



**over**  
**EDGE**  
for  
**EAC Network**  
**Edger Tool Kit**

## Welcome

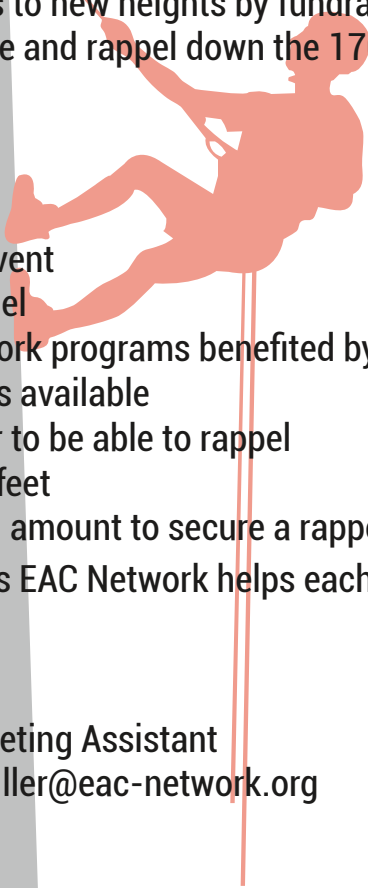
Thank you for signing up to go Over the Edge for EAC Network! We are thrilled to have you join us! You are helping us to fulfill our mission to respond to human needs with programs and services that protect children, promote healthy families and communities, help seniors, and empower individuals to take control of their lives.

Your participation in this event directly helps child victims of abuse or those in the foster care system; vulnerable seniors needing a nutritious meal; individuals suffering from substance abuse and mental health issues or co-occurring disorders; families struggling to meet basic needs; and so many more right here in our own backyards.

## About Over the Edge

Over the Edge is the most exciting fundraiser on Long Island in which individuals take their support of struggling families to new heights by fundraising in exchange for the opportunity to go Over the Edge and rappel down the 170-foot Tower at Nassau Community College.

## Event by the Numbers



1	Date in July for the event
14	Minimum age to rappel
73	Number of EAC Network programs benefited by the event
92	Individual rappel slots available
110-300	Weight range in order to be able to rappel
170	NCC Tower height in feet
1,000	Minimum fundraising amount to secure a rappel spot
71,568	Number of individuals EAC Network helps each year

## Edger Support Contact

Sarah Muller, Development & Marketing Assistant  
(516) 539-0150 x123 or [sarah.muller@eac-network.org](mailto:sarah.muller@eac-network.org)

## So you've got the courage to go Over the Edge...now what?

**Step 1:** If you haven't already, register for the event at [www.eac-network.org/overtheedge](http://www.eac-network.org/overtheedge). Once your registration is approved (everyone gets approved!), you will receive a link and instructions for your personal online fundraising page, and your registration fee will automatically be applied as your first donation towards your fundraising goal! Now, it's up to you to fundraise as fast as you can to secure your rappelling spot at the event! (Don't forget: registration does not guarantee you a rappelling spot unless you immediately complete, sign, and return the Guarantee My Spot form OR you are one of the first 92 fundraisers to raise a minimum of \$1,000.)

**Step 2:** Personalize your fundraising page with stories, photos, and more. Let your supporters know what issue(s) you're SO OVER and why you're going Over the Edge in the description section of your page.

**Step 3:** If you're active on social media, upload a selfie or short video letting people know what you're SO OVER and why you're going Over the Edge. Don't forget to tag EAC Network (@EACNet), use the hashtags #OTEforEACNetwork and #ImSoOver, and link to your fundraising page. For example, you might record yourself saying, "I am SO OVER the stigmas associated with mental illness. To bring awareness to this issue, I'm going Over the Edge for EAC Network on July 1 at Nassau Community College! Help me raise \$1,000 for this great cause at [your personal fundraising URL]."

