

# over the EDGE FOR

**Special  
Olympics**  
Arizona



# Edgers' Toolkit

## Welcome Edger!

Thank you for signing up to step Over the Edge for Special Olympics Arizona! We are thrilled to have you on board and have your help in fulfilling our vision of bringing 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.



### So you've decided to step Over the Edge - Now what?!

The Edgers' Toolkit will provide you with everything that you need in order to prepare for your heroic adventure, as well as aid you in your fundraising efforts.

#### **Edgers' Toolkit Includes:**

##### **Event Details**

Your donors might think you're a little crazy for committing to step Over the Edge of one of Phoenix's tallest buildings, but you certainly aren't alone. Check out our event details for more information.

##### **Special Olympics Arizona Information**

People want to know what their charitable contribution is supporting, so be sure to share some of these facts. Fill your supporters in on exactly how their donation will help.

##### **Steps to Becoming a Successful Edger**

Follow these 5 easy steps to securing a rappel spot and having a great Over the Edge Experience

##### **Who do You Know?**

Use this worksheet to define your social circle and determine the best individuals to ask for a donation.

##### **Raise \$1,000 in 10 days**

Whether your goal is \$1,000, \$2,000 or even more, you can do it! Use these day-by-day guides to help you in your fundraising efforts.

A fun way to collect donations is to hold a fundraiser. Check out this section for unique and innovated fundraiser themes!

##### **Donor Receipts**

Individuals making an offline donation may want a record of it; these donor receipts are great for that.

##### **Fundraising Worksheet**

Use this form to help you keep track of your fundraising efforts and as a reminder of who would appreciate a thank you. Once your rappel time is scheduled, consider inviting your supporters to watch you go Over the Edge or even sending picture of your epic fundraising experience after the event.

##### **Donation Request Letter**

Use this template when writing a letter or email to your friends and family. Tailor it to your audience and include facts about your personal involvement with the event or organization.

##### **For More Help**

Contact your Event Coordinator, Shelby Evenson for more personalized help or for answers to any of your questions. 602.230.0081

[Shelby@SpecialOlympicsArizona.org](mailto:Shelby@SpecialOlympicsArizona.org)

## Fundraisers

Special Olympics Arizona | 2100 South 75<sup>th</sup> Avenue | Phoenix, Arizona 85043 | Tel 602.230.1200 | Fax 602.230.1110 | [www.SpecialOlympicsArizona.org](http://www.SpecialOlympicsArizona.org)

*Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities*

## Event Details

### Building Address

1 East Washington St  
Phoenix, AZ 85004

IN THE KNOW	
14	Day in December that Participants will Rappel
190	# of Rappel Spots Open
415	CityScape Phoenix Building in Feet
1,000	Minimum Fundraising Amount to Secure a Rappel Spot

### What is Over the Edge?

Over the Edge is an exclusive opportunity for individuals to take their support of local athletes of Special Olympics Arizona to new heights by collecting pledges. In exchange for raising money, participants will earn the rare experience of stepping Over the Edge and rappelling down the CityScape Building, located in the heart of downtown Phoenix. This event is a unique combination of thrill and philanthropy!

### Who Can be an Edger?

Anyone with a desire to support a worthy cause and enough courage to step Over the Edge is welcome to participate! There are a few requirements: Participants must be over the age of 18 (under the age of 18 with parent consent), between 100 and 300lbs., and raise a minimum of \$1,000. No prior experience is necessary – just enough **courage** to step Over the Edge.



# ***Special Olympics*** ***Arizona***



## **Special Olympics Arizona Information**

Show donors that you aren't rapping just for the fun of it, but because you are also trying to help a great cause! Use some of these facts to explain what donations will be supporting.

