

Fundraising Toolkit for Participants

Thank you for signing up to go Over The Edge! This Fundraising Toolkit provides helpful tips and strategies to support your fundraising journey and increase your impact. Your participation plays a vital role in advancing our mission, and the sooner you get started, the easier fundraising becomes.

What is Over The Edge?

Over The Edge is a special events company that partners with nonprofit organizations across North America and beyond to create unforgettable fundraising experiences. Participants raise donations in exchange for the opportunity to rappel down a local building, combining adventure with purpose.

To date, Over The Edge events have raised more than **\$161 million** for nonprofit organizations around the world, helping communities thrive through bold, meaningful engagement.



EVENT FAQS

Minimum Age Requirement	Anyone can participate! The only restriction is that anyone under the age of 18 requires a parent or guardian signature on the legal waiver.
Weight Requirement	Over The Edge's equipment safety standards require that people be between 100 and 300lbs to safely rappel.
Do I need to have experience to participate?	Not at all! I've included a document on what to expect on event day! This will tell you everything you need to know about the process!
Fundraising Minimum	\$1,250
How many feet will you be rappelling?	222 feet
Fundraising Deadline	May 14 th 2026
What should I wear to the event?	Dress comfortably! Do not wear overly loose or baggy clothing, or clothing with long drawstrings. Wear soft-sole, close-toed shoes or sneakers. No flip-flops, sandals or croc type shoes are allowed.
Can I wear a costume?	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 at: <https://give.classy.org/ote2026>

You will need to register for the event on our website. There is a [\$50] registration fee which will count towards your [\$1,250] 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 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 Harvest House Atlantic. 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:

When?	Who To Ask?	Watch Your Total Grow!
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
Your 5-Week Grand Total		\$1150

Step 3- Follow Up!

Many people need more than one reminder to donate, and most appreciate the nudge. Share fun facts, updates on your progress, and how close you are to reaching your goal. Be sure to thank every donor with a message, note, or email. This appreciation goes a long way in building support for years to come.

Step 4- Reach your goal? Keep going!

- \$1,250- Remember, as soon as you reach your goal, you will be able to choose your rappel time and officially make it onto the event schedule! Rappel times are first come first serve!
- \$1,750- You will receive the Over the Edge Commemorative Frame

Step 5- Have Fun!

You've worked hard to reach or exceed your fundraising goal. Invite family and friends to join you on event day and cheer you on as you go Over The Edge. Take a moment to enjoy the view and reflect on the impact of your efforts. After the event, be sure to share a photo on social media so your supporters can celebrate the moment with you.

HOW TO RAISE \$1250

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 \$1250 raised and be on your way to the top!

BEST PRACTICES

Start Early!

It may seem like you have plenty of time to fundraise, but the event will be here before you know it. Getting started early helps you raise more and reach your goal with less stress.

Remember, as soon as you reach your goal, you will be able to choose your fundraising time and officially make it onto the event schedule!

Create an Email Schedule!

It's easy to feel motivated when you first start fundraising and lose momentum a few weeks later. To stay consistent, create an email schedule with specific dates and varied content. This helps you keep your outreach fresh, avoid repeating the same ask, and maintain donor interest throughout your campaign.

Suggested topics for your emails:

- Ask your non-profit 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.
- Include pictures and videos from Over the Edge – just ask us for them!
- Add the event logo with a link to your fundraising page to your email signature.

Get Help From Your Support System!

If friends or colleagues aren't able to donate, that's okay. There are many other ways they can support your fundraising efforts. Ask them to share your personal fundraising page on social media, help distribute event info cards with your fundraising link, or reach out to people in their network who may feel connected to the mission and be willing to donate.

Make a Video!

Instead of posting the same type of written update, try switching it up with video. Share what you're doing and why it matters. Most people are more likely to watch a short video than read a long post, and speaking directly makes it easier to communicate the mission of the nonprofit you're supporting in a more personal and engaging way.

Use Your Community Connections!

- Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- Create a raise-athon week!
- In your email and on social media use wording similar to this "Everyone who donates to 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!
- Be a guest bartender, invite friends and family to your shift and keep your tips
- Create a custom lawn sign with a QR code for your neighbors and those who pass by to donate

FUNDRAISING INSPIRATION

Floor sponsors and donations

Divide the number of floors into your minimum amount raised; \$1250/20 floors, \$63 pledge per floor.

Foot sponsors

Same as floors, except use the height of the building in feet; \$1250/222 feet, \$6 per foot.

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 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 quest 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
- Benefit Concert Bingo Night
- Board Game Tournament Bowling Tournament
- Car Wash Chili/Spaghetti Cook Off
- 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	Address	Amount	Receipt?
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

FUNDRAISING LETTER TEMPLATE

Hello Family and Friends,

I've signed up to do something unforgettable. I'm participating in **Over The Edge** in support of Special Olympics Delaware, which means I'll be rappelling 222 feet down 300 Delaware Avenue in Wilmington.

Yes, really.

Over The Edge is exactly what it sounds like. I'll get connected to the ropes, get eased off the roof and rappel all the way to the ground in support of an organization doing vital work in our community. You can learn more about the event here: <https://give.classy.org/ote2026>.

While I'm not asking you to rappel (you can if you want though!), I am asking for your support. I've committed to raising [\$1,250] to help Special Olympics Delaware continue its mission of provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. Funds raised support continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

How can you help?

By making a 100% tax-deductible donation through my fundraising page: [Insert participant Fundraising link]

Thank you for supporting this incredible organization and cheering me on as I go Over The Edge.

Sincerely,