



2018 Edger Tool Kit

Welcome Edger!!

Thank you for signing up to step Over the Edge for Special Olympics Georgia! We are thrilled to have you on board and have your help fulfilling our vision of bringing all persons with intellectual disabilities into the larger society under conditions whereby they are accepted, respected and given the chance to become useful and productive citizens.

So you've decided to step Over the Edge- Now What?!

The Edger Tool Kit will provide you with everything that you need in order to prepare for your heroic adventure, as well as aid you in your fundraising efforts.

Edger Tool Kit Includes:

Event Details

Your donors might think you're a little crazy for committing to step Over the Edge for Special Olympics Georgia but you certainly aren't alone. Check out our event details for more information.

Special Olympics Georgia Information

People want to know what their charitable contribution is supporting so be sure to share some of these facts. Fill your supporters in on exactly how their donation will help.

Steps to becoming a successful Edger

Follow these 5 easy steps to securing a rappel spot and having a great Over the Edge experience.

Who do you know?

Use this worksheet to define your social circle and determine the best individuals to ask for a donation.

Raise \$1,000 in 10 days

Whether your goal is \$1,000, \$2,000 or even more, you can do it! Use these day-by-day guides to help you in your fundraising efforts.

Fundraisers

A fun way to collect donations is to hold a fundraiser. Check out this section for unique and innovated fundraiser themes!

Fundraising Worksheet

Use this form to help you keep track of your fundraising efforts and as a reminder of who would appreciate a thank you. Once your rappel time is scheduled, consider inviting your supporters to watch you go Over the Edge or even sending them a picture of your epic fundraising experience after the event.

Donation Request Letter

Use this template when writing a letter or email to your friends and family. Tailor it to your audience and include facts about your personal involvement with the event or organization.

For More Help

Contact your Event Manager, Sara Bruno, for more personalized help or for answers to any of your questions. Phone: 770-414-9390 x105

Email:

sara.bruno@specialolympicsga.org

Event Details

IN THE KNOW	
16(or meet weight limit)	Minimum Age Requirement (Under 18 years old need parent or guardian to sign waiver)
100- 300lbs	Weight Requirement (100lbs is the lowest weight but 110 is preferred)
130	# of Rappel Spots Open
\$1,000	Minimum Fundraising Amount to Secure a Rappel Spot
22	How many stories will you be rappelling?
10!!!	How many athletes will you be sending to a state games?



Event Day and Times:

Saturday May 5th, 2018
8am-5pm

Building Address:

Overlook III Building
2859 Paces Ferry Road
Atlanta, GA 30339

What is Over the Edge?

Over the Edge is an exclusive opportunity for individuals to take their support of athletes of Special Olympics Georgia to new heights. In exchange for raising money, participants will earn the rare experience of stepping Over the Edge and rappelling down Overlook III Building in Vinings! This event is a unique combination of thrill and philanthropy!

Who can be an Edger?

Anyone with a desire to support a worthy cause and enough courage to step Over the Edge is welcomed to participate! There are a few requirements: Participants must be 16 years old or over (everyone under 18 needs parent/guardian to sign a waiver), between 100 and 300lbs, and raise a minimum of \$1,000. No prior experience is necessary- just enough courage to step Over the Edge.

Special Olympics ***Georgia***



Special Olympics Georgia Information

Show donors that you aren't rappelling just for the fun of it, but because you are also trying to help a great cause! Use some of these facts to explain what donations will be supporting.

- Special Olympics Georgia provides year-round sports training and athletic competition in a variety of sports for children and adults with intellectual disabilities.
- It costs approximately \$100 to send one athlete to one state game! Special Olympics Georgia provides all services at no charge to its participants.
- Special Olympics Georgia has been an organization since 1970 with its first games being held in Atlanta with about 500 athletes.
- Special Olympics Georgia has more than 24,000 volunteers across the state.
- Special Olympics Georgia serves over 27,000 athletes each year!
- Not only are we helping individuals with intellectual disabilities in Georgia, over 1.7 million athletes participate in Special Olympics activities in 150 countries!
- We also provide opportunities to improve health and fitness through dental, vision, feet, hearing and general health screenings. Physicians and healthcare professionals provide these services at no cost to Special Olympics Georgia athletes at our State Games.
- Special Olympics Georgia provides programming for individuals with and without intellectual disabilities through Unify Georgia in schools throughout Georgia. Athletes with intellectual disabilities pair with persons without disabilities and form teams for training and competition. Unified Sports integrates Special Olympics Georgia athletes with other athletes to build self-esteem and increase understanding of persons with different abilities.
- Young Athletes, an innovative sports play program designed for early childhood intervention, seeks to strengthen self-esteem and physical development for children with intellectual disabilities ages 2-7 years old.

