



# Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge for Boys and Girls Clubs of South Coast BC (BGC)! We are thrilled to have you on board and have your help fulfilling our mission to raise critical funds in support of Club and Camp programs. This toolkit contains a number of exciting tips and tricks to increase your impact and fundraising efforts. Your engagement in fundraising and participating in BGC's Over The Edge event will make a big difference in the lives of the children, youth, and families in our community. The earlier that 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 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.

### OUR MISSION

The mission of BGC is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.



## EVENT FAQS

<b>Minimum Age Requirement</b>	Anyone can participate! The only restriction is that anyone under the age of 18 requires a parent or guardian signature on the legal waiver.
<b>Weight Requirement</b>	Over The Edge’s equipment safety standards require that people be between 100 and 300lbs in order to safely rappel.
<b>Do I need to have experience to participate?</b>	Not at all! <b>Look for the document “Participant-Event-Day-Preparation”</b> on what to expect on event day! This will tell you everything you need to know about the process!
<b>Fundraising Minimum</b>	\$1000
<b>How many Stories will you be rappelling?</b>	35
<b>Fundraising Deadline</b>	Sept. 23, 2021 (but your supporters can continue to donate until Oct. 24, 2021!)
<b>What should I wear to the event?</b>	Dress comfortably! Do not wear overly loose or baggy clothing, or clothing with long drawstrings. Wear soft-soled, close-toed shoes or sneakers.
<b>Can I wear a costume?</b>	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. Head pieces that will not accommodate a helmet or obscure the vision are not allowed.



## GETTING STARTED

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

**Step 1- Sign up!** Visit our Over The Edge event page through [www.bgcbc.ca](http://www.bgcbc.ca) or click [here](#) to go directly to it. You will need to register for the event on our FundRazr event page. There is a \$100 registration fee which will count towards your \$1000 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!

The number one reason that people give is because they are asked. Don't be shy about telling everyone you know that you are participating in Over The Edge for BGC. 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 over half of your fundraising goal in only 5 weeks:

<b>When?</b>	<b>Who To Ask?</b>	<b>Watch Your Total Grow!</b>
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	\$250
<b>Your 5-Week Grand Total</b>		<b>\$1150</b>

#### 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!

- \$1,000+ Receive 1 Rappel spot
- \$2,000+ Be entered into a draw to win one of five GoPro HERO9 Waterproof 5K Sports & Helmet camera and a Kingston Canvas Go! Plus 128GB memory card that you can use to record your rappel, and take home with you!



### 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!

*\*dependent on the BC Provincial Health Authority protocols due to Covid-19 pandemic by event day*

## How to raise \$1000

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 your non-profit and the sooner you will reach your goal. Remember, as soon as you reach your minimum fundraising goal of \$1000, you will be able to choose your rappel time (in coordination with BGC) and officially make it onto the event schedule!

### 2. Create an Email Schedule!

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

Suggested topics for your emails;

- Go to [bgcbc.ca](http://bgcbc.ca) 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.
- Include updates on where you are in the fundraising process and how much more you need to reach your goal.

### 3. Get Help From Your Support System!

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; Ask them to share your personal fundraising page on social media. Provide them with "info cards" about the event that include your fundraising website and ask them to distribute it. 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 or share BGC's!

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 OR include a link to BGC's stories of impact on our [Youtube channel](#). Most viewers will watch a video before they will read a post. It's easier to communicate the BGC's mission.

#### Use Your Community Connections!

- Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- Create a raise-a-thon week!
- In your email and on social media use wording similar to this "Everyone who donates to support me this week, will go in a draw 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

#### Share with your contacts how their support of you (and BGC) will benefit our amazing kids!

- \$50 supplies 200 kids' creativity through arts & crafts for the school year
- \$100 will help to send a kid to Winter Day Camp at a Club for a week
- \$200 provides 1000 fresh, healthy after-school snacks
- \$500 equips one of our Clubs with 25 pieces of sports equipment like basketballs, hockey sticks and more!
- \$1200 supports one Club kid for the WHOLE school year! This kid is going to have hundreds of hours at the Club where they'll experience new opportunities, meet new friends, have help with their homework, and more!

#### 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 to get to be able to go Over the Edge in September.

### 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 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
- Board Game Tournament
- Bowling Tournament
- Car Wash
- 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.			



## FUNDRAISING EMAIL/LETTER TEMPLATE

Hello Family and Friends,

I have signed up to do something thrilling and hope to have your support to help me do it! I have joined Over the Edge in support of Boys and Girls Clubs of South Coast BC (BGC). Over The Edge is much like it sounds: I will stand on the roof of a building in downtown Vancouver and step Over the Edge to rappel 300 feet to the ground! Check out the event website [here](#) or go to [bgcbc.ca](http://bgcbc.ca).

I need your support to get to the top! I'm not only going Over the Edge, but I am also committing to raise \$1000 for BGC. The mission of BGC is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life. BGC's Vision is that all children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.

How can you help? By making a 100% tax deductible donation to my FundRazr page here: [\(insert your campaign page link here\)](#). You may also send cheques to BGC at 2875 St. George Street, Vancouver, BC, V5T 3R8.

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

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

Sincerely,  
(Your name here)

## REMINDER EMAIL/LETTER TEMPLATE

Hello Family and Friends,

Thank you so much to everyone that has made a donation to my campaign! So far I have raised (\$XXX)!

If I can raise \$1000 I will stand on the roof of a downtown Vancouver building, step Over the Edge and rappel 300 feet to the ground! Check out the event website [here](#) or go to [bgcbc.ca](http://bgcbc.ca).

I need your support to get to the top! I'm not only going Over the Edge, but I am also committing to raise \$1000 for BGC. The mission of BGC is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life. BGC's Vision is that all children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.

You may also send cheques to BGC at 2875 St. George Street, Vancouver, BC, V5T 3R8.

*(email/letter continues on next page...)*





Please help me support the great work that the BGC is doing in our communities by making a contribution to my campaign [\(insert your campaign page link here\)](#) and/or sharing with your networks. I promise to rappel a building in return!

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

Sincerely,  
(Your name here)

**THANK YOU FOR YOUR SUPPORT!**

**GOOD LUCK WITH YOUR FUNDRAISING!**

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