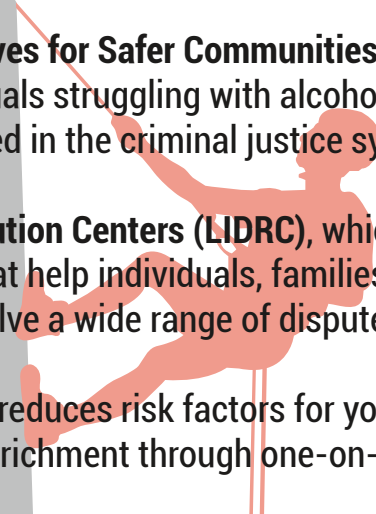
**Step 4:** Start fundraising! Contact everyone and anyone you know to help support your fundraising efforts. Let your family, friends, and co-workers know about your commitment to go Over the Edge to help our neighbors in need. Don't forget to emphasize that you have to raise your \$1,000 minimum as soon as possible to secure your rappelling spot! But you don't have to stop there! Once you've secured your spot, if you choose to keep fundraising you will earn great incentives and perks along the way! Solicitation templates and other fundraising resources are included in this Tool Kit.

**Step 5:** Have fun! Don't look at fundraising as a chore, but as a way to bring awareness of many issues that individuals and families are facing right here in our local community. Set a challenging fundraising goal for yourself, try to get others involved with you, and make it even more fun by competing with friends and family to see who can raise the most and make the greatest impact! It's almost time for you to lean back, go Over the Edge, take in the incredible view, and rappel 170 feet to help our struggling neighbors.

## About EAC Network

Show donors that you aren't going Over the Edge just for the fun of it, but also because you are trying to bring awareness to issues that you are SO OVER! Feel free to use some of these facts to explain what your supporters' donations will be helping. If you want to highlight a particular program, program details can be found at [www.eac-network.org](http://www.eac-network.org), or you can contact us to help you describe a program.

- **EAC Network** is a diverse social service agency that empowers, assists, and cares for people in need across Long Island and New York City. Our objective is to reach individuals within our community through innovative programs that improve quality of life. EAC Network helps people within five service areas: Children & Youth, Family & Community, Behavioral Health & Criminal Justice, Seniors & the Incapacitated, and Vocational Services.
- Our **Children & Youth** services work deeply with children who are victims of child abuse and neglect or who are involved in the foster care system or child trafficking. We provide supervised visitation between noncustodial parents and their children, promote child passenger safety, and offer mentors for at-risk youth.
- Our **Family and Community** programs help our neighbors pay bills, resolve family and business conflicts, and navigate through obstacles that hinder self-sufficiency.
- Our **Behavioral Health & Criminal Justice** programs work in tandem with the criminal justice system to help individuals suffering from mental health and/or substance abuse issues obtain treatment. We also offer programs for Anger Management, Community Service, and educational intervention for domestic violence offenders, and more.
- As for **Seniors & the Incapacitated**, EAC Network is the largest provider of Meals on Wheels in Nassau County. We act as guardians for seniors who are unable to manage aspects of daily life on their own. Our senior centers provide warm meals, exercise, and social interaction to local seniors. We also offer technology classes as well as trained companions to relieve caregivers.
- EAC Network also offers a variety of **Vocational Services** that provide participants with skills to obtain and retain employment, particularly with at-risk populations.

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- An illustration of a person in a red silhouette climbing a rope. The person is positioned in the center-right of the page, with their body angled upwards. The rope is a thin red line that extends from the person's hands down towards the bottom of the page. In the background, on the left side, is a stylized grey building facade with diagonal lines representing windows. A small white letter 'T' is visible on one of the building's sections.
- EAC Network serves over 71,000 individuals and families of all ages and from all walks of life across Long Island and New York City every year.
  - Some of our most well-known programs include:
    - **Suffolk County Child Advocacy Center at the Pat & Mary Bagnato Place for Kids (CAC)**, which reduces the trauma of child sexual/physical abuse or neglect and promotes the coordinated prosecution of offenders.
    - **Meals on Wheels**, which fights hunger by providing nutritious meals and supportive services that make it possible for seniors to maintain independence in their homes.
    - **TASC (Treatment Alternatives for Safer Communities)**, which promotes public safety by assisting individuals struggling with alcohol and substance abuse issues who are also involved in the criminal justice system.
    - **Long Island Dispute Resolution Centers (LIDRC)**, which provides conflict resolution interventions that help individuals, families, businesses, and the community at large to resolve a wide range of disputes.
    - **Chance to Advance**, which reduces risk factors for youth in foster care by promoting life skills and enrichment through one-on-one mentoring and group activities.

## Email Solicitation Template

The most effective way to secure donations is to ask people personally. If you can, tell people about your fundraiser in person or by phone. The next best thing is a personal email. Here's a template. Feel free to edit as you'd like.

