



# OVER THE EDGE



AUGUST 24, 2025  
GRAND HYATT SAN DIEGO

## FUNDRAISER TOOLKIT

[give.realitychangers.org/OverTheEdge2025](https://give.realitychangers.org/OverTheEdge2025)

# THANK YOU



Thank you for signing up to raise funds for Reality Changers and go Over The Edge. You are a superhero 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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# YOUR IMPACT

With the help of people like you, **Reality Changers** has supported more than **3,700 program graduates** since **2001**, providing services that help students to build confidence and work towards goals. Students receive tutoring and mentorship, apply for college and financial aid, learn career readiness skills, and much more!



"I was born in Afghanistan. Growing up, I always wanted to become a doctor. However, I was uncertain if I would be able to achieve my dreams because of the Taliban regime.

I came to the United States, and, through Reality Changers, I was able to find the courage to pursue my dreams."

**HASHIMA ('24)**

"If you go through Reality Changers, you're a different person at the end. They show students what it is to achieve higher education.

My college degree gave me an edge [in the restaurant business]. I knew how to find resources, how to network, how to make a business plan."

**GENEMO ('11)**



# STEPS TO SUCCESS

In order to go Over The Edge, you must raise at least \$1,000 for Reality Changers. Every dollar raised benefits current and future first-generation college graduates. As you work towards your goal, you'll reach new levels and unlock new tools to help you become a full-fledged superhero!

AMOUNT RAISED	LEVEL	SKILL ACHIEVED
\$100	 Super Powers	Unlock your potential
\$250	 Super Suit	Show the world you're ready
\$500	 Super Gadgets	Equip yourself with the tools of success
\$750	 Super Symbol	Wear your cause on your chest
\$1,000	 Superhero	Mission-ready to rappel Over The Edge!
BONUS: \$1,500	 Super Team	Build a movement

*Are you working as part of a team to send one person Over The Edge? In that case, your minimum goal can be anything! See page 11 for more info.*



# SETTING YOUR FUNDRAISING GOAL

If you'd like to challenge yourself to go beyond the \$1,000 fundraising minimum, here are some questions to help guide you...

**Have you ever done fundraising in the past?**

What was the goal? Was it successful? If you didn't reach your goal, could you have done something differently?

**How much can your network give?**

If a friend of yours asked you to donate to a worthy organization right now, how much money would you donate? Could you get 15 people to give that much to you? What about 25 people?

**Can you challenge yourself with a goal that is a little bit of a stretch?** The Reality Changers fundraising team likes to set ambitious but realistic goals that take a little bit of extra work to achieve.



# YOUR PERSONAL FUNDRAISING PLAN

## 1. SET UP 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](https://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 Changers is important to you. Here are some guiding questions:

- Why do you want to go Over The Edge?
- What inspires you about Reality Changers?
- Why do you think Reality Changers is important?
- How did graduating from college affect your life?



## 2. CREATE A CONTACT LIST

Make a list of your closest friends, family members, networking contacts, and biggest supporters. Decide the best method to get a hold of each person (email, phone call, text, in-person, etc.). *See page 10 for help creating a list.*

**Don't Forget:** Your employer may match charitable donations. Check with your HR department. If your workplace offers employer gift matching, be sure to include co-workers on your contact list. Every gift will be worth double!



# ***YOUR PERSONAL FUNDRAISING PLAN***

## **3. 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.

## **4. PLAN YOUR TIMELINE**

Plan when you are going to ask each person for support. Remember that most people will need a few reminders!

Most Reality Changers fundraising pages have between 1 and 4 donations per week. The highest achieving fundraisers have around 10 donations per week.

**Remember:** Over The Edge is August 24th, so you will want to give yourself plenty of time to meet that deadline.



# YOUR PERSONAL FUNDRAISING PLAN

## 5. ASK PEOPLE INDIVIDUALLY

When you're ready, begin reaching out to your network and sharing the link to your fundraising page. *(See pages 14-17 for some sample language you can use).* Personal meetings and phone calls are best. After that, individualized emails and texts always have a better response rate than a generic message sent to a large group. If you don't receive a response from a contact, be sure to follow up and remind them.

If you are asking co-workers and your workplace matches charitable donations, be sure to tell people what they need to do in order to get their gift matched.

### 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!

## 6. POST TO SOCIAL MEDIA

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

**Please note** - Posting social media alone will likely not be enough for you to reach your fundraising goal. The most successful fundraisers will also reach out to each of their contacts individually.





# ***YOUR PERSONAL FUNDRAISING PLAN***

## **7. FOLLOW UP**

If you haven't heard back from someone you asked, be sure to follow up. We all get busy and need reminders from time-to-time!

## **8. PROVIDE UPDATES**

Your friends and family want to help you reach your fundraising goal. Be sure to let your donors know how things are going. Share general updates on social media or via group email/text.

### **Example milestones to celebrate:**

10 donors  
Halfway to your goal  
Only \$300 to go  
You reached your goal!