Steps to Becoming a Successful Edger

Step #1

To participate in this event go to www.overtheedgeatlanta.org

Step #2

You will need to register for the event on our website, which costs \$25. This \$25 will count towards your \$1,000 fundraising goal. After registering for Over the Edge, you will need to create a fundraising page. Take advantage of this opportunity to personalize your page to you. You can upload a picture, set your fundraising goal, and include message to your visitors.

Step #3

Solicit and collect pledges to support your heroic fundraising adventure! Use your fundraising page links to email it to your family and friends, or to put it on social media. You can also copy and paste your specific URL for your fundraising page into emails, flyers, social media, etc. Let your family, friends, and co-workers know of your commitment to step Over the Edge for Special Olympics Georgia and how they can help you to accomplish your personal goals. Each Edger will need to collect the minimum of \$1,000 to participate. The most efficient way to have individuals support your efforts is through the quick, easy, and secure manner online; however, they are more than welcome to donate offline (just make sure the money gets turned into the SOGA office so we can add it to your fundraising). You can be creative on how you ask for your fundraising money. You can ask people to help support an athlete at one state games which is \$100, or you can ask them to sponsor you going down one story ($\$1,000/20 = \50). Be creative on how you ask people!

Remember that Special Olympics Georgia is here to help you in your fundraising efforts. We want you to get to be able to go Over the Edge. If after reviewing the Edger Toolkit you need more personalized support, let us know!

Step #4

Even though the fundraising minimum for Over the Edge is \$1,000, that does not mean that you have to stop there! Over the Edge is a fun way to raise as much funds and awareness for Special Olympics Georgia as possible. You will captivate the attention of Atlanta by going Over the Edge, now stun them with the amount of money you can raise for a good cause! Once you have secured at least the minimum of \$1,000 to participate, you will be contacted to schedule your rappel time.

Step #5

Have fun! You've worked extremely hard to reach the minimum event goal or even to surpass it. It's almost time for you to lean back, step Over the Edge, take in the incredible view, and rappel 22 stories in support of the 27,000+ Special Olympics Georgia athletes.

Who Do You Know?

The key to building a successful fundraising campaign is asking the right people for support. Think about everyone whose lives you touch and ask them to join you in supporting the athletes of Special Olympics Georgia.

Your list can be overwhelming at first so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach- your family and friends. Next ask acquaintances and services providers. Before you know it, you will have a complete list of people to ask!

Who is/are my....

Accountant	Carpet Cleaner
Alterations-Clothing	Chiropractor
Antique Dealer	Coach
Appraiser	Dentist
Architect	Electrolysis
Attorney	Engineer
Auctioneer	Exterminator
Auditor	Financial Planner
Babysitter	Funeral Director
Bartender	Grandparents
Beautician	Notary
Bookkeeper	Nurse
Brothers	Nutritionist
Brothers-in-law	Office Cleaner
Bus Driver	Optometrist



How to Raise \$1000

You've registered to go Over the Edge, your adrenaline is pumping, you have the date circled on your calendar, but wait, what now? Don't delay, start fundraising today! Before you know it you will have your \$1000 raised and be on your way to a top fundraiser prize!

Day 1	Create your fundraising page at www.overtheedgeatlanta.org and pay registration fee	\$25
Day 2	Ask 5 family members to match your contribution	\$125
Day 3	Ask 2 of your best friends to sponsor you at \$50 each	\$100
Day 4	Ask 5 local friends to sponsor you at \$20 each	\$100
Day 5	Ask 5 businesses you frequent to sponsor you at \$20 each	\$100
Day 6	Ask 20 coworkers to sponsor you at \$5 each	\$100
Day 7	Ask 5 neighbors to sponsor you at \$10 each	\$50
Day 8	Ask 5 out of town friends/family members to sponsor you at \$20 each	\$100
Day 9	Ask 10 people from your social circle to sponsor you at \$10 each	\$100
Day 10	Your company's matching funds of \$200 (better yet, see if they will match <u>all</u> the funds you raise!)	\$200-900
	Take a deep breath, because you are really going Over the Edge!	TOTAL: \$1000+

Fundraising 101

The #1 reason people give is because they are asked. Don't be shy, the worst someone will do is tell you no, at best, they will give you more than you expected!

