



Welcome to Over the Edge 2011 for Special Olympics North Carolina!

You completed the online registration form and taken the first step to going Over the Edge! Now what?

VISION & MISSION

The vision of Special Olympics is to help bring 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. The mission of Special Olympics North Carolina is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. Special Olympics North Carolina provides athletes 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 Olympic athletes and the community.

FUNDRAISING

Fundraising for Special Olympics North Carolina will help support the vision and mission of the organization. The fundraising minimum for Over the Edge 2011 is \$1,000 but that does not mean that you have to stop there! Over the Edge is about creating as much funds and awareness for Special Olympics North Carolina as possible. We will captivate the attention of the state by climbing buildings, now let's stun them with the amount of money we can raise for a good cause!

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! Follow these easy steps to ensure you meet and exceed your goal:

1. Set up an online fundraising page on FirstGiving.com
2. Spread the word
3. Send out reminders
4. Throw a fundraiser; it's really an excuse to have a party!



1. ONLINE FUNDRAISING PAGE

One of the most effective means of fundraising is through Firstgiving. Special Olympics North Carolina provides access to all individuals to create a personal fundraising page that can be shared with all your contacts instantly through email, blogs and social media. Your contacts can donate safely and securely via credit card. To create a page go to www.firstgiving.com/sonc and find the appropriate Over the Edge page for the city in where you want participate.

Some suggestions for creating effective online fundraising pages:

1. Personalize your page. Add a picture, write a brief paragraph on what you're doing, include information about Special Olympics North Carolina and if you are rappelling in honor of someone.
2. Be sure to note that donations are 100% tax deductible.
3. Post your fundraising goal...the minimum is \$1000. You can raise more! The more you raise, the more you raise, the more opportunities SONC athletes have to participate and participants that exceed the fundraising minimum will be rewarded with incentives along the way!
4. Add an incentive for people to donate. Make donating a contest for your friends and family. 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 saving ...
5. Link your fundraising page to your social networking. Firstgiving has tools to make it easy.

2. SPREAD THE WORD

Once your website is set up, you are going to want to share that link with everyone you know! The fastest and easiest way to start is to send out an email to everyone in your address book. You may also consider sending snail mail letters to your holiday card list.

Write a good Email or Letter

To ensure that your friends and family know what a great cause you're supporting, follow these simple steps :

- o Introduction-let people know what your doing...that your planning on going Over the Edge to support the mission of Special Olympics North Carolina
- o Be sure to include information about Special Olympics North Carolina and where the money goes
- o Include your reason for supporting Special Olympics North Carolina and if you are rappelling in honor of anyone
- o "The Ask" or request for a donation is really important. Make sure you specifically ASK for help reaching your goal by ASKING for a donation
- o Let people know how to donate (either through your webpage or include a self addressed envelope and donation reply card if you're mailing letters)
- o Tell them donations are 100% tax deductible
- o Include a personal fundraising deadline so people don't put off donating -remember, funds must be raised by the day of the event.
- o Closing and Thank you

EMAILS vs.LETTERS

Email is the fastest way to get your online fundraising website out to all your family and friends. It is also a great tool for sending event updates and reminder emails. 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 email to donate on line. Many people will need more than one request to donate, so it's okay to send your invitation to donate via both email and letter.

Use Facebook, Twitter, Flickr and Blogging

Social media 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. When you click on the “Fundraising pages” tab of your firstgiving page there are powerful tools to link your page to your social media sites.

- o Use your FaceBook status update with your website link
- o Tweet your web link to let people know what you are doing.
- o Start a fan page on FaceBook and invite all of your “friends” to be a fan. Be sure to include your fundraising page link on your fan page and send out periodic updates.
- o You can also start a blog that chronicles your journey to go Over the Edge!

Who do you know?

The key to building a successful fundraising campaign depends on asking everyone you know for support. Start with your rolodex, email contacts, address book, cell phone numbers, holiday card lists, wedding invitations, or party invite lists. Think about 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! Use this helpful tool to remind yourself just how many people you know:

Who Is/Are My ...

