

over the EDGE for EAC Network



EDGER TOOL KIT

WELCOME

Thank you for registering to go Over the Edge for EAC Network. 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 our neighbors who are child victims of abuse or who are in the foster care system, vulnerable seniors, individuals suffering from addiction or mental illness, struggling families, and so many more.

ABOUT OVER THE EDGE

Few events present this kind of thrilling, once-in-a-lifetime opportunity for individuals to raise awareness and support for a great cause. Over the Edge for EAC Network is just that - a fundraising event that allows supporters to rappel down a 170-foot building set in a completely safe outdoor environment, all while helping our local community.

The Over The Edge event team of experts are certified professionals who provide all the necessary technical expertise, training, and equipment needed to assist “Edgers” the entire way down.

EVENT BY THE NUMBERS

13	Minimum age to rappel
20	Date in October for the event
70	Number of EAC Network programs benefited by the event
92	Individual rappel slots available
100-300	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 neighbors EAC Network helps each year

EDGER SUPPORT CONTACT

Sarah Muller, Development & Marketing Assistant
(516) 539-0150 x123 or 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. 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 complete, sign, and return the Spot Guarantee 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 why you're going Over the Edge.

Step 3: If you're active on social media, upload a selfie or short video letting people know why you're going Over the Edge. Don't forget to tag EAC Network (@EACNet), use the hashtag #OTEforEACNetwork, and link to your fundraising page. For example, you might post a message saying, "I'm rappelling 170 feet down the side of a building to raise awareness about mental illness! Help me raise \$1,000 for this great cause here: [your personal fundraising URL]."

Step 4: Start fundraising! Don't be shy! Contact everyone and anyone you know to support your fundraising efforts. Tell your family, friends, and co-workers 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 spot. But you don't have to stop there! Once you've secured your Edger status, 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 fear fundraising—look at it as a way to bