

## 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!

### 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.

#### 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.

## 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!

## 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.

## 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.

## FUNDRAISERS

Fundraisers are really just excuses to have a party! Think of something that you and your friends and 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!

- Bake Sale
- BBQ Cook Off
- Board Game Tournament
- Bowling Tournament
- Dodgeball Tournament
- Fitness Challenge
- Garage Sale
- Karaoke Night
- Kick Ball Tournament
- Movie Night
- Poker Tournament
- Raffle
- Silent Auction
- Softball Tournament
- Trivia Party
- Volleyball Tournament

Another idea would be to create a fundraising campaign where your friends and family can donate and if they collectively reach specific goals, you will do something. For example:

- \$100: You will do a polar bear swim
- \$250: You will decorate a cake blindfolded
- \$500: You will dye your hair purple

## 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 BGC South Coast BC. 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.

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 a cheque 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 and in return I promise to rappel a building!

Thank you for supporting 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 donated 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.

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 a cheque 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 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)