**Tip:** People who haven't given yet (and some who have) will be excited to help you meet your goal by your deadline. As you get close, begin sharing how much you have left to raise and/or how much time is left before the deadline.

## **9. 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. See page 18 for sample language.

# ***YOUR CIRCLE OF INFLUENCE***

**Feeling stuck? Not sure who to ask for donations?**

Introducing the Circle of Influence exercise—your secret weapon for uncovering potential donors hiding in plain sight. This quick, fun activity helps first-time fundraisers tap into their personal networks to find allies, champions, and fellow change-makers.

Make a contact list using the categories below. Try to name 2-4 people for each category.





# OVERCOMING "ASKING ANXIETY"

Three tips on how to feel more comfortable asking for donations...

## HELP YOUR CONTACTS HELP YOU

While it may seem like you are asking people to just give you money, what you are really doing is giving your friends, family, and colleagues a chance to get involved in your project. Your network cares about you and they want to help you reach your goals. When you discuss Over The Edge with them, talk about how excited you are and how you need everyone's help to meet the challenge you've set for yourself.

## SHARE THE IMPACT

Remember that fundraising for Reality Changers is not asking someone to give money to you, it's asking them to invest in someone else's future. Let your network know how their gift makes a difference. The Reality Changers blog and social media feeds have great student stories you can share!

## PROVIDE SOCIAL PROOF

Thank your donors publicly. A great way to do this is by naming them on social media or thanking them in front of others.

Psychologically, people don't like to go out on a limb and be the only ones doing something. By recognizing your donors, you are showing new donors that they won't be alone. When they give, they'll be part of a generous community!

# 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 may nominate one member to rappel for every \$1,000 they raise.





# YOUR CUSTOM GRAPHIC



Show your friends and followers what you'll look like going Over The Edge. Contact us for a custom graphic.

Email 2-3 selfie photos to [ally@realitychangers.org](mailto:ally@realitychangers.org).  
We'll create something for you to share!





# SAMPLE LANGUAGE

We've created some sample language you can use to ask people to donate to your fundraising page. **The most successful fundraisers will take these templates and personalize them.** Your contacts want to give because they support you. Let them know why you want to go Over the Edge or why you think Reality Changers is important.

Visit [RealityChangers.org/over-the-edge](https://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**



## Reality Changers Social Media Handles

Facebook: Reality Changers  
LinkedIn: Reality Changers  
Instagram: @RealityChangersOrg  
TikTok: @RealityChangersOrg

## INSTAGRAM POST

This Summer, I'm challenging myself by rappelling 29 stories down the side of a building!

Make a donation to @RealityChangersOrg to help send me Over The Edge. Reality Changers prepares youth to become first-generation college graduates and agents of change in their communities. Donate today to help students achieve their dreams. **#OvertheEdge4College**

Follow the link in my bio to donate.

# SAMPLE LANGUAGE

## FACEBOOK OR LINKEDIN POST

This Summer, I'm challenging myself by rappelling 29 stories down the side of a building!

Make a donation to Reality Changers to help send me Over The Edge. Reality Changers prepares youth to become first-generation college graduates and agents of change in their communities. Donate today to help students achieve their dreams. #OvertheEdge4College

Link: [LINK TO YOUR FUNDRAISING PAGE]

Remember, social media posts will help you reach your goal, but the best way to fundraise is to reach out to your network with personal messages tailored to each individual.





# SAMPLE LANGUAGE

## TEXT

Hi [NAME]! How's it going?

I'm raising money right now for Reality Changers. If I raise \$1,000, I can rappel 29 stories down the side of a building!  
Would you consider donating?

Here's the link:  
[LINK TO YOUR FUNDRAISING PAGE]

## Idea:

Drop your fundraising link in the group chat. You might get a little bit of competition going!





# SAMPLE LANGUAGE



## EMAIL

Dear [RECIPIENT NAME],

This Summer, I'm challenging myself by rappelling 29 stories down the side of a highrise 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 in their communities. Funds raised support tutoring, mentorship, college readiness training, and professional development programs for young people from diverse 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 a pathway towards life-long academic, professional, and personal success. 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. Please consider donating to help me reach my fundraising goal and send me Over The Edge!

Link: [LINK TO YOUR FUNDRAISING PAGE]

Thank you so much!  
[YOUR NAME]



# SAMPLE THANK YOU NOTE

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.

