



Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge for Holistic Haitian Alliance! We are thrilled to have you on board and have your help to fulfill our mission to provide holistic care for vulnerable children in the community of Dekle, Haiti. This toolkit contains several 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 you get started, the better!

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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 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

Investing in Haiti's children and families through holistic care, education, and the transformative power of the gospel so communities thrive.



EVENT FAQs

Minimum Age Requirement	Anyone can participate! 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 people to be between 100 and 300 lbs to rappel safely.
Do I need to have experience to participate?	Not at all! Not at all! Please see the website's What to Expect and FAQ areas for everything you need to know as a first-time rappeller.
Fundraising Minimum	\$1,250 – Individual \$1,000 – Per person for teams of 2 or more
How many Stories will you be rappelling?	14
Fundraising Deadline	If you do not opt for the credit card guarantee, the fundraising deadline is August 12th. However, if you select the credit card guarantee, you have until September 1st to reach the fundraising minimum, when your credit card will be charged the difference in the balance.
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. 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. Headpieces that will not accommodate a helmet or obscure the vision are prohibited.

GETTING STARTED

MAXIMIZE YOUR IMPACT AND INVITE YOUR COMMUNITY TO JOIN YOUR EFFORTS.

Step 1- Sign up! Visit our Over The Edge event page at <https://charity.pledgeit.org/ote4hha>.

You will need to register for the event on our website. A \$50 registration fee will count towards your \$1,250 fundraising goal (or \$1,000 if part of a team). 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 you are participating in Over The Edge for HHA. Don't forget to go to places where you spend money, like your hair salon, favorite restaurant, or your gym.

Use this fun and easy plan to raise your fundraising goal in only 5 weeks:

When?	Who To Ask?	Watch Your Total Grow!
	Registration Fee	\$50
Week 1	Use your online personal page to sponsor yourself	\$150
Week 2	Ask 6 Family Members/Friends for \$25 each	\$150
Week 3	Ask 6 Co-workers for \$25 each	\$150
Week 4	Get 5 businesses you frequent to sponsor you for \$100 each	\$500
Week 5	Ask your Boss to support your efforts	\$250
	Your 5-Week Grand Total	\$1250

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!

- **\$1,250+** Receive 1 Rappel spot, Rooftop photo, T-shirt, and Swag Bag
- **\$1,800+** All the \$1,250 level benefits plus rappel to your song of choice
- **\$3,500+** All the \$1,800 level benefits plus you'll enjoy lunch with HHA Founder Debbie Harvey and an HHA Board Member at your choice of any one of Great American Restaurant's 17 locations.
- **Top Fundraiser:** You are HHA's True VIP! Enjoy a complimentary night stay (Friday or Saturday night during rappel weekend) at the Hyatt Regency Tysons Corner Center and breakfast for two at Barrel and Bushel the following morning. Plan to attend the OTE Kick-off Party as HHA's special guest where you will be honored for your top fundraising accomplishment.

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 \$1,250 (OR \$1,000 IF PART OF A TEAM)

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!

Be sure you can talk about our mission and how funds you ask for will make a difference. People give because they are asked, they care, and the person asking is passionate.

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 HHA, and the sooner you will reach your goal.

2. Create an Email Schedule!

It is easy to be keen when you start fundraising but lose steam a few 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 switch up your messaging, so your potential donors are not repeatedly receiving the same ask. Keep it interesting.

Suggested topics for your emails;

- Check the HHA Social Media accounts and the HHA Rappellers Community page on Pledgelt for mission-related information to add to your emails.
- 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 cannot donate, that's OK! There is a lot 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, including your fundraising website, and ask them to distribute them. Ask them to reach out to the people in their lives who may be connected 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.)
- 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 drawing 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!

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 use the building height in feet; \$1250/200 feet, \$7 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 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 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 planning a great fundraiser, let us know. We are here to help!

- Babysitting for Donation
- Bake Sale
- BBQ Cook-Off
- Be a Designated Driver- Ask for donations
- Benefit Concert Bingo Night
- Board Game, Bowling or Dodgeball Tournament
- Car Wash
- Chili/Spaghetti Cook-Off
- Craft Show Dinner Party
- 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.			

FUNDRAISING LETTER TEMPLATE

Hello Family and Friends,

I have signed up to do something amazing! I have joined Over the Edge in support of Holistic Haitian Alliance (HHA). Over The Edge is much like it sounds: I will stand on the roof of the Hyatt Regency Tysons Corner Center in Tysons, VA, and step Over the Edge and rappel 14 stories to the ground! I'm not making this up: check out the event website [Over The Edge 2024 | For Holistic Haitian Alliance](#)).

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 going Over the Edge, but I am also committing to raise \$1,250 for HHA. HHA is investing in Haiti's children and families through holistic care, education, and the transformative power of the gospel so communities thrive.

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 Holistic Haitian Alliance:

Holistic Haitian Alliance
ATTN: OTE – [\(insert your name here\)](#)
P.O. Box 692
Haymarket, VA 20169

Please help me support the great work that HHA is doing. I promise to rappel a building in return!

Thank you for supporting HHA and helping me to go OVER THE EDGE.

Sincerely,

[\(Your name here\)](#)

REMINDER LETTER TEMPLATE

Hello Family and Friends,

Thank you to everyone who has donated! So far, I have raised (\$XXX). If I can raise \$XXX I will stand on the roof of Hyatt Regency Tysons Corner Center in Tysons, VA, and step Over the Edge, and rappel 14 stories to the ground! I'm not making this up: check out the event website insert [Over The Edge 2024 | For Holistic Haitian Alliance](#)).

I am not asking you to rappel the building with me, but I will need your support to get to the top. I am committing to raise awareness for HHA by going Over the Edge, and I am also pledging to raise money to fund their vision to invest in Haiti's children and families through holistic care, education, and the transformative power of the gospel so communities thrive.

You can 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 Holistic Haitian Alliance:

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

Please help me support the great work that HHA is doing. I promise to rappel a building in return!

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

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

Sincerely,

(Your name here)