



Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge for Helping Haitian Angels! We are thrilled to have you join us as we work together to provide a future for orphaned and abandoned children in Haiti. 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!

Event Details..... 1-3

 What is Over The Edge? 2

 Our Mission 2

 Event FAQs 3

Getting Started 4-5

How to Raise \$1200 6-9

 Best Practices 6-7

 Inspiration 8

 Fundraisers..... 9

Fundraising Worksheet 10

Letter Templates..... 11-12

Fundraising Toolkit for Participants


OVER THE EDGE GLOBAL

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FOR MORE HELP
 Contact your Event Manager, Lora Loconti for tips or for answers to any of your questions here:
 Email: lora@hhangels.org



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Event Details

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 worldwide.

OUR MISSION

Helping Haitian Angels is a growing 501(c)3 non-profit organization started in 2008 in Haymarket, Virginia, to support the complete care of orphaned and abandoned children at the Kay Anj d'Ayiti (Angel House of Haiti) in Dekle, Haiti. Our mission follows the Biblical directive to rescue vulnerable children by providing family-style loving care and sustainable solutions that fight against Haiti's child abandonment crisis. Out of 757 orphanages operating in Haiti, Helping Haitian Angels is one of only 35 to be awarded a Green Compliance Rating by the Institut de Bien-Etre Social et de Recherches (IBESR), the social services agency of Haiti. Helping Haitian Angels loves, honors, and raises future leaders who will promote a more just society in Haiti through programs that equip Haitians to become the authors of their own development. Your support is critical to maintaining and expanding our impact on the lives of those most vulnerable. We need YOU and are so thankful for your courage in embarking on this journey Over The Edge with us.





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! 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	\$1250
Number of rappel spots open	110
How many Stories will you be rappelling	14
Fundraising Deadline	August 15, 2022
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 fit costumes around harnesses and helmets safely. As with shorts, it is ultimately the decision of the Site Safety Supervisor. Stringy, loose, or excessive costumes must be avoided. Headpieces 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 <https://www.helpinghaitianangels.org/over-the-edge/>
 - a. You will need to register for the event on our website. A \$50 registration fee 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!**
 - 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 Helping Haitian Angels. Don't forget to go to places you spend money, like your hair salon, favorite restaurant, or 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!
	Registration Fee	\$50
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	\$200
Week 6	Ask 6 more Family Members/Friends for \$25 each	\$100
	<i>Your 6-Week Grand Total</i>	<i>\$1250</i>

- **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. Consider including a crazy picture of you from the event for your sponsors so they remember you next year.

- Step 4- Reach your goal? Keep going!

Raise...

- **\$1250** - Receive 1 Rappel spot, Rooftop photo, T-shirt and Swag Bag
 - **\$1800** – All the \$1250 level benefits plus rappel to your song of choice
 - **\$3500** – All the \$1800 level benefits plus you'll be entered to win a two-night stay at The Greenbrier Resort located in White Sulphur Springs, WV
 - **Top Fundraiser** – You are HHA's true VIP! Receive all the incentives from the prior levels plus a two-night stay at the Hyatt Regency Tysons Corner Center during the event; dinner for two at Randy's Prime Seafood and Steak; and special recognition during Friday Night's Kick-Off Reception
- **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 time to enjoy the view and remember the good work you did for kids in Haiti. Remember to post a photo after your event to your social media accounts to show your supporters that YOU DID IT!



HOW TO RAISE \$1200

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 \$1200 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 HHA 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 of 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 HHA 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. Instead of 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 read a post.
- c. It is easier to communicate the mission of the non-profit profit you are supporting when 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 like this “Everyone who donates to me this week, will go in a drawing 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
 - \$1250/14 floors, \$90 pledge per floor
- Foot sponsors
 - Same as floors, except using the height of the building in feet
 - \$1250/200 feet, \$7 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 must 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 get to go Over The Edge in August.

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.			



Over the Edge Global

www.overtheedgeglobal.com

info@overtheedgeglobal.com

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 Helping Haitian Angels (HHA). Over The Edge is much like it sounds. I will stand on the roof of the Hyatt Regency Tysons Corner Center in Tysons Corner and step over the edge and rappel 200 feet to the ground! I'm not making this up...check out the event website.

www.helpinghaitianangels.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 \$1250 for HHA. Since 2008, HHA has been providing for the complete care of orphaned and abandoned children at the Kay Anj d'Ayiti (Angel House of Haiti) in Dekle, Haiti. When the circumstances these children were born into did not provide them a future, HHA did. HHA loves, honors, and raises future leaders who will promote a more just society in Haiti through programs that equip Haitians to become the authors of their own development.

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 Helping Haitian Angels:

ATTN: OTE – (insert your name here)

Helping Haitian Angels

P.O. Box 692

Haymarket, VA 20169

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

Thank you for supporting Helping Haitian Angels and helping me to go OVER THE EDGE.

Sincerely,

(Your name here)



Over the Edge Global

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Reminder Letter Template:

Hello Family and Friends,

Thank you so much to everyone that has already donated! I wanted to share an update and let you know how my efforts to get to the top of Hyatt Regency Tysons Corner Center are going. So far, I have raised (\$XXX). If I can raise \$1200 I truly will stand on the roof of Hyatt Regency Tysons Corner Center in downtown Tysons Corner and step Over the Edge and rappel 200 feet to the ground! I'm not making this up... check out the event website. www.helpinghaitianangels.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 Helping Haitian Angels by going Over The Edge, but I am also pledging to raise money to help provide a future for orphaned and abandoned children in Haiti.

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 Helping Haitian Angels:

ATTN: OTE – (insert your name here)
Helping Haitian Angels
P.O. Box 692
Haymarket, VA 20169

Please help me support the great work that Helping Haitian Angels 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 Helping Haitian Angels and helping me to go OVER THE EDGE!

Sincerely,

(Your name here)