Dear [Name],

Is there a cause you feel deeply about? That you would do anything for? For me, I am SO OVER [individuals and families struggling with basic needs right here in our local community OR: issue of choice that EAC Network addresses]. That's why I want to go Over the Edge for EAC Network on July 1. [Explanation of issue of choice if applicable.] I've mustered the courage to rappel 170 feet down the Tower at Nassau Community College to help bring awareness to this great cause!

In order for me to secure my rappelling spot and go Over the Edge, I need to be one of the first 92 fundraisers to raise \$1,000. Your support will help local [if applicable, mention people of your issue of choice] as well as children who have been abused or who are in foster care, vulnerable seniors needing a nutritious meal, people struggling with mental health or substance abuse issues, individuals seeking gainful employment, and so much more. I encourage you to learn more about EAC Network's amazing programs at [www.eac-network.org](http://www.eac-network.org). All of the funds I raise will directly support EAC Network's efforts to improve local lives right here on Long Island!

**Will you take 1 minute to support me and make a donation on my page at [personal URL] right now?** Remember, I have to raise \$1,000 as fast as possible to secure my spot! If you prefer to donate by check, you can make it out to "EAC Network" and mail it directly to EAC Network, Attn: Development, 50 Clinton Street, Suite 107, Hempstead, NY 11550. You **must** put my name and OTE in the memo so they know to apply it to my fundraiser! And, your donation is 100% tax deductible.

If you can't donate, I ask that you share my fundraiser to help raise more awareness! Or if you want to join me, get involved, go Over the Edge yourself, or maybe Toss Your Boss, you can register at [www.eac-network.org/overtheedge](http://www.eac-network.org/overtheedge).

Thanks in advance for your support! I will keep you updated on when I secure my rappelling spot, and when I do, I hope you will watch me go Over the Edge on July 1!

Sincerely,  
[Your Name]



Here's an example of how this template might be used:

Dear Jane,

Is there a cause you feel deeply about? That you would do anything for? For me, I am SO OVER the stigma associated with mental illness. That's why I want to go Over the Edge for EAC Network on July 1. Amongst their numerous other services, they work tirelessly to get people with mental illness the help they need. So, I've mustered the courage to rappel 170 feet down the Tower at Nassau Community College to help bring awareness to this great cause!

In order for me to secure my rappelling spot and go Over the Edge, I need to be one of the first 92 fundraisers to raise \$1,000. Your support will help local individuals struggling with mental health issues as well as children who have been abused or who are in foster care, vulnerable seniors needing a nutritious meal, people struggling with substance abuse, individuals seeking gainful employment, and so much more. I encourage you to learn more about EAC Network's amazing programs at [www.eac-network.org](http://www.eac-network.org). All of the funds I raise will directly support EAC Network's efforts to improve local lives right here on Long Island!

**Will you take 1 minute to support me and make a donation on my page at [www.eac-network.org/project/johndoe](http://www.eac-network.org/project/johndoe) right now?** Remember, I have to raise \$1,000 as fast as possible to secure my spot! If you prefer to donate by check, you can make it out to "EAC Network" and mail it directly to EAC Network, Attn: Development, 50 Clinton Street, Suite 107, Hempstead, NY 11550. You **must** put my name and OTE in the memo so they know to apply it to my fundraiser! And, your donation is 100% tax deductible.

If you can't donate, I ask that you share my fundraiser to help raise more awareness! Or if you want to join me, get involved, go Over the Edge yourself, or maybe Toss Your Boss, you can register at [www.eac-network.org/overtheedge](http://www.eac-network.org/overtheedge).

Thanks in advance for your support! I will keep you updated on when I secure my rappelling spot, and when I do, I hope you will watch me go Over the Edge on July 1!

Sincerely,  
John

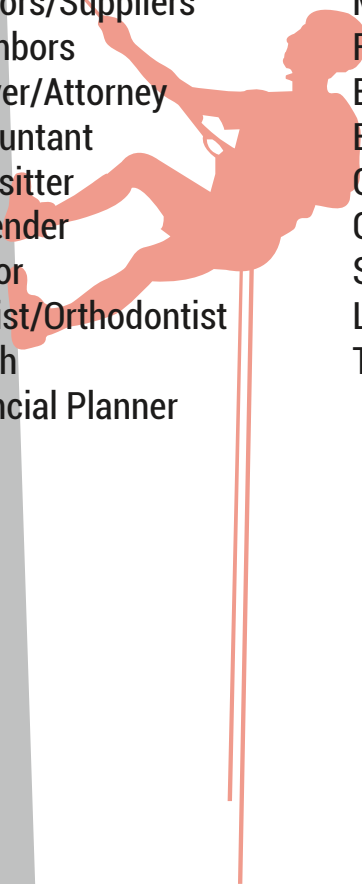
## Who can you ask? Who do you know?

