

FUNDRAISER TOOLKIT



**GO OVER THE EDGE
TO TRANSFORM LIVES**

JULY 17, 2021

HILTON SAN DIEGO BAYFRONT

give.realitychangers.org/OverTheEdge2021

**over
the
EDGE** 



Fundraising for First-Generation College Students!

Thank you for signing up to raise funds for Reality Changers and go Over the Edge. By raising funds, you are helping youth achieve their college dreams. Please refer to this toolkit for fun ideas, resources, sample content, and more to help you reach your fundraising goal!

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THANK YOU FOR HELPING TO TRANSFORM LIVES

YOUR IMPACT

By raising funds to benefit Reality Changers, you are helping youth achieve their dreams of becoming first generation college graduates and agents of change in their community. With the help of people like you, Reality Changers has supported more than 2,900 program graduates since 2001, providing programming that meets the unique social-emotional needs of students from underrepresented backgrounds --including tutoring, mentorship, college readiness skills, and professional development-- at no-cost to students and their families.



Stephanie, Class of 2014

"There's not a lot of people in my neighborhood that have the opportunity to go to college. 'University' is like a foreign word. Reality Changers is able to get a student into a program that's the right fit for them and students can build up from there."

Tran, Class of 2021

"My Reality Changers family always supports me. If I am off track, Reality Changers is there to motivate me to the right path. I have been able to open up to them, speak freely, and take in advice they have given me."



Martin, Reality Changers Parent

"It was an obstacle to help my student with school work because English is not my first language. Reality Changers has motivated my children to get good grades, get involved with the community, and do everything they can to make it to college one day."



EARN PRIZES

ONLINE CONTESTS

Join our Fundraiser Facebook Group to enter our online contests, like BINGO. You can win goodies like gift cards, swag, and more!

Facebook group URL: www.facebook.com/groups/496533825058148
 You must be logged in to Facebook to request access to this group.



Had 2 friends follow Reality Changers on social media	Reached \$2,500	Joined a fundraising team	Reached 10 donors in week
Had 3 friends share my donation page on social media	Reached \$5,000	Donated to another fundraiser's page	Had a donor give twice to my page

LEVEL UP

Every dollar you raise helps students and families. Go beyond the \$1,000 minimum to earn fabulous prizes and provide more support for Reality Changers programs.

	\$1,000 RAISED	Rappel and T-shirt
	\$2,000 RAISED	Reality Changers Ballcap, rappel, & T-shirt
	\$3,000 RAISED	Reserve your preferred rappel time (first come, first served), ballcap, rappel, & T-shirt
	HIGHEST FUNDRAISER	Additional rappel spot for a friend, reserve your rappel time, ballcap, rappel, & T-shirt

YOUR 8-STEP FUNDRAISING PLAN

1 Create a Contact List

Make a list of your closest friends, family members, and biggest supporters. List their phone numbers, emails, and/or social media accounts.

2 Designate Gift Sizes

Determine a suggested donation amount for each of your contacts. You know your circle of influence better than anyone and understand that different people are able to give different amounts.

Check: Do the gift sizes you proposed for each contact add up to your goal? If not, you may need to ask for more or ask more people.

3 Draft an Ask

How are you going to ask your contacts to donate? Write out your letter, email, phone call script, social media post, or text. Or copy from our examples (pages 9 & 10)!

4 Make a Calendar

Who will you reach out to when? Break down your fundraising plan by dates, number of requests, and gift amounts. This way, you can track your progress and keep yourself accountable!



YOUR 8-STEP FUNDRAISING PLAN

5 Personalize Your Fundraising Page

Your contacts want to give because they support YOU! Add your photo and your personal story to your fundraising page. Visit RealityChangers.org/over-the-edge for instructions on how to set-up and customize your fundraising page.

What makes a good story?

Let your contacts know why Reality Changer is important to you. Here are some guiding questions:

- How did you first get involved with Reality Changers?
- What inspires you about Reality Changers?
- Why do you think Reality Changers is important?
- Why do you want to Go Over The Edge?

6 Ask!

When you're ready, begin reaching out to your network and sharing the link to your fundraising page. At best, your contacts will make a donation and may even give you more than you expected! If you don't receive a response from a contact, be sure to follow up and remind them.

What if someone says “no”?

That's ok! Listen to your contact and hear them out. This will help you to gather more information and better understand their motivations. Maybe they don't have all of the details they need or maybe now just isn't the right time. Either way, you can learn from the conversation. Be sure to thank them for their time!

YOUR 8-STEP FUNDRAISING PLAN

7 Post to Social Media

Share your fundraising page on social media. Tag your contacts to encourage them to give!

