



Welcome to Over the Edge presented by **Sammons Financial Group** for Special Olympics Iowa! Are you new to this event? Do you want fundraising tips and how-tos? This packet will give you the tools and resources you need to help raise awareness and funds for Special Olympics Iowa!

Over the Edge 2018

Tuesday, September 11, 2018

Financial Center – Downtown Des Moines

345 FEET. ONE RAPPEL. ONE CAUSE.





Fundraising

Fundraising for SOIA will help support approximately 14,000 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 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!

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

Follow these steps to get your Firstgiving page personalized and set up, get the word out there, and go OVER THE EDGE!

1. Personalizing your Firstgiving page:

When you registered for Over the Edge, you were set up with a fundraising page. To access the editing feature of your site visit: www.soiowa.org/over-the-edge. Click Sign In (Under the Quick Links box) Enter the e-mail address you used to register and your password. For there you will be able to make changes to your page.

- **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...

2. Get the word out there

- **Social Media.** Social Media is one of the best fundraising platforms out there. Post our Over the Edge cover photo on your Facebook. (see website to download). Put your Firstgiving link on Facebook statuses. Tweet about the event, Instagram a photo of an athlete with the link – all these and so much more will help you reach your goal! Challenge your friends and family to share your link and have their friends and family donate to you as well.
- **Personal email/letter.** Send a personal email and letter to friends and family asking for help. Be sure to let people know why you are participating, when the event is, who you are participating for, and HOW they can donate.
- **Get your coworkers involved.** Put up posters in the office, ask your boss if you can do a jeans day, put up a tip jar, and get creative!
- **Matching Gifts.** Check to see if your company does matching gifts, or if you have a friend that works somewhere that does matching gifts. These are a great way to double donations and help reach your goal!

The sooner you reach your \$1,000 fundraising minimum – the sooner we can get your rappel time scheduled! Start fundraising TODAY!