Fundraising can be uncomfortable if you've never asked people for money before. The key to building a successful fundraising campaign is asking the right people for support. Think about everyone you know. It doesn't necessarily have to be people you are very close with – businesses you frequent may be interested in supporting you, as they value your business! Below is a list of people you can reach out to – the number of those you know may surprise you!

Parents  
Children  
Grandparents  
Grandchildren  
Aunts/Uncles  
Cousins  
In-Laws  
Brothers/Sisters-in-Law  
Friends  
Coworkers  
Boss  
Company Match  
High School Friends  
College Friends  
Teachers/Professors  
Community/Social Club

Colleagues  
Religious Organization  
Fraternity/Sorority  
Children's Friends' Parents  
Children's Sports Teams  
Child's School/Teachers  
Vendors/Suppliers  
Neighbors  
Lawyer/Attorney  
Accountant  
Babysitter  
Bartender  
Doctor  
Dentist/Orthodontist  
Coach  
Financial Planner

Nurse  
Chiropractor  
Fitness Instructor  
Electrician  
Plumber  
Contractor  
Music Teacher  
Frequented Restaurant/  
Business  
Bank Teller  
Child Care Provider  
Golf/Country Club  
Supermarket  
Local Representative  
Therapist





## Host a Fundraiser

If you're uncomfortable with the approach of directly asking for donations, hosting an actual fundraiser may soften the ask a little bit. Fundraisers are really just excuses to have a party or other activity! Think of something that you and your friends and/or family enjoy, and make it a benefit to help you be able to go Over the Edge.

### Things to consider:

1. What type of fundraiser
2. Where to have it
3. When to host it
4. How many people can be accommodated
5. Cost to you, if any
6. Price/person necessary to profit
7. Number of people needed to profit
8. How you are going to invite people
9. How much help you will need

### Key Elements:

1. Start planning early
2. Promote your event
3. Use social media and e-vites to spread the word quickly/cheaply
4. Send out reminders
5. Encourage invitees to bring guests
6. Decide if you'll charge a flat rate or ask for a suggested donation
7. Include an auction or raffle to increase donations
8. Pass around a jar and ask people to donate their change

Here are a bunch of different event ideas. Not everything will appeal to you, but choose something that works for you and your network! If you'd like help planning your fundraiser, let us know – we're here to help!

General party

Raffle/auction a prize/gift basket at work

Bake sale

Garage sale

Pub crawl

Mystery wine pull

Karaoke night

Yoga/Zumba/etc. class

Wine & cheese party

Grocery store collections

Lemonade stand

Candy sales

Bingo night

Game night

Craft sale

Pancake breakfast

Bowling tournament

Dinner party

Sports tournament

Dog wash

Car wash

Fashion show

Dog fashion show

Movie night

Cook off

Babysitting by donation

Pizza party

Poker tournament

Kick ball tournament

Dodgeball tournament

Fitness for fundraising

Trivia party

Dress down day

Pool party

Designated driver ("cab fee")

## How to Raise \$1,000 in 10 Days

Asking for donations can be daunting at first, but it doesn't have to be. Donations can add up faster than you think! These suggestions are low and broad, so feel free to increase your target numbers in different outreach categories to fundraise faster!

### Day 1: Self-Donation

**Raised: \$50 Total Raised: \$50**

Your registration fee counts as a self-donation and shows your network you've put your money where your mouth is, and that will make them more likely to give.

### Day 2: Closest Matches

**Raised: \$150 Total Raised: \$200**

Ask 3 of your closest relationships to match your self-donation.

### Day 3: We Are Family

**Raised: \$150 Total Raised: \$350**

Reach out to 6 family members and ask them to donate \$25 each.

### Day 4: Friends Forever

**Raised: \$200 Total Raised: \$550**

Ask 10 close friends to each make a \$20 donation.

### Day 5: Get Social

**Raised: \$100 Total Raised: \$650**

Post your link on social media and let people know every penny counts! Estimate 10 people will donate \$10.