8 Thank Your Donors

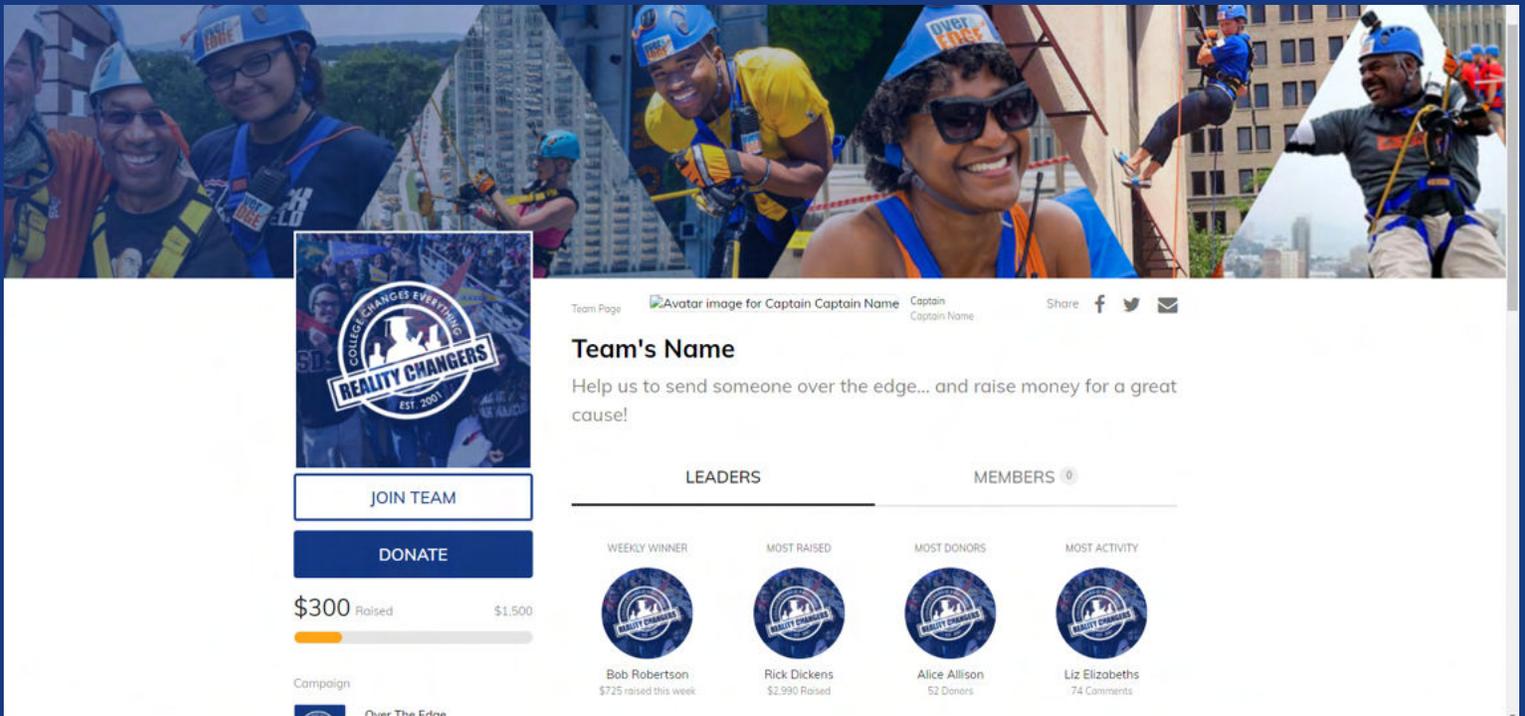
The most important thing you can do as a fundraiser is to thank your donors as soon as they give. We recommend sending a thank you within 48 hours.



FUNDRAISING TEAMS

Fundraising teams are a great way to band together and raise money with your coworkers, organization, or friends! You can create or join a fundraising team when you sign up or reach out to Reality Changers to create one later on. Each member of a fundraising team must register and create their own individual page.

Please note: Individuals who plan to fundraise as part of a team but do not plan on rappelling DO NOT have to meet the \$1,000 fundraising minimum. Teams that work together to meet the \$1,000 fundraising minimum may nominate one member to rappel.



Team Page Avatar image for Captain Captain Name Captain Captain Name Share f t e

Team's Name

Help us to send someone over the edge... and raise money for a great cause!

LEADERS MEMBERS

WEEKLY WINNER	MOST RAISED	MOST DONORS	MOST ACTIVITY
 Bob Robertson \$725 raised this week	 Rick Dickens \$2,990 Raised	 Alice Allison 52 Donors	 Liz Elizabeths 74 Comments



SAMPLE SOCIAL MEDIA CONTENT

Visit realitychangers.org/over-the-edge to download graphics for your Over the Edge social media posts. Remember to tag Reality Changers in your posts and use our hashtag, **#OvertheEdge4College**

Facebook or LinkedIn Post

"This Summer, I'm challenging myself by rappelling down the side of a 30-story building! You can help send me Over The Edge by making a donation to support @RealityChangers.