Parents _____	Electrician _____
Grandparents _____	Electrolysis _____
Brothers _____	Engineer _____
Sisters _____	Engraver _____
Aunts _____	xterminator _____
Uncles _____	Financial Planner _____
Cousins _____	Funeral Director _____
Brothers-in-Law _____	Interior Decorator _____
Sisters-in-Law _____	Notary _____
Accountant _____	Nurse _____
Aerobics Instructor _____	Nutritionist _____
Alterations–Clothing _____	Office Cleaner _____
Antique Dealer _____	Optometrist _____
Appraiser _____	Painter _____
Architect _____	Pharmacist _____
Attorney _____	Photographer _____
Auctioneer _____	Physical Therapist _____
Auditor _____	Physician (Family) _____
Babysitter _____	Physician (Dermatologist) _____
Baker _____	Physician (OB-GYN) _____
Bartender _____	Physician (etc.) _____
Beautician _____	Piano Instructor _____
Bookkeeper _____	Plumber _____
Bus Driver _____	Police Officer _____
Butcher _____	Psychologist _____
Carpenter _____	Psychotherapist _____
Carpet Cleaner _____	Publisher _____
Caterer _____	Recruiter _____
Chiropractor _____	Security Guard _____
Dentist _____	Veterinarian _____

Who Sold Me My ...

Advertising	Computer Supplies
Auto	Computer Software
Antiques	Condominium
Audio Visual Equipment	Contact Lenses
Auto Repairman	Construction
Auto Lessons	Copier
Awnings	Cosmetics
Balloons	Dog
Banquet Room	Dry Cleaning
Barbecue	Eyeglasses
Battery	Fax
Beer	Fence
Bicycle	Firewood
Bed	Flowers
Bird Food	Formalwear
Blinds	Furniture
Boat	Gas
Boat Supplies	Golf Equipment
Boat Storage	Horse
Boiler	Hot Tub
Books	House
Boots	Insurance
Bricks	Investments
Brochure	Jewelry
Bridal Gown	Loan
Burglar Alarm	Luggage
Cabinets	Lawn
Camera	Limousine
Camper	Manicure
Car Wash	Medicine
Carpeting	Mobile Telephone
Cash Register	Mortgage
Cat	Motorcycle
Cement	Muffler
Chimney Cleaning	Music
Christmas Tree	Mutual Fund
Clothing	Newspaper
Computer	Office Furniture
Oil	Sporting Goods
Paging	Spring Water
Paint	Sprinkler System
Paper	Stereo
Party Supplies	Storage
Paving	Store Fixtures
Payroll	Storm Windows
Pet Supplies	Surgical Equipment
Photography	Television
Piano	Tile
Picture Framing	Tires
Pool	Title
Printing	Tools

Quilting Materials	Towing
Records	Toys
Refrigerator	Trailer
Rentals	Travel
Restaurant Equipment	Typesetting
Resume	Uniforms
Roofing	Uniform Cleaning
Sewing Machine	Vacuum Cleaner
Secretarial Services	Video
Septic Tank (Cleaning)	Voice Mail
Sheet Metal	Vitamins
Seeds	Waste Removal
Shoes	Wallpaper
Shoe Repair	Water Filters
Shredding Machine	Wedding Supplies
Siding	Weed Control
Sign	Weight Control
Skirts	Welding
Skin Care	Wine
Snow Removal	Windows

I Know People at ...

Bingo	Night Club
Bed and Breakfast	Nursing Home
Bowling	Pharmacy
Camp	Post Office
Child Care	Recycling Center
Church, Synagogue, Mosque, Temple	Resort
Chamber of Commerce	Restaurant
Clinic	School – High School
Delicatessen	School – College
Federal Government	Sight-Seeing Tours
Garden Center	State Government
Golf Course	Supermarket
Hardware Store	Tanning Salon
Health Club	Tennis Court
Hospital	Theater
Hotel	Thrift Shop
Kennel	Volunteer Group
Library	Warehouse
Museum	Yacht Club

Other People ...

Bank Teller	Judge
Best Man	Lifeguard
Bridesmaids	Mailman
Children's Friends' Parents	Military Friends
Children's Teachers	Model
College Friends	Neighbors
Congressman or Woman	People from Past Jobs
Editor	People You Grew Up with
Farmer	Play Bridge with

3. REMIND PEOPLE

People often need to be exposed to something 3-5 times before they react. Don't be afraid to send reminder emails to let people know you are still fundraising. Layer your approaches. Use email, letters and social media to let people know that you are still raising funds to go Over the Edge this summer!