- Special Olympics Arizona provides **year-round sports training** and athletic competition in a variety of sports for children and adults with intellectual disabilities.
- It costs approximately **\$1,000** to support two athletes for an entire year's worth of activities. Special Olympics Arizona provides all services at no charge to its participants.
- Special Olympics Arizona sponsors over **23,000 athletes** each year!
- Not only are we helping individuals with intellectual disabilities in Arizona, over 1.7 million athletes participate in Special Olympics activities in **150 countries!**
- We also provide opportunities to improve health and fitness through dental, vision, feet, hearing, and general **health exams**. Physicians and healthcare professionals provide these services at no cost to Special Olympics athletes at tournaments.
- Special Olympics Arizona provides programming for individuals with and without intellectual disabilities through **UNIFIED Sports®**. Athletes with intellectual disabilities pair with persons without disabilities and form teams for training and competition. Unified Sports integrates Special Olympics athletes with other athletes to **build self-esteem** and increase understanding of persons with different abilities.
- **Young Athletes**, an innovative sports play program designed for early childhood intervention, seeks to strengthen self-esteem and physical development for children with intellectual disabilities, ages 2-7 years old.
- Athlete Leadership provides athletes the opportunity to expand **personal growth** by acting as spokespersons, team captains, coaches, officials or by sitting on the Special Olympics Arizona Board of Directors.

## Steps to Becoming a Successful Edger

### STEP #1

To participate in this urban challenge, visit [www.SpecialOlympicsArizona.org](http://www.SpecialOlympicsArizona.org) and look for the event details under the Special Events Calendar.

### STEP #2

Create a free fundraising webpage when prompted to through the registration process. Personalize the site by naming it, uploading a picture, noting your fundraising goal, and including a message to your visitors.

### STEP #3

Solicit and collect pledges to support your heroic fundraising adventure! Let your family, friends, and co-workers know of your commitment to step Over the Edge for Special Olympics Arizona and how they can help you to accomplish your personal goals. Each Edger will need to collect the minimum of \$1,000 in pledges to participate. Pledges can also be accepted offline but the most efficient way to have individuals support your efforts is through the quick, easy, and secure manner online. Be sure to submit all offline contributions received to the Special Olympics Arizona Support Services Office. Also, use the offline donation function on your fundraising page to keep track of all offline donations electronically.

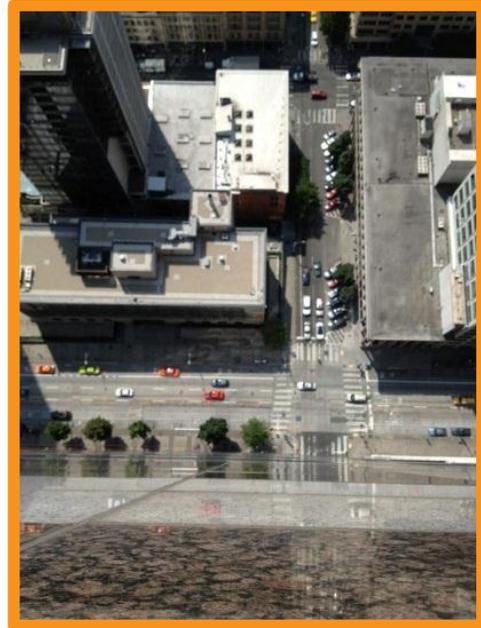
Remember that Special Olympics Arizona is here to help you in your fundraising efforts. We want you to get to the top of the CityScape Building. If after reviewing the Edgers' Toolkit you need more personalized support, let us know!

### STEP #4

Even though the fundraising minimum for Over the Edge is \$1,000, that does not mean that you have to stop there! Over the Edge is a fun way to raise as much funds and awareness for Special Olympics Arizona as possible. You will captivate the attention of Phoenix by going Over the Edge, now stun them with the amount of money you can raise for a good cause! Once you have secured at least the minimum of \$1,000 in pledges to participate, you will be able to reserve your rappel time.

### STEP #5

Have fun! You've worked extremely hard to reach the minimum fundraising goal or even to surpass it. It's almost time for you to lean back, step Over the Edge, take in the incredible view of South Mountain and Downtown Phoenix, and rappel 27 stories in support of local Special Olympics Arizona athletes.



## Who Do You Know?

The key to building a successful fundraising campaign is asking the right people for support. Think about everyone whose lives you touch and ask them to join you in supporting the local athletes of Special Olympics Arizona.

Your list can be overwhelming at first so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach - your family and friends. Next ask acquaintances and service providers. Before you know it, you will have a complete list of people to ask!