### Day 6: Ask Your Boss

**Raised: \$50 Total Raised: \$700**

Ask your boss for a company contribution of \$50. Better yet, maybe your company will match what you raise, or help spread the word on their social media platforms!

### Day 7: Coworker Comradery

**Raised: \$50 Total Raised: \$750**

Ask 5 coworkers to sponsor you at \$10 each.

### Day 8: Dress Down Day

**Raised: \$25 Total Raised: \$775**

Ask your company if you can accept donations in exchange for a dress down day at work. Charge at least 5 colleagues \$5 to participate!

### Day 9: Business Partners

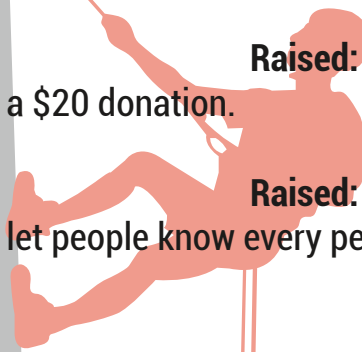
**Raised: \$200 Total Raised: \$975**

Ask 4 businesses that you work with or frequent to sponsor you with \$50.

### Day 10: Community Support

**Raised: \$25 Total Raised: \$1,000**

Ask 5 neighbors, people on your sports team, book club, place of worship, etc. to donate \$5 each, for that last \$25!



## Other Fundraising Tips:

- Be creative and have fun with it!
- Always follow up! People will appreciate the reminder. Include fun facts and updates on how close you are to reaching your goal.
- Know your facts. Familiarize yourself with EAC Network so you are able to talk about the cause and answer any potential questions from your donors. People give because they are asked, because they care, and because the person who is asking is passionate about their cause. We are happy to talk to you about the breadth of EAC Network's programs so you can become a confident ambassador!
- Send a thank you letter, note, or message to every single donor!
- Consider offering perks or incentives for people to donate to you:
  - For \$5 donation, I'll send you a funny joke
  - For \$25, I'll send you my favorite 3 cat videos
  - For \$50, I'll draw a picture of us together, etc.
  - For \$100, I'll make you dinner
  - Whoever donates the most gets to pick the costume I wear to rappel, etc.
- Don't underestimate the power of social media! Always include your fundraising link in your posts, and keep in mind that visuals (photos and videos) will more easily catch the eye of your followers. Tag your friends in the posts to get them to donate, and then tag them again in a separate thank you post once they've donated!
- Corporate matching: Many companies will match charitable contributions that their employees make. If yours does, apply not only to have your donation matched, but also try to get as many coworkers as possible to donate and get their donations matched too!
- If your company has a newsletter, blog, or other publication, maybe they will feature you and your campaign (don't forget to have the article include the link to your fundraising page).
- Other office campaigns: Try these ways to get your coworkers involved:
  - Bake/Snack sale
  - Donation Jar
  - Get a peer in another department go Over the Edge with you and see which department can raise the most
- Participate in the corporate Toss Your Boss sponsorship
- Add the event logo and/or a link to your fundraising page in your email signature.

## Remember

- Donations made online will automatically be credited to your fundraiser
- Donations made by check must be made payable to "EAC Network" and have [Your Name – OTE] in the memo. Let us know when you've received a check and mail it ASAP to:  
EAC Network | Attn: Over the Edge  
50 Clinton Street, Suite 107 | Hempstead, NY 11550
- Cash donations must be personally delivered to our office (do not mail us cash), or you can deposit the cash yourself and write us a check for the amount. Please include the donor's full name, mailing address, email address, and phone number, so that we may issue them a tax receipt and thank you letter and add the donation to your online campaign.
- If you feel like you won't fundraise fast enough to secure your rappelling spot, you can complete and return the Credit Card Guarantee Form, which can be found at [www.eac-network.org/overtheedge](http://www.eac-network.org/overtheedge).
- Invite your supporters to watch you rappel on July 1!

## Questions? We're here to help!

If you need any support throughout the fundraising process, do not hesitate to contact us! All questions can be forwarded to [events@eac-network.org](mailto:events@eac-network.org).

## Edger Support Contact

Sarah Muller, Development & Marketing Assistant  
(516) 539-0150 x123 or [sarah.muller@eac-network.org](mailto:sarah.muller@eac-network.org)

**THANK YOU FOR GOING**



## Thank You, Sponsors!

(as of 2/17/17)

### Building Sponsor



### Drop Zone Sponsor



### Descent Sponsors

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