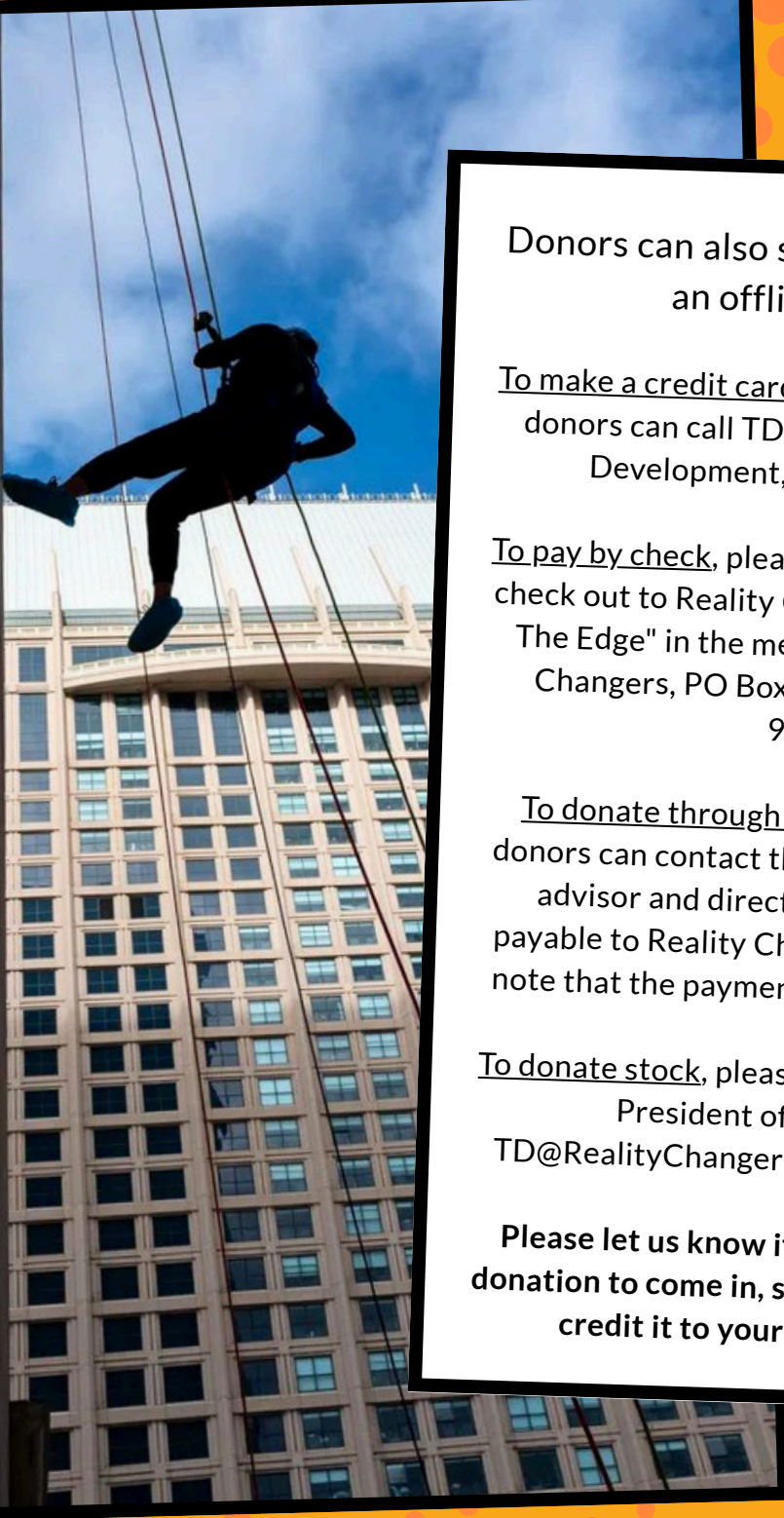
Your donation directly supports tutoring, mentorship, college readiness training, and professional development programs for young people who dream of becoming college graduates - all provided at no cost to students and families.

I can't wait to rappel in August! 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 TD Smith, Vice President of Development, 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, PO Box 50220, San Diego, CA 92165.

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".

To donate stock, please contact TD Smith, Vice President of Development.  
TD@RealityChangers.org or 619-516-2220.

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



# CONTACT INFORMATION

We're here to support you!  
Let us know if you have  
questions, want fundraising  
ideas, or just need a little bit  
of encouragement.



## Keep an Eye on Your Inbox!

We'll be sending event updates  
and regular emails with  
fundraising tips and tricks. If you  
haven't heard from us in a while,  
you may want to check your spam  
or promotions folders, to make  
sure that you are in the loop.

## YOUR PERSONAL FUNDRAISING COACH

TD Smith  
Vice President of Development  
TD@RealityChangers.org  
(619) 516-2220

## WEB PAGES

Sign up & raise funds: [give.realitychangers.org/OverTheEdge2025](https://give.realitychangers.org/OverTheEdge2025)  
Resources, FAQs, & more: [RealityChangers.org/over-the-edge](https://RealityChangers.org/over-the-edge)

# THE BIG DAY

## WHAT'S NEXT?

Once you reach the \$1,000 fundraising minimum, the Reality Changers team will reach out to assign you a rappel time. Please hold the entire day of August 24th on your calendar, as it may not be possible to accommodate schedule change requests.

As the event gets closer, you will receive details about:

- Your scheduled rappel time
- Your liability waiver
- What to wear
- Rappelling tips & guidelines
- Parking information
- And more!

