



to benefit



**Special  
Olympics**  
North Carolina

## OVER THE EDGE FOR SPECIAL OLYMPICS NORTH CAROLINA FUNDRAISING 101 Reaching Your Fundraising Goal with 7 Simple Steps

### 1. GET THE WORD OUT

You've registered to rappel down a 30-story building to help change the lives of people with intellectual disabilities in North Carolina. Be proud of that! Spread the word by telling everyone about your involvement with Over the Edge and Special Olympics North Carolina. Send out emails with the link to your fundraising website to all of your loved ones so they can also participate in your amazing journey. We suggest sending several email blasts throughout the process to make sure you are thanking your supporters & updating them on your progress!



### 2. THE SKY IS NOT THE LIMIT

Your fundraising goal does not have to be set at the \$1,000 minimum. Remind your donors that every dollar given will help us bring the joy of sport to one more individual with intellectual disabilities in North Carolina. Share your connection to Special Olympics, or find a story that moves you on our website at [www.sonc.net](http://www.sonc.net).

### 3. MAKE A SELF DONATION

Sometimes getting your first donation is the hardest. When you register for Over the Edge, you have already made a \$20 gift towards your goal. Your commitment to our mission will inspire others to take action. Ask those closest to you to match your gift. Then, when your larger network visits your page, they will be inspired by the generosity of others & your progress toward your goal.

### 4. ASK YOUR EMPLOYER ABOUT MATCHING GIFTS

Did you know that your generous donation could be doubled (or even tripled!) without costing you a dime? Many companies have programs that will match the amount you give to Special Olympics North Carolina - effectively doubling your donation. Ask your manager about your company's matching program. Please email Leslie Moyar at [lmoyar@sonc.net](mailto:lmoyar@sonc.net) if you will be utilizing your employer's matching gift program.

**GO OVER THE EDGE  
FOR SPECIAL OLYMPICS NORTH CAROLINA**

**SATURDAY  
SEPTEMBER 30, 2017**

## 5. TELL YOUR STORY!

Customize your personal fundraising page by including a picture and a story telling donors why YOU want to rappel down 30 stories in support of Special Olympics North Carolina. These little personal touches can be the difference between a \$100 and a \$0 donation.

## 6. YOU ARE WHAT YOU SHARE

Since we're living in 2017, it's probably safe to assume you're constantly checking Facebook, Twitter or Instagram. Why not use those networks to help you reach your goal? Link your fundraising page to your social media accounts and use as many hashtags as you can to get yourself to the top. Don't forget about LinkedIn! And be sure you follow Special Olympics North Carolina so you can share our posts and photos.

## 7. HAND-WRITTEN LETTERS ARE NOT DEAD

Everyone loves receiving a heartfelt, hand-written letter. Find or make some cool stationery to write a personal letter and show your donors how important they were in helping you conquer a 30-story building.

At this point, you've registered to go Over the Edge, reached your fundraising goal, your adrenaline is probably pumping and you have the date circled on your calendar. What does all that mean? It means you have brought us one step closer to getting one more athlete off the sidelines and onto the field of play. For that, we can never thank you enough!

# HOW TO SUBMIT YOUR DONATIONS

It's so much fun to watch as you get closer and closer to 100% of your goal, so encourage your supporters to give online so you can immediately see your results.

### CREDIT CARD

Send your supporters directly to your online fundraising page, and ask them to click the "Donate" button to your page to give by credit card. They will receive a receipt via email automatically and their gift will appear on your page right away!

### CREDIT CARD

Ask donors to make their checks out to "Special Olympics North Carolina," and include your first and last name in the memo line. You can mail the checks or drop off cash to our office:

2200 Gateway Centre Blvd., Suite 201  
Morrisville, NC 27560

**LEARN MORE @ [OverTheEdgeNC.com](http://OverTheEdgeNC.com)**

**QUESTIONS: Leslie Moyar at [lmoyar@sonc.net](mailto:lmoyar@sonc.net)**

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