### Who is/are my...

Accountant	Carpenter	Office Cleaner
Aerobics Instructor	Carpet Cleaner	Optometrist
Alterations–Clothing	Caterer	Painter
Antique Deale	Chiropractor	Pharmacist
Appraiser	Coach	Photographer
Architect	Cousins	Physical Therapist
Attorney	Dentist	Physician
Auctioneer	Electrolysis	Piano Instructor
Auditor	Engineer	Plumber
Aunts	Engraver	Police Officer
Babysitter	Exterminator	Psychologist
Baker	Financial Planner	Publisher
Bartender	Funeral Director	Recruiter
Beautician	Grandparents	Security Guard
Bookkeeper	Interior Decorator	Sisters
Brothers	Notary	Sisters-in-Law
Brothers-in-Law	Nurse	Uncles
Bus Driver	Nutritionist	Veterinarian

## Who sold me my...

Burglar Alarm	Flowers	Pool
Cabinets	Furniture	Printing
Camera	Gas	Refrigerator
Camper	Golf Equipment	Restaurant Equipment
Car	Hot Tub	Roofing
Car Wash	House	Sheet Metal
Carpeting	Insurance	Sporting Goods
Cash Register	Jewelry	Sprinkler System
Cement	Limousine	Stereo
Chimney Cleaning	Motorcycle	Storage
Christmas Tree	Music	Store Fixtures
Clothing	Newspaper	Storm Windows
Computer	Oil	Television
Computer Software	Paint	Tile
Computer Supplies	Paper	Tires
Construction	Party Supplies	Tools
Copier	Payroll	Trailer
Cosmetics	Pet	Travel
Dry Cleaning	Pet Supplies	Wedding Supplies
Eyeglasses	Photography	Windows
Fence	Piano	Wine

## **I know people at...**

Bingo	Golf Course	School – College
Bowling	Hardware Store	High School
Camp	Health Club	State Government
Chamber of Commerce	Hospital	Supermarket
Child Care	Kennel	Tanning Salon
Church, Synagogue, etc.	Library	Tennis Court
Clinic	Museum	Theater
Federal Government	Night Club	Volunteer Group
Garden Center	Nursing Home	Yacht Club

## **Other people...**

Bank Teller	Editor	Neighbors
Children’s Friends’ Parents	Fire Chief	People from Past Jobs
Children’s Teachers	Flight Attendant	People You Grew Up with
College Friends	Fraternity/Sorority Friends	Teammates
Congressman or Woman	High School Friends	

## Raise \$1,000 in 10 Days!

	Who To Ask	Total
Day 1	You! Count the \$50 registration fee towards your total	\$50
Day 2	Ask 2 family members to match your contribution	\$100
Day 3	Ask 2 of your best friends to sponsor you at \$50 each	\$100
Day 4	Ask your boss for a company contribution to match your total	\$250
Day 5	Ask 5 local friends to sponsor you at \$20 each	\$100
Day 6	Ask 5 businesses you frequent to sponsor you at \$20 each	\$100
Day 7	Ask 5 coworkers to sponsor you at \$10 each	\$50
Day 8	Ask 5 out of town friends to sponsor you at \$20 each	\$100
Day 9	Ask 5 neighbors to sponsor you at \$10 each	\$50
Day 10	Ask 10 people from your social circle to sponsor you at \$10 each	\$100
<b>GRAND TOTAL</b>		<b>\$1,000</b>

### Helpful Hints

- Always follow up! People 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.

### Quick and Easy Idea's to Increase Your Fundraising Efforts

- 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.
- Ask all of your supporters about the possibility of matching funds from their employers.
- Social media is a great way to self-promote and connect with people who you would normally not be in regular contact with. Always be sure to include a link to your personal website for anyone interested in or able to support you. Facebook, Twitter, and Blogging are all great tools. Also, check to see if your employer will include you in the company's electronic Newsletter(s).
- Send a letter or e-mail out to all of your contacts. Letters take a bit more time but can be really effective at letting people know how serious you are about reaching your goal. Conversely, some people you know may prefer the ease of simply clicking on a link in an email to donate online. Many people will need more than one request to donate, so it's okay to send your request to donate via snail mail and email.

