



Big Brothers Big Sisters
of Northern Nevada

**Welcome to Over the Edge for
Big Brothers Big Sisters of
Northern Nevada!
*Now what?***

VISION & MISSION

The Big Brothers Big Sisters of Northern Nevada mission is to provide children facing adversity with strong and enduring, professionally supported, one-to-one relationships that change their lives for the better, forever.

The Big Brothers Big Sisters of Northern Nevada vision is successful mentoring relationships for all children who need and want them, contributing to brighter futures, better schools and stronger communities for all.

FUNDRAISING

Fundraising for Big Brothers Big Sisters of Northern Nevada will help support the vision and mission of our organization. The fundraising minimum for Over the Edge 2017 is \$1,000 but that doesn't mean that you have to stop there! Over the Edge will draw awareness to Big Brothers Big Sisters of Northern Nevada and raise much needed funds for at-risk youth in our community. We will captivate the attention of Reno 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 your website
2. Spread the word
3. Send out reminders
4. Throw a fundraiser; it's really an excuse to have a party!

1. WEBSITE

When you registered for Over the Edge, you were prompted to set up your website. To access your website, visit:

<https://amplify.netdonor.net/2761/over-the-edge-2017>

Some suggestions:

1. **Personalize your website.** Add a picture, a short paragraph on what you're doing, include information about Big Brothers Big Sisters of Northern Nevada and if you are rappelling in honor of someone.
2. Be sure to note that donations are **100% tax deductible**
3. **Put up a fundraising goal...**the minimum is \$1000 but there is nothing stopping you from raising more money. Set your own goal and encourage people to help you reach it!
4. **Add an incentive for people to donate.** 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...
5. **Link your fundraising page to your social networking sites.** Your website has some great tools to connect your page to everything you do!

2. SPREADING 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 make sure that your friends and family know what a great cause you're supporting, follow these simple steps to write a great email or letter!

- Introduction-let people know what you're doing...planning on going Over the Edge to support the mission of Big Brothers Big Sisters of Northern Nevada.
- Be sure to include information about Big Brothers Big Sisters of Northern Nevada & where the money goes
- Include your reason for supporting Big Brothers Big Sisters of Northern Nevada & if you are rappelling in honor of anyone
- "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
- 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 September 22)
- Closing & Thank you

Add a Donor Incentives!

Think about creating a donor incentive...

- If you reach your goal by a certain date you will rappel in a costume

- Your Top Donor gets to pick your costume

The possibilities are endless. Remember, be creative and have fun!

Add your own sponsor levels

- Floor sponsors and donations
 - Divide the number of floors into your minimum amount raised
Example: \$1000/20 floors, \$50 pledge per floor
- Feet sponsors
 - Same as floors, except use the height of the building in feet
Example: \$1000/300 feet, \$3.33 per foot
- Corporate donations
 - Don't forget you can even ask area businesses to support you
- Office campaigns & fundraisers
 - 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 has to go Over the Edge. For execs, challenge other departments or challenge an exec from another company!

Don't Forget to Ask about Company Matches

- Ask your donors if their company matches charitable donations. If they do, ask them to submit for their donation to be matched
- See if your own company will match your donations or the total funds you raise. If they only match employee giving, get as many of your co-workers to give as much as possible and don't forget to apply to get your registration fee matched!

EMAILS OR LETTERS?

Email is the fastest way to get your online fundraising website information 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 more 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.

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. You can link your fundraising website to Facebook, twitter and more.

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

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 _____
Grandparents _____
Brothers _____
Sisters _____
Aunts _____
Uncles _____
Cousins _____
Brothers-in-Law _____
Sisters-in-Law _____
Accountant _____
Aerobics Instructor _____
Alterations-Clothing _____
Antique Dealer _____
Appraiser _____
Architect _____
Attorney _____
Auctioneer _____
Auditor _____
Babysitter _____
Baker _____
Bartender _____
Beautician _____
Bookkeeper _____
Bus Driver _____
Butcher _____
Carpenter _____
Carpet Cleaner _____
Caterer _____
Chiropractor _____
Dentist _____

Electrician _____
Electrolysis _____
Engineer _____
Engraver _____
Exterminator _____
Financial Planner _____
Funeral Director _____
Interior Decorator _____
Notary _____
Nurse _____
Nutritionist _____
Office Cleaner _____
Optometrist _____
Painter _____
Pharmacist _____
Photographer _____
Physical Therapist _____
Physician (Family) _____
Physician (Dermatologist) _____
Physician (OB-GYN) _____
Physician (etc.) _____
Piano Instructor _____
Plumber _____
Police Officer _____
Psychologist _____
Psychotherapist _____
Publisher _____
Recruiter _____
Security Guard _____
Veterinarian _____

Who Sold Me My ...

