



SUNSHINE SCHOOL & DEVELOPMENT CENTER

Enriching Lives Since 1958

In Partnership with



Edger Toolkit

Welcome Edger

Thank you for signing up to step Over the Edge with Sunshine School & Development Center! We are thrilled to welcome you to our mission in enriching the lives of the people we serve.



Your Toolkit Includes:

Over the Edge Information

Your donors might think you're a little crazy for committing to step Over the Edge of the 6-story 8W Center building but you certainly aren't alone. Check out our event details for more information.

Sunshine School & Development Center

People want to know what their charitable contribution is supporting; so, be sure to share. Fill your contacts in on exactly how their donation benefits Sunshine School & Development Center.

Business Cards and Donor Receipts

Use these Edger business cards to direct supporters to your personal fundraising webpage and also to remind them that you are still collecting contributions. Some of the individuals supporting your offline fundraising efforts may want a record of it. Your supports will be issued a tax receipt of their donation.

Raising \$1000 in Only 10 days

Whether your goal is \$1,000, \$1,500 or even more, you can do it! Use these day-by-day guides to help you in your fundraising efforts.

Fundraising

Keep track of your fundraising efforts. Once your rappel time is scheduled, consider inviting your supporters to watch you go Over the Edge or even sending a picture of your heroic fundraising experience after the event.

Donation Request

Send a letter or email your friends and family. Tailor it to your audience, and include facts about your personal involvement with the event or our organization.

Be In the Know...

0	Minimum age to rappel
11	Date in March for Over the Edge
90	Individual rappel slots available
110-300	Weight range in order to be able to rappel
6-story	8W Center Building in Bentonville
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 Sunshine School & Development Center to new heights by collecting pledges in exchange for stepping Over the Edge and rappelling down the six-story 8W Center Building in Bentonville, AR.

What it Takes To Become an Edger...

Once harnessed into taking the big drop, these exclusive participants will solicit contributions to support their heroic fundraising adventure. Individuals who are interested in participating in this once in a lifetime opportunity are required to raise a minimum of \$1,000. No prior experience is necessary – just a desire to step Over the Edge to help someone reach their full potential.

Too Chicken to Step Over the Edge?

No problem... You can still participate in the festivities from the Chicken Coop! Donate a minimum of \$100 and you will get to enjoy the perks of being a "Chicken". The Chicken Coop tent will have food, fun, and prizes for all those who qualify. Prizes will be drawn throughout the day. "Chickens" will get to watch a live feed of those rappelling from the safety of the ground. Join many others in celebrating the supporters of Sunshine School & Development Center.



Becoming a Successful Edger

STEP #1

Register to step Over the Edge in this once in a lifetime opportunity by visiting us online at www.NWASunshineSchool.org . To go Over the Edge, individual participants must raise a minimum of \$1,000. All participants must pay a \$50 registration fee to begin the fundraising process. The \$50 fee counts towards your fundraising goal and is nonrefundable. 100% of funds raised from NWA Over the Edge benefits Sunshine School & Development Center.



STEP #2

Take advantage of the opportunity to create a free fundraising webpage when prompted through the registration process. Personalize the site by naming it, uploading a picture, noting your fundraising goal (remember the minimum to rappel is \$1,000), and including a message to your visitors.

STEP #3

Solicit and collect pledges to support your journey Over the Edge! Let your family, friends, and co-workers know of your commitment to step Over the Edge to help someone reach their full potential. Also share 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. Remember that Sunshine School & Development Center is here to help you in your fundraising efforts. We want you to get to the top of the 8W Center (pictured above). If after reviewing the Edger Tool Kit, you need more personalized support, let us know! Contact Chelle Phillips at chelle.phillips@nwasunshineschool.org

STEP #4

Be sure to submit all offline contributions received to Sunshine School & Development Center or bring them with you to the event. 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 the perfect opportunity to raise as much funds and awareness for Sunshine School & Development Center as possible. We will captivate the attention of Northwest Arkansas by going “Over the Edge”, now let’s stun them with the amount of funds we can raise for a good cause! Once you have secured at least the minimum of \$1,000 in pledges to participate, you will be contacted to schedule your rappel time. Also the more you raise the more “perks” you’ll receive.

