

# TOOLKIT FOR EDGERS

July 15<sup>th</sup>, 2017



**Your financial support, voice, and  
time will help bring strength, stability,  
and self-reliance to veterans in need  
of a decent place to live.**



**Habitat  
for Humanity<sup>®</sup>  
Riverside**

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# WELCOME EDGER!

Thank you for signing up to go Over the Edge of Riverside's iconic City Hall! We are thrilled to welcome you to our 2<sup>nd</sup> Annual Over the Edge event in support of our veteran services.

Your commitment, financial support, voice, and time will help bring strength, stability, and self-reliance to veterans in need of a decent place to live. By partnering with Habitat for Humanity Riverside, you will be empowering veterans and their families by surrounding them with supportive services and giving them the opportunity to purchase a safe and affordable home.



## WHAT IS OVER THE EDGE?



Over the Edge is a chance to rappel down, or send someone you know rappelling down, Riverside's iconic City Hall, to support Habitat for Humanity Riverside. The Over the Edge team are experts in rappelling and will assist you the entire way down. No prior rappelling experience is required. You will be treated like a VIP while supporters cheer you on during the thrilling descent!

### RAISE MORE AND REAP THE BENEFITS:

**Raise \$1,000-** Go Over the Edge and receive an event T-Shirt.

**Raise \$2,000-** Go Over the Edge with a Go-Pro helmet! Receive digital video on a memory card.

**Prizes for the top fundraisers to be announced.**

# HOW DOES IT WORK?

## REGISTER

Register online at [www.HabitatRiverside.org/OverTheEdge](http://www.HabitatRiverside.org/OverTheEdge). Remember, you will be officially registered when you sign up and pay the \$100 registration fee. This amount will go towards your minimum fundraising goal of \$1,000.

## MAKE IT PERSONAL

After registering, you need to create and customize your personal fundraising page! Add a picture of yourself and let the world know why you support Habitat for Humanity Riverside and want to go Over the Edge!

## SPREAD THE WORD

Let people know what you are doing! Utilize social media, emails, letter writing, and face to face interactions to let EVERYONE know about Over the Edge and why you support Habitat for Humanity Riverside!

**Don't forget to use the hashtag #RappelForVets**

## FUNDRAISE

Use your online fundraising page or collect cash or checks from friends, family, and co-workers. The fundraising minimum is \$1,000 but that doesn't mean that you have to stop there! Over the Edge is about raising as much funds and awareness for Habitat for Humanity Riverside as possible. Let's stun Riverside with the amount of money we can raise to support our veterans!

## SECURE YOUR SPOT

Once you raise the \$1,000 minimum fundraising goal, you will be guaranteed a rappel spot and we will contact you to secure a rappel time. To choose a rappel time early and give yourself more time to fundraise after the event, fill out a Credit Card Guarantee form.

## GO OVER THE EDGE!

This is a big deal! Invite friends and family to watch and enjoy every moment of the rappel. You earned it.



# HOW TO RAISE OVER \$1,000

Is the \$1,000 minimum a bit overwhelming? Use this breakdown to ease your mind:



5 family members give \$50 you after you send a letter .....	\$250
10 social media contacts give \$25 after you share .....	\$250
5 friends give you \$20 after you talk on the phone .....	\$100
10 people give \$10 after you send an email.....	\$100
20 co-workers give \$5 after seeing a donation jar at your desk.....	\$100
Your donation of \$50.....	\$50
Your registration fee.....	\$50
Your company's matching funds.....	\$100-\$900
	<b>TOTAL \$1000 +</b>

Take a deep breath, because you are really going Over the Edge!

## KEEP IN MIND

**Everyone is a potential donor.** Friends, family, classmates, co-workers, neighbors, mailman, doctors, etc.

**Personal messages work.** Send e-mails or hand written letters and make phone calls.

**It's not all about you.** Remind potential supporters that their contribution is 100% tax-deductible, supports work in their community, and supports veterans.

**The worst they can do is say no!** If you do not try, you do not know! Aim high, ask for \$50 and settle for \$25.

**It is okay to dream big.** The minimum is \$1,000 but there is nothing stopping you from raising more money! Set your own goal and encourage people to help you reach it!

**It's okay to ask again and follow up.** While someone may have put your e-mail aside with the intention of giving you a donation, they might need to be reminded that the event is quickly approaching and you need their help.

**Some companies offer matching gift programs.** Ask supporters to check with their companies for matching gift programs.

**People love incentives.** Make a contest for your friends and family and raffle off a prize, like homemade cookies or a gift card!

**It's okay to be silly.** Challenge your supporters to help you reach your goal by a certain date to make you rappel in a costume and let your top donor pick the costume!