Advertising _____
Auto _____
Antiques _____
Audio Visual Equipment _____
Auto Repairman _____
Auto Lessons _____
Awnings _____
Balloons _____
Banquet Room _____
Barbecue _____
Battery _____
Beer _____
Bicycle _____
Bed _____
Bird Food _____
Blinds _____
Boat _____
Boat Supplies _____
Boat Storage _____
Boiler _____
Books _____

Computer Supplies _____
Computer Software _____
Condominium _____
Contact Lenses _____
Construction _____
Copier _____
Cosmetics _____
Dog _____
Dry Cleaning _____
Eyeglasses _____
Fax _____
Fence _____
Firewood _____
Flowers _____
Formalwear _____
Furniture _____
Gas _____
Golf Equipment _____
Horse _____
Hot Tub _____
House _____

Boots _____
Bricks _____
Brochure _____
Bridal Gown _____
Burglar Alarm _____
Cabinets _____
Camera _____
Camper _____
Car Wash _____
Carpeting _____
Cash Register _____
Cat _____
Cement _____
Chimney Cleaning _____
Christmas Tree _____
Clothing _____
Computer _____
Oil _____
Paging _____
Paint _____
Paper _____
Party Supplies _____
Paving _____
Payroll _____
Pet Supplies _____
Photography _____
Piano _____
Picture Framing _____
Pool _____
Printing _____
Quilting Materials _____
Records _____
Refrigerator _____
Rentals _____
Restaurant Equipment _____
Resume _____
Roofing _____
Sewing Machine _____
Secretarial Services _____
Septic Tank (Cleaning) _____
Sheet Metal _____
Seeds _____
Shoes _____
Shoe Repair _____
Shredding Machine _____
Siding _____
Sign _____
Skirts _____
Skin Care _____
Snow Removal _____

Insurance _____
Investments _____
Jewelry _____
Loan _____
Luggage _____
Lawn _____
Limousine _____
Manicure _____
Medicine _____
Mobile Telephone _____
Mortgage _____
Motorcycle _____
Muffler _____
Music _____
Mutual Fund _____
Newspaper _____
Office Furniture _____
Sporting Goods _____
Spring Water _____
Sprinkler System _____
Stereo _____
Storage _____
Store Fixtures _____
Storm Windows _____
Surgical Equipment _____
Television _____
Tile _____
Tires _____
Title _____
Tools _____
Towing _____
Toys _____
Trailer _____
Travel _____
Typesetting _____
Uniforms _____
Uniform Cleaning _____
Vacuum Cleaner _____
Video _____
Voice Mail _____
Vitamins _____
Waste Removal _____
Wallpaper _____
Water Filters _____
Wedding Supplies _____
Weed Control _____
Weight Control _____
Welding _____
Wine _____
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, etc. _____
 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 _____
 Federal Express Carrier _____ Play Sports with _____
 Fire Chief _____ High School Friends _____
 Flight Attendant _____ Fraternity/Sorority Friends _____

3. REMIND PEOPLE

People often need to be exposed to something 3-5 times before they react. Don’t be afraid to send out a reminder email 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 what 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, 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, Instagram & 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 to the top of the Grand Sierra Resort this summer.

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

1. What type of fundraiser
2. Where to have it
3. When to host it
4. How many people to invite
5. Cost to you
6. Price per person to turn a profit
7. Number of people you need to invite to turn a profit
8. How are you going to invite people
9. How much help are you going to need

Key elements of a fundraiser:

1. Start planning early!
 - Promote your event! Get the word out to everyone!
 - Be sure to send out reminders as your event nears
 - Use email invites (Evite/Facebook) to spread the word quickly and cheaply.
 - Tell each guest to bring a friend or two.
2. Do something you enjoy
 - Only host a dinner party if you enjoy cooking!
 - Only organize a volleyball tournament if you love playing volleyball!

3. Decide how you will collect donations
 - Charge a flat rate or ask for suggested donation
 - a. For example: Have a dinner party and ask people to donate what they would have spent on a night out at a restaurant OR have a BBQ and ask guests for a donation of \$10 to attend.
4. 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
 - Sell 50/50 tickets (sell raffle tickets for cash and draw one ticket at the end of the night. The winner splits the pot!

**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! If you need help on how to plan a great fundraiser, contact: Wendy Firestone at wfirestone@bbbsnn.org

raffle a gift basket at work/party
 bake sale
 garage sale
 silent auction
 pub crawl
 karaoke night
 wine & cheese party
 bachelor & bachelorette auction
 grocery store collections
 hot dog stand
 candy sales
 golf tournament
 bingo night
 hot cocoa sale
 craft show
 holiday bizarre
 car wash
 snack basket at work
 pancake breakfast

bowling tournament
 scrap book party
 dinner party
 art auction
 volleyball tournament
 dog wash
 dog fashion show
 movie night
 chili/spaghetti cook off
 Amazing Race around the city
 sell water on a hot day at a busy park
 offer up babysitting by donation
 donation/pizza party
 day of beauty at local day spa
 poker tournament
 mystery wine auction
 pedicure
 party bbq
 cook off

benefit concert
kids backyard camp out
kick ball tournament
dodgeball tournament
softball tournament
rock band tournament
iron chef competition
concession stand during a busy
sports tournament
taco/fajita/margarita night
retro movie night
trivia party
board game tournament
pay for casual dress day at work
sell something on Ebay

mini golf tournament
house cleaning
gardening
pet sitting
raffle off tickets to a game you
can't attend
benefit concert
mow your neighbors lawn
sell a craft
sundae party
pool party
potluck at work
be a designated driver for the
night and ask your friends to
donate their cab fare

HOW CAN PEOPLE DONATE?

1. Direct people to your fundraising website
2. Collect checks made payable to:
Big Brothers Big Sisters of Northern Nevada
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.

PLEASE ADD YOUR NAME TO THE MEMO LINE OF CHECKS AND CREDIT CARD FORMS.

INDICATE WHAT CITY YOUR RAPPELLING IN

Mail checks, money orders or credit card forms to:

Big Brothers Big Sisters of Northern Nevada
1300 Foster Drive Ste. 210
Reno, NV 89509

Questions? Contact:

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