



Welcome to the 2011 Over the Edge for Special Olympics Iowa. You've taken the first steps to getting to the top of the Financial Center in downtown Des Moines on September 21.

Now What?

Fundraising:

Fundraising for SOIA will help support the nearly 11,000 athletes, Unified Sports partners and participants that are served statewide. The fundraising minimum for Over the Edge is \$1,000 but that doesn't mean that you have to stop there! Over the Edge is about raising as the most funds and awareness for SOIA as possible. We will captivate the attention of Des Moines and Iowa by climbing buildings, now let's stun them with the amount of money we can raise for a good cause!

Get Started Now!

The biggest thing to remember with fundraising is that the sooner you get started, the sooner you will see donations coming in!

Follow these easy steps to ensure you meet and exceed your goal:

1. Set up your website
2. Spread the word
3. Send out reminders
4. Throw a fundraiser!

1. Set Up your website

When you registered for Over the Edge, you were prompted to set up your website through Firstgiving. To access the editing feature of your site visit: www.firstgiving.com/soia. Click on –Get Started||, select –Over the Edge|| and choose –Already Registered for this Event.|| This will take you to a login page. Enter the e-mail address you used to register and your password. For there you will be able to make changes to your page.

Some Suggestions:

- Personalize your website.** Add a picture and a short paragraph on what you're doing. Include information about Special Olympics Iowa and if you are rappelling in honor of someone.
 - Be sure to note that donations are **100% tax deductible!**
 - Put up a fundraising goal.**..the minimum is \$1,000 but there is nothing stopping you from raising more money! Set up your own goal and encourage people to help you reach it. You only need to raise \$1000 but participants that exceed the fundraising minimum will be rewarded with incentives along the way!
 - Add an incentive for donating.** Make donating a contest for your family and friends. i.e.: Let people know that for every \$25 they donate, their name will be entered into a drawing for a great prize. Be creative, offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been holding onto...
 - Link your fundraising page to your social networking sites.** Firstgiving has some really great tools to connect your page to everything you do!
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2. Spread the Word

Once your website is up, you are going to want to share that link with everyone you know! The fastest and easiest way to start is to send out an e-mail to everyone in your address book. You may also consider sending snail mail (U.S. mail) letters to your holiday card list.

Write a good e-mail or letter

To make sure that your friends and family know what a great cause you're supporting, follow these simple steps to write a great e-mail or letter.

- Introduction**– let people know what you're doing... that you're planning on going Over the Edge to support the mission of Special Olympics Iowa.
- Be sure to include information about SOIA and **where the money goes.**
- Include your reason for supporting SOIA and if you are rappelling in honor of anyone.
- **“The Ask”** or request for a donation is really important. Make sure you specifically ASK for help reaching your goal by ASKING for a donation.
- Let people **know how to donate** (either through your webpage or include a self-addressed, stamped envelope and donation reply card if you are mailing letters).
- Tell them donations are **100% tax deductible.**
- Include a **personal fundraising deadline** so people don't put off donating.
- Closing & **Thank you.**