**Who doesn't love a party?** Host a fundraiser!

# FUNDRAISING TIPS



## GET STARTED NOW!

The biggest thing to remember with fundraising is that the sooner you get started, the sooner you will see donations come in! The more time you have to fundraise, the easier it will be for you to reach your goal.

## SPREAD THE WORD

Once your website is set up, you will need to share the link with everyone you know!

### E-mails or letters?

E-mail is the fastest way to get your fundraising website out to all your family and friends. It is also a great tool for sending event updates and reminder e-mails. Letters take a bit more time but can be really effective at letting people know how serious you are about reaching your goal.

Ideally, use both!

Some people you know will respond better to a letter, knowing you took the time to write and mail one. Others may prefer the ease of simply clicking on a link in an e-mail to donate online. Many people will need more than one request to donate, so it's okay to send your invitation to donate via both e-mail and letter.



## HOW TO WRITE A GREAT EMAIL OR LETTER

**Introduction:** Let people know what you're doing! Include your reason for supporting, what the money will be used for, and if you are rappelling in honor of anyone.

**"The Ask"** or request for a donation is really important. Let them know that you need their help and suggest an amount.

**Let people know how to donate** (either through your webpage or include a self-addressed envelope & donation reply card if you're mailing letters).

**Tell them** donations are 100% tax deductible. Include a personal fundraising deadline so people don't put off donating. (Remember, funds need to be raised by July 15<sup>th</sup>, 2016. Earn an extra 30 days of fundraising with a Credit Card Guarantee Form.)

**Closing & Thank you** Let them know that you appreciate anything they can give.

**Always follow up after you send a letter! Do not be afraid to remind people of your deadlines or to confirm if they received it.**

# FUNDRAISING TIPS

## SOCIAL MEDIA

This is a great way to self-promote! Connect with people who you would normally not be in regular contact with and let them know you are fundraising. You can link your fundraising website directly to Facebook, Twitter, Instagram, and more!

- Create a schedule for what and when to post ahead and stick to it.
- Regularly post your social media status updates with your website link, First Giving even has tools for you to do this!
- Posting photos? Habitat for Humanity Riverside stock photos are available upon request.
- Join our Facebook Over the Edge event and like us on Facebook for hints, tools, and updates. [www.Facebook.com/HabitatforHumanityRiverside](http://www.Facebook.com/HabitatforHumanityRiverside)
- Make sure to include the hashtag #RappelForVets so that other Edgers, or people who are curious about the event, can see your posts!
- Start a fan page for your rappel on Facebook and invite all of your “friends” to be a fan. Send out updates about your fundraising and pictures of the event!



## MAKE A LIST AND ASK



The key to building a successful fundraising campaign depends on asking **everyone** you know for support. Start with your e-mail contacts, address book, cell phone numbers, holiday card lists, or party invite lists. Think of the people closest to you who are most likely to give. Include everyone that your life touches and ask him or her to make a donation. If you spend money someplace regularly like the dry cleaner, salon, child care, dog walker...don't be afraid to let them know you're fundraising. They value your business! The list of people you know just might surprise you!

# FUNDRAISING TIPS

## ADD INCENTIVES

Make donating a contest for your friends and family! For example: Let people know that for every \$25 they donate, they 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. The possibilities are endless. Remember, be creative and have fun!



## CREATE SPONSORSHIP LEVELS

Breaking up your fundraising goal often makes it easier for you to manage and easier for your supporters to feel empowered to help. Rather than asking for a general donation, ask friends and family to sponsor the cost of a floor or a foot by using the following formula:

**Goal/ Floor**

**Goal/ Feet**

For example: \$1,000/ 85 feet, \$11.77 pledge per foot

## OFFICE CAMPAIGNS & FUNDRAISERS



You can put together some mini-fundraisers to benefit your cause:

- Bake sale – sell cookies at your desk.
- Lunch fundraiser- Bring home cooked meals or pick up food at a local restaurant and deliver to their desks. (Charge for lunch or ask for donations)
- Collection baskets – Post at your desk or a common area
- Create pins, ribbons, or stickers for people who have donated to your campaign to wear around the office
- Challenge: have a peer in another department go Over the Edge with you, rally your department team, and see who can raise the most!