Be excited! People will feed off of your enthusiasm.

Know your facts. Be able to talk about Special Olympics Georgia in terms of how these funds will make a difference. People give because they are asked, because they care and because the person doing the asking is enthusiastic and passionate about their cause.

Fundraising Ideas

- ❖ Floor sponsors and donations
 - Divide the number of floors into your minimum amount raised
 - \$1000/20 floors, \$50 pledge per floor
- ❖ Foot sponsors
 - Same as floors, except use the height of the building in feet
 - □ \$1000/200 feet, \$5 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!

The possibilities are endless. Remember, be creative and have fun, it's for charity for crying out loud!

Helpful Hints-

- Always follow up! People 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.

Quick and Easy Ideas to Increase Your Fundraising Efforts

- Add the event logo to your email signature. You can also include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts.
- Social media is a great way to self-promote and connect with people who you would normally not be in regular contact with. Always be sure to include a link to your website for anyone interested in or able to support you. Facebook, Twitter, and Blogging are all great tools. Also, check to see if your employer will include you in the company's electronic Newsletter(s).
- Send a letter or e-mail out to all of your contacts. Letters take a bit more time but can be really effective at letting people know how serious you are about reaching your goal. Conversely, some people you know may prefer the ease of simply clicking on a link in an email to donate online. Many people will need more than one request to donate, so it's okay to send your request to donate via snail mail and email.

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 be able to go Over the Edge in April.

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 friends 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 fundraisers, let us know. We are here to help!

Babysitting by Donation	Craft Show	Pizza Party
Bachelor/Bachelorette	Dinner Party	Poker Tournament
Auction Bake Sale	Dodgeball	Raffle
BBQ Cook Off	Tournament Dog	Scrapbook Party
Be a Designated Driver- Ask for donations	Wash Garage Sale	Sell Something on Ebay Silent Auction
Benefit Concert	Holiday Bizarre	Snack Basket at
Bingo Night	Karaoke Night	Work Softball
Board Game Tournament	Kick Ball	Tournament Trivia
Bowling Tournament	Tournament	Party
Car Wash	Movie Night	Volleyball
Chili/Spaghetti	Pancake	Tournament Wine &
Cook Off	Breakfast Pet	Cheese Party
	Sitting	

Date

Dear Friends and Family,

I am writing to you today to let you know that I have pledged to step "Over the Edge" for the athletes of Special Olympics Georgia. On April 29th, 2017 I will muster the courage to stand atop of the Overlook III Building in Vinings and then rappel the 22 stories to the ground.

While I am not asking you to join me in rappelling the building, I do need your help in order to make it onto the rooftop. In addition to pledging to step "Over the Edge", I have also committed to raising a minimum of \$1,000. You are probably thinking that this endeavor is a little on the crazy side, but I am dedicated to challenging myself just as the athletes of Special Olympics do on a daily basis. The fear that I will experience is only temporary while the positive impact on our community and this organization will last a lifetime.

Making a contribution towards my campaign has never been easier. You can show your support by visiting my personal fundraising web-page at _____ . Donating through this website is simple, fast, and completely secure. It is also the most efficient way to support my efforts. If you prefer, you can also send me a check or money order made payable to Special Olympics Georgia. Or you can send it directly to Special Olympics Georgia stating the check is to go to Over the Edge for _____. (Special Olympics Georgia, Attn: Sara Bruno, 4000 Dekalb Technology Parkway, Suite 400 Building 400, Atlanta, GA 30340) Any financial support would be greatly appreciated; no gift is too small. Please consider helping me reach my personal fundraising goal of \$_____.

By supporting my efforts, you will be inspiring greatness in the lives of countless Special Olympics Georgia athletes. In addition to ensuring the continuing participation in year round sport training and athletic competition, as well as receiving much needed health screenings, exploring many new opportunities in roles of leadership, you are facilitating a global movement for inclusion. Your support is instrumental in bringing all persons with intellectual disabilities into conditions whereby they are accepted, respected, and give the chance to become productive citizens.

Thank you in advance for any financial assistance that you can lend to my heroic fundraising!!