1. Send reminders. Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Sometimes, reminder letters are more successful than original letters for bringing in the money.
2. Send updates. It is always important to send updates on your progress and your goals to your entire list, i.e. those who have responded to previous communication AND those who have not.
3. Send a "thank you" card or email. "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter how small the amount. Put your HEART into your follow up. Tell them why you are doing this. Make it personal; explain why this cause, this experience, and this commitment are important to you. Someone might donate to you because they know you and want to support your reasons for doing this.
4. Change or add a "Signature" on your outgoing emails to include your fundraising page link to subtly remind people you are still fundraising.
5. Update your social media networks with information about your fundraising efforts, e.g. Facebook & Twitter.

4. 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 get Over the Edge.

THINGS TO CONSIDER WHEN YOU PLAN A FUNDRAISER....

1. What type of fundraiser?
2. When / Where to have it?
4. How many people to invite?
5. What are the expenses?
6. How many people need to attend to turn a profit?
7. How are you going to invite people?
8. How much help will you need?

1. Start Planning Early!

- o Promote your event! Get the word out to everyone!
- o Be sure to send out reminders as your event nears
- o Use email invites (Evite/Facebook) to spread the word quickly and cheaply.
- o Ask each guest to bring a friend or two.

2. Do something you enjoy

- o Host a dinner party only if you enjoy cooking!
- o Organize a volleyball tournament only if you love playing volleyball!

3. Decide how you will collect donations

- o Charge a flat rate or ask for suggested donation - E.g. Have a dinner party and ask people to donate what they would have spent in a restaurant. Have a BBQ and ask guests for a donation of \$10.

4. Increase your revenue!

- o Include a silent auction or raffle to increase donations at your event
- o Pass around a jar at the event and ask people to donate their change
- o Sell 50/50 tickets - Sell raffle tickets for cash and draw one ticket at the end of the night. The winner splits the pot and keeps half the money.

DON'T KNOW WHAT TO PLAN?

Here are some great ideas!

Not everything on this list will appeal to you. Pick something that sounds fun and start planning!

raffle a gift basket at work/party	board game tournament
poker tournament	snack basket at work
bake sale	pay for casual dress day at work
mystery wine auction	pancake breakfast
garage sale	sell something on Ebay
pedi party	bowling tournament
silent auction	mini golf tournament
bbq cook off	scrap book party
pub crawl	house cleaning
benefit concert	dinner party
karaoke night	gardening
kids backyard camp out	art auction
wine & cheese party	pet sitting
kick ball tournament	volleyball tournament
bachelor & bachelorette auction	raffle off tickets to a game you can't attend
dodgeball tournament	dog wash
grocery store collections	dog fashion show
softball tournament	benefit concert
hot dog stand	movie night
rock band tournament	mow your neighbors lawn
candy sales	chili/spaghetti cook off
iron chef competition	sell a craft
golf tournament	Amazing Race around the city
concession stand during a sporting event	sundae party
bingo night	sell water on a hot day at a busy park
hot cocoa sale	pool party
taco/fajita/margarita night	potluck at work
craft show	offer up babysitting by donation
retro movie night	be a designated driver for the night and ask your friends to donate their cab fare
holiday bizarre	donation/pizza party
trivia party	day of beauty at local day spa
car wash	

If you need help planning a fundraising event, contact Susan Doggett. Her contact info can be found on the next page.

HOW CAN PEOPLE DONATE?

1. Direct people to your fundraising website
2. Collect checks made payable to: Special Olympics North Carolina
3. Collect credit card donations using the form below
4. Collect cash & convert to a money order (do not mail cash)

HOW DO I SUBMIT MY DONATIONS?

Donations made online will automatically be credited to your account. Mail checks, money orders or credit card forms to:

**Special Olympics North Carolina
c/o Over the Edge
2200 Gateway Centre Blvd. Suite 201
Morrisville, NC 27560**

Questions?

**Susan Doggett
sdoggett@sonc.net
(704) 358-1955 x 4**

Contribution Form

Please accept my: Visa Master Card American Express

Name as it appears on card:

Account Number _____

Exp. Date: _____/_____

Verify Amount Charged: _____

Signature: (Phone orders do not require signature)

Address: _____

City: _____

State: _____ Zip: _____

Work Phone: _____

Home Phone: _____

Over the Edge Participant's Name: _____