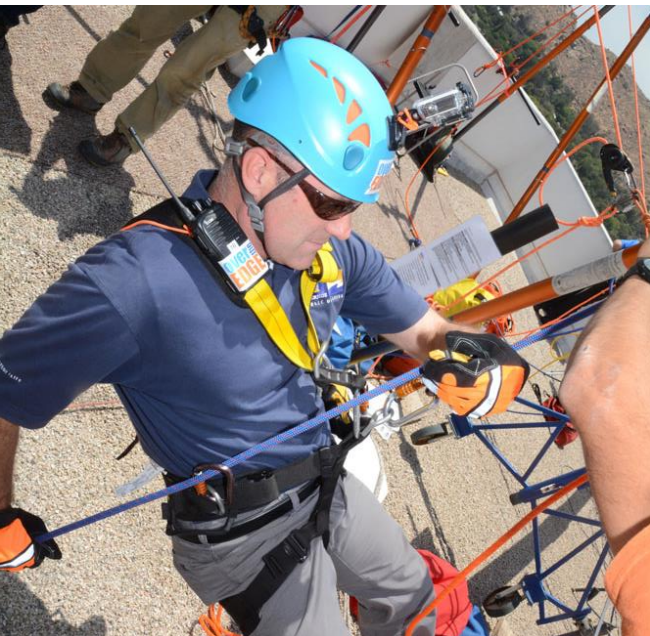
**Executives and bosses! “Toss your Boss” with a sponsorship to earn marketing and promotional opportunities for your company.**



# WHAT TO EXPECT

## GENERAL INFORMATION

**This is not your typical rock climbing rappel!** You will be wearing a full-body industrial harness and using an industrial handheld descender to rappel the building. Squeezing the handle allows you to go down, letting go makes you stop. You can control your speed to a certain extent, but should you go too fast the back-up device will engage. Getting your weight off the roof and into the harness is the most difficult part for some people. You will have an opportunity to practice your technique during training and an Over the Edge (OTE) Technician will guide you through these first few steps. Once you've made it over the edge, you will have a radio to communicate with your OTE Technician. It will take between 5 and 15 minutes to get to the bottom.



## TRAINING

When you arrive on site you will check in at registration and be escorted to the staging area where you'll be fitted for gear. Once you complete this first stop, you will be escorted to the training area where you will have the opportunity to hang in the harness, find a comfortable position, and practice using the descender. The same safety procedures are used in the training as in the long rappel so you will be familiar with them when you get there.

## WHAT CAN I DO TO PRACTICE?

The most common complaint from participants after rappelling is that their forearm got sore during the descent. The squeezing motion required isn't hard, but over a long time it can get tiring. Proper technique makes a lot of difference, but using a squeeze ball once in a while doesn't hurt either.

Go rock climbing! Not only does rock climbing strengthen your forearms, but also it allows you to hang in a harness. Although the harnesses we use are different, you will still get the idea of what muscles it takes to stay upright.

Finally, get psyched! You're one of a few special people who will be going over!

# WHAT TO EXPECT



## SPECTATORS AND FRIENDS

Unfortunately, the roof is a restricted access area and friends of the participants will not be allowed up to the roof top. There will be a viewing area from the ground for spectators.

Event photographers will take pictures from the roof. Photos will be posted on Habitat for Humanity Riverside's Facebook page after the event and sent to participants.

## WHAT TO WEAR

Wear good shoes; sneakers, light hikers, something with a soft and light-colored sole. No sandals, slip ons, climbing shoes, slippers, flip flops, high heels, or steel toed boots.

We recommended you wear long pants and a long sleeved shirt. Athletic pants, tights, and jeans, are suitable. The harness goes around your legs, waist, and shoulders, so it is best to avoid anything too bulky. Shirts should be comfortable and without draw cords. Long hair will have to be tied back and pinned up to fit under the helmet.

Costumes are very much encouraged! All costumes will need to meet the same standards as listed above and be approved by the Site Safety Supervisor for the main rappel.

**All rappel gear will be provided, including gloves and a helmet.**



# FAQ

**Do I need to have rappel or climbing experience to rappel?**

Absolutely not! We will show you everything you need to know on the day of the event. After checking in and being fitted for your rappelling gear, all participants will receive mandatory training and have the opportunity to practice using the gear.

**Who can participate in Over the Edge (OTE)?**

Participants need to weigh between 100 to 300 pounds. Minors will need to fill out a form with parental consent to participate.

**Can I participate if I have a disability?**

This event is all inclusive, meaning that persons with disabilities are able and encouraged to participate. For persons with disabilities, please be sure to contact us and explain the nature of your disability at least 35 days in advance of the event so this information can be provided to the Over the Edge (OTE) staff to ensure they have the necessary equipment required for rappellers with special needs.