STEP #5

Have fun! You’ve worked extremely hard to reach the minimum goal or even to surpass it. It’s almost time for you to lean back, step Over the Edge and rappel the 8W Center Building in support of Sunshine School & Development Center’s Mission!

Who Do You Know?

The key to building a successful fundraising campaign depends on asking the people that you know for support. Think about everyone whose lives you touch and ask them to join you in supporting Sunshine School & Development Center.

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 that you know!

High School / College Alum

Children's Sports Teams

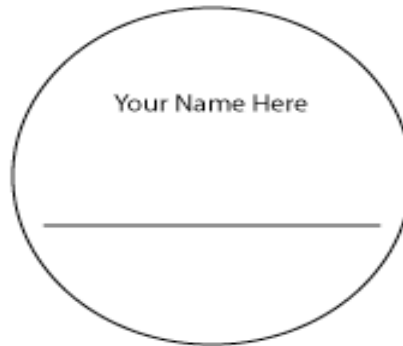
Friends

Community / Social Clubs

Family

Colleagues / Competitors

Your Name Here



Vendors / Suppliers

Religious Organizations

Child's School

Your Company

Fraternity / Sorority

Neighbors

How to Raise \$1,000 in Only 10 Days?

Consider doubling the fun of your experience by challenging a friend or colleague to step Over the Edge with you! You can even schedule your rappel times together on our side-by-side ropes.

Day	Who to Ask	Total Per Day	Grand Total
DAY 1	Count the \$50 Registration Fee	\$50	\$50
DAY 2	Ask 3 Family Members to Match Your Contribution	\$150	\$200
DAY 3	Ask 4 of Your Best Friends To Sponsor You At \$25	\$100	\$300
DAY 4	Ask Your Boss For A Company Contribution	\$200	\$500
DAY 5	Ask 5 Local Friends To Sponsor You At \$20	\$100	\$600
DAY 6	Ask 5 Out of Town Friends To Sponsor You At \$20	\$100	\$700
DAY 7	Ask 5 Businesses You Frequent To Sponsor You For \$20	\$100	\$800
DAY 8	Ask 5 Co-Workers To Sponsor You For \$10	\$50	\$850
DAY 9	Ask 5 Neighbors To Sponsor You For \$10	\$50	\$900
DAY 10	Ask 10 People from Your Social Circle For \$10 <i>(Club, Church, Temple, School, Gym, Etc.)</i>	\$100	\$1,000

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 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 suggestions. Also check to see if your employer will include you in the company's electronic Newsletter(s).
- Send a letter or e-mail message 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 invitation to donate via both email and letter.

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 Financial Center this summer.

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!

IDEA'S:

Art Auction

Amazing Race Around the City

Babysitting by Donation

Bachelor & Bachelorette Auction

BBQ Cook Off

Pancake Breakfast

Benefit Concert

Bingo Night

Board Game

Bowling Tournament

Candy Sales

Car Wash

Chili/Spaghetti Cook Off

Dodgeball Tournament

Craft Show

Dinner Party

Dog Fashion Show

Dog Wash

Dress Down Day at Work

Garage Sale

Hot Cocoa Sale

Karaoke Night

Bake Sale

Kick Ball Tournament

Movie Night

Wine & Cheese Party

Pet Sitting

Pizza Party

Tournament Poker

Potluck at Work

Volleyball Tournament

Raffle

Rock Band Tournament

Scrap Book Party

Sell Something on EBay

Silent Auction

Snack Basket at Work

Softball Tournament

Trivia Party

Basketball Tournament

Sponsorship Cards

PLEASE SPONSOR MY RAPPEL



Thank you for considering a contribution towards my fundraising efforts to benefit **SUNSHINE SCHOOL & DEVELOPMENT CENTER**.

Donating has never been faster, easier, or more secure.

Simply visit my web page at:

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