Reality Changers prepares youth to become first-generation college graduates and agents of change. Funds raised support tutoring, mentorship, college readiness training, and professional development programs for young people from underrepresented backgrounds - all provided at no cost to students and families.

Donate today to help students achieve their dreams... and send me Over The Edge! #OvertheEdge4College

Link: [LINK TO YOUR FUNDRAISING PAGE]"

Reality Changers Social Media Handles

- **Facebook:** Reality Changers
- **LinkedIn:** Reality Changers
- **Twitter:** @RealityChangers
- **Instagram:** @RealityChangersOrg

SAMPLE SOCIAL MEDIA CONTENT

Instagram Post

"This Summer, I'm challenging myself by rappelling down the side of a 30-story building! You can help send me Over The Edge by making a donation to support @RealityChangersOrg

Reality Changers prepares youth to become first-generation college graduates and agents of change. Funds raised support tutoring, mentorship, college readiness training, and professional development programs for young people from underrepresented backgrounds - all provided at no cost to students and families.

Donate today to help students achieve their dreams... and send me Over The Edge! Follow the link in my bio to make a donation.

#OvertheEdge4College"

Tweet

"This Summer, I'm challenging myself by rappelling down the side of a 30-story building! You can help send me Over The Edge by making a donation to support Reality Changers. Link: [LINK TO YOUR FUNDRAISING PAGE]"



SAMPLE EMAIL

Dear Family and Friends,

This Summer, I'm challenging myself by rappelling down the side of a 30-story building! You can help send me Over The Edge by making a donation to support Reality Changers.

Reality Changers prepares youth to become first-generation college graduates and agents of change. Funds raised support tutoring, mentorship, college readiness training, and professional development programs for young people from underrepresented backgrounds - all provided at no cost to students and families.

I believe that all students deserve access to college and I believe in the work of Reality Changers. This amazing organization helps to set youth on life-long pathways towards academic, professional, and personal success that not only benefits the students, but also their families and community.

I am excited (and a little nervous) to rappel off the side of a building, but this once-in-a-lifetime opportunity is completely worth it to help students achieve their dreams.

Donate today to send me Over The Edge!

Link: [LINK TO YOUR FUNDRAISING PAGE]

Thank you so much!
[YOUR NAME]

SAMPLE THANK YOU CONTENT

Thanking your donors is one of the most important things you can do as a fundraiser. For each donor, consider how they might want to be thanked. Some people might like a personal phone call or email, while others would prefer a quick text. If they are active on social media, consider tagging them in a thank you post or video... their followers might also see it and make a gift to your page!

Dear [DONOR NAME],

Thank you for donating to Reality Changers through my fundraising page! I am so excited to go Over The Edge and I appreciate your help working towards my goal.

Your gift will help youth to reach college, graduate, and become agents of change in their communities. Your donation directly supports tutoring, mentorship, college readiness training, and professional development programs for young people from underrepresented backgrounds - all provided at no cost to students and families.

I can't wait to rappel in July! I'll be sure to share some photos with you after the event.

Thanks,
[YOUR NAME]

P.S. - I'm only \$[AMOUNT] away from my goal. Would you mind sharing my fundraising page with your friends and family to help me get there? Here's the link: [LINK TO YOUR FUNDRAISING PAGE]



OFFLINE DONATIONS

Donors can also support your page with an offline donation.

- To make a **credit card donation** over the phone, donors can call Dawn Wensel at (619) 516-2220.
- To **pay by check**, please have donors make their check out to Reality Changers and write "Over The Edge" in the memo line. Send to Reality Changers, 4251 37th St., San Diego, CA 92105.
- To **donate through a Donor Advised Fund**, donors can contact their Donor Advised Fund advisor and direct them to mail a check payable to Reality Changers. Please include a note that the payment is for "Over The Edge".

Please let us know if you expect an offline donation to come in, so that we can be sure to credit it to your page.



CONTACT INFORMATION

Your Reality Changers Contact



Dawn Wensel
Director of Development

Email: Dawn@RealityChangers.org
Phone Number: 619-516-2220

Facebook Group

Join our Facebook Group for Over the Edge Fundraisers. This is a great place to meet other rappellers, share fundraising ideas, and see event updates. You must be logged in to Facebook to request access to this group.

URL: www.facebook.com/groups/496533825058148

Web Pages

- Register & raise funds: give.realitychangers.org/OverTheEdge2021
- Resources for fundraisers, FAQs, etc: realitychangers.org/over-the-edge

