORE?

STEP 4 - RAPPELLER INCENTIVES

\$1,250 - The Edger

- One Rappel Spot to go Over the Edge
- Cinch bag
- Event T-shirt
- Rooftop photograph

\$1,800 - The Pro-Edger

- One Rappel Spot to go Over the Edge
- Cinch bag
- Event T-shirt
- Rooftop photograph
- Go-Pro memory card
- Free Day-of-Event parking

\$3,500 - The Extreme Edger

- One Rappel Spot to go Over the Edge
- Cinch bag
- Event T-shirt
- Rooftop photograph
- Go Pro memory card
- Extreme Edger Nike wind jacket
- Free Day-of-Event VIP Parking

Top Fundraiser

Go Pro Camera

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 \$1250

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 \$1250 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 super keen when you start your fundraising journey, 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 over and over again. 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!

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.

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 their social media forums
- Provide them with "info cards" about the event that include your fundraising website and ask that they distribute it to their network.
- 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.

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.

5. Use Your Community Connections!

Get something donated from a business in your community (gift certificate, swag bag, service, etc.)

Create a raise-a-thon 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
- \$1250/26 floors, \$50 pledge per floor

Foot Sponsors

- Same as floors, except use the height of the building in feet
- \$1250/350 feet, \$3.50 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 go Over the Edge in June.

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 | | | | |
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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 GRACEHAVEN. Over The Edge is much like it sounds. I will stand on the roof of 65 E. State St. in downtown Columbus and step Over the Edge and rappel 350 feet to the ground! I'm not making this up...check out the event website <https://www.gracehavenovertheedge.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 \$1250 for GRACEHAVEN. The mission of GRACEHAVEN is to provide hope and healing to young teens who have been rescued from the sex-trafficking industry.

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 GRACEHAVEN to:
(insert your name and address here)

Please help me support the great work that GRACEHAVEN is doing.

Thank you for supporting GRACEHAVEN 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 65 E. State St. are going. So far I have raised (\$XXX). If I can raise \$1250 I truly will stand on the roof and step Over the Edge and rappel 350 feet to the ground! I'm not making this up...check out the event website <https://www.gracehavenovertheedge.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 GRACEHAVEN by going Over the Edge, but I am also pledging to raise money to fund their mission of providing hope and healing to boys and girls who have been rescued from the sex-trafficking industry.

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 GRACEHAVEN.
(Insert your name and address here).

Please help me support the great work that GRACEHAVEN is doing.

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

Thank you for supporting GRACEHAVEN and helping me to go OVER THE EDGE!

Sincerely,

(Your name here)

FUNDRAISING 101

**Over
EDGE** TO END CHILD
SEX-TRAFFICKING

benefitting  **GRACEHAVEN**
CENTRAL OHIO YOUTH FOR CHRIST



Reaching your fundraising goal with **7 SIMPLE STEPS**

1 GET THE WORD OUT

You've registered to rappel down a 26-story building to help end child sex-trafficking. That's a story for the books, so be proud of it! Spread the word by telling everyone about your involvement with Over The Edge and Gracehaven. Send out emails with the link to your fundraising website to all of your loved ones so they can also participate in your amazing journey. We suggest sending several email blasts throughout the process to make sure you are thanking your supporters & updating them on your progress!

2 THE SKY IS NOT THE LIMIT

Your fundraising goal does not have to be set at the minimum \$1,250. Remind your donors that every dollar given will help end child sex-trafficking in Central Ohio. Share your connection to Gracehaven and include it in your email blasts.

3 MAKE A SELF DONATION

Sometimes getting your first donation is the hardest. When you register for Over The Edge, you have already made a \$100 gift towards your goal. Your commitment to our mission will inspire others to take action. Ask those closest to you to match your gift. Then, when your larger network visits your page, they will be inspired by the generosity of others & your progress toward your goal.

4 ASK YOUR EMPLOYER ABOUT MATCHING GIFTS

Did you know that your generous donation could be doubled (or even tripled!) without costing you a dime? Many companies have programs that will match the amount you give to Gracehaven - effectively doubling your donation. Ask your manager about your company's matching program.

5 TELL YOUR STORY!

Customize your personal fundraising page by including a picture and a story telling donors why YOU want to rapel down 26 stories and help Gracehaven. These little personal touches can be the difference between a \$100 and a \$0 donation.

6 YOU ARE WHAT YOU SHARE

It's safe to assume you're often checking Facebook and Twitter or taking selfies for Instagram. Use these networks to reach your goal by linking your fundraising page and using many hashtags! Don't forget LinkedIn, and follow Gracehaven and Central Ohio Youth for Christ to share their posts and photos.

HAND-WRITTEN LETTERS ARE NOT DEAD

7 Everyone loves receiving a heartfelt, hand-written letter. Find or make some cool stationery to write a personal letter and show your donors how important they were in helping you conquer the 330 foot building.

At this point you've registered to go Over The Edge, reached your fundraising goal, your adrenaline is probably pumping and you have the date circled on your calendar. What does that all mean? It means you have brought us one step closer to our vision of ending child sex-trafficking. For that, we can never thank you enough!

HOW TO SUBMIT YOUR DONATIONS:

It's so much fun to watch as you get closer and closer to 100% of your goal, so encourage your supporters to give online so you can immediately see your results.

CREDIT CARD

Send your supporters directly to your online fundraising page, and ask them to click the "Donate" button on your page to give by credit card. They will receive a receipt via email automatically and their gift will appear on your page right away!

CHECKS

Ask donors to make their checks out to Gracehaven, and include your first and last name in the memo line. You can mail the checks to:

P.O. Box 14004
Columbus, Ohio 43214



LEARN MORE:

GracehavenOverTheEdge.com



#OTE4FREEDOM



Questions? Contact Traci K

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