**How safe is this event?**

As with everything, there are risks. It is important that during the training session you listen to and follow instructions. Every OTE event is set up as an industrial work-site and as a result, is compliant with all federal and state OSHA Fall Protection Standards and OSHA Federal and State Laws. Further, policies and procedures adhere to the best practices identified by SPRAT. This counsel is a strict regulatory body that has regimented guidelines and safety protocols that far exceed the OSHA, Workers Compensation and state labor codes. OTE has an impeccable safety record. All OTE sites have highly trained industrial rope specialists, all of which are IRATA or SPRAT certified. Each event site has a comprehensive Site Inspection & Safety Plan completed, and if every potential risk cannot be mitigated, then the site will simply not be approved.

# FAQ

**How do weather conditions effect the event?**

In the event of adverse weather, OTE Technicians will initiate a weather related delay. Safety policies and procedures will be strictly enforced to ensure the safety and well-being of all participants. In the event of significant weather delays, individuals unable to rappel will have the opportunity to rappel on an alternate rappel date, to be determined.

**RAIN** Typically an event can continue to operate in rain. When rain is so heavy unsafe conditions exists, a delay will be initiated until rain eases enough to continue safely.

**WIND** In the event of sustained winds of 25 mph, or gusts lasting 20 seconds of 25 mph, a delay will be initiated until conditions improve.

**LIGHTNING** A delay will be initiated if lightning strikes are within 40 miles from the event.

**What if I do not raise the minimum \$1,000?**

Participants are encouraged to fill out a Credit Card Guarantee form to reserve their spot to go Over the Edge. After the event, participants that sign a Credit Card Guarantee form will have an extra 30 days to continue to raise funds. If the \$1,000 fundraising minimum is not met by the end of the 30 days, the form authorizes Habitat for Humanity Riverside to charge the card the remaining amount on August 15<sup>th</sup>, 2017.

If you fail to raise the minimum requirement to rappel by July 15<sup>th</sup> and do not fill out a Credit Card Guarantee form, donations will remain with Habitat for Humanity Riverside.

**If I receive donations by check, where do I mail them?**

Please mail all donations by check to:

P.O Box 2216

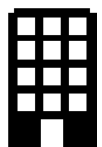
Riverside, CA 92516

Please include a note with whom to apply the funds to.

# SPONSORSHIPS

## TAKE YOUR PHILANTHROPIC EFFORTS TO NEW HEIGHTS!

Consider becoming a sponsor to gain marketing and promotional opportunities for your company. Sponsorship levels are flexible and can be customized to fit your business needs.



### SUMMIT SPONSOR

**\$10,000**

Includes 5 Rappel Edger spots, all benefits of Ascent Sponsor, plus:

- Host of Drop Zone – logo at drop zone.
- Title spot (example: “Over the Edge for Habitat for Humanity Riverside presented by [your name here]”)
- Company logo and/or name included on all event related materials
- Opportunity for company CEO or other designee to be the first edger of event
- Inclusion in event press releases
- Personalized blog post about your partnership with Habitat Riverside



### ASCENT SPONSOR

**\$5,000**

Includes 2 Rappel Edger spots, all benefits of Rope Sponsor, plus:

- Social Media mentions
- 3 Total Social Media posts
- Recognition and link on Habitat for Humanity Riverside website
- Signage/ Tabling opportunities on site



### GEAR SPONSOR

**\$7,500**

Includes 4 Rappel Edger spots, all benefits of Ascent Sponsor, plus:

- 5 Total Social Media Posts
- Logo featured prominently on safety helmet
- Company logo and/or name included on some event related materials
- Inclusion in emails sent to participants
- Personalized blog post about your partnership with Habitat for Humanity Riverside



### ROPE SPONSOR

**\$2,500**

Includes 1 Rappel Edger spot and the following benefits:

- One blog and social media post featuring sponsor.
- PA mentions and product marketing opportunities to Edgers.
- Logo inclusion on event T-shirts.

To sponsor, contact **Matt Friedlander** at **951-787-6754 x 119**, [MFriedlander@HabitatRiverside.org](mailto:MFriedlander@HabitatRiverside.org).

# HABITAT FOR HUMANITY RIVERSIDE

No matter who we are or where we come from, we all deserve to have a decent life. We deserve to feel strength and stability day after day. We deserve to know we have the power to take care of ourselves and build our own futures. At Habitat for Humanity, this is what unites us.

## THROUGH SHELTER, WE EMPOWER.

Our shared vision is a world where everyone has a decent place to live.



Your financial support, voice, and time will help bring strength, stability, and self-reliance to veterans in need of a decent place to live. 100% of the money raised will support our veteran services, empowering low-income veterans and their families by surrounding them with supportive services and giving them the opportunity to purchase a safe and affordable home. This includes support for our upcoming veteran builds, bringing affordable homeownership opportunities to a total of 30 veteran families in Riverside and Jurupa Valley.

**For more information, visit**

**[www.HabitatRiverside.org](http://www.HabitatRiverside.org) or contact our**

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