## 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 get to the top of the CityScape Building in Downtown Phoenix.

### 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 another friend or two
- Decide if you'll be charging a flat rate or simply asking for a suggested donation

Increase your revenue

- 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	Craft Show	Pizza Party
Bachelor/Bachelorette Auction	Dinner Party	Poker Tournament
Bake Sale	Dodgeball Tournament	Raffle
BBQ Cook Off	Dog Wash	Scrap Book Party
Be a Designated Driver-Ask for Donations	Garage Sale	Sell Something on EBay
Benefit Concert	Holiday Bizarre	Silent Auction
Bingo Night	Karaoke Night	Snack Basket at Work
Board Game Tournament	Kick Ball Tournament	Softball Tournament
Bowling Tournament	Movie Night	Trivia Party
Car Wash	Pancake Breakfast	Volleyball Tournament
Chili/Spaghetti Cook Off	Pet Sitting	Wine & Cheese Party

## Donor Receipts

**Over the Edge  
In support of Special Olympics Arizona  
Donor Receipt**

DonorName: \_\_\_\_\_ Date: \_\_\_\_\_  
Amount: \$ \_\_\_\_\_  
Paid By:  Check  Cash  
Edger Name: \_\_\_\_\_

Thank you for your donation. SOAZ is a 501(c)(3) non-profit organization. Your donation is 100% tax deductible. Fed Tax ID 86-0307564. Formal letter of recognition to come.

**Over the Edge  
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## Fundraising Worksheet

Use the following form to help keep track of donations made and collected offline. Record as much information as possible so that you are able to send out a thank you note later.

Please remember that it is your responsibility to input offline donations to your Kintera fundraising page. Your fundraising total will not be accurate if offline donations are not entered. Once you have updated your webpage to reflect offline donations, send them to:

Special Olympics Arizona – OTE  
2100 South 75<sup>th</sup> Avenue  
Phoenix, AZ 85043

For further instructions on how enter offline donations onto your fundraising page, contact Shelby Evenson | 602.230.0081 | [Shelby@SpecialOlympicsArizona.org](mailto:Shelby@SpecialOlympicsArizona.org)

Donor Name	Address	Email	Donation
1.			\$
2.			\$
3.			\$
4.			\$
5.			\$
6.			\$
7.			\$
8.			\$
9.			\$
10.			\$

Date

Dear Friends and Family,

I am writing to you today to let you know that I have pledged to step 'Over the Edge' for the local athletes of Special Olympics Arizona. On December 14, 2019 I will muster the courage to stand atop the CityScape Building in downtown Phoenix and then rappel the 27 stories and 415 feet to the ground.

While I am not asking you to join me in rappelling the building, I do need your help in order to make it onto the rooftop. In addition to pledging to step 'Over the Edge', I have also committed to raising a minimum of \$1,000. You are probably thinking that this endeavor is a little on the crazy side but I am dedicated to challenging myself just as the athletes of Special Olympics do on a daily basis. The fear that I will experience is only temporary while the positive impact on our community and this organization will last a lifetime.

Making a contribution towards my campaign has never been easier. You can show your support by visiting my personal fundraising web-page at \_\_\_\_\_.  
Donating through this website is simple, fast, and completely secure. It is also the most efficient way to support my efforts. If you prefer, you can also send me a check or money order made payable to Special Olympics Arizona. Any financial support would be greatly appreciated; no gift is too small. Please consider helping me reach my personal fundraising goal of \$\_\_\_\_\_.

By supporting my efforts, you will be inspiring greatness in the lives of 23,000 Special Olympics Arizona athletes. In addition to ensuring their continued participation in year round sports training and athletic competition, receiving much needed health exams and exploring many new opportunities in roles of leadership, you are facilitating a global movement for inclusion. Your support is instrumental in bringing all persons with intellectual disabilities into conditions whereby they are accepted, respected, and given the chance to become useful and productive citizens.

Thank you in advance for any financial assistance that you can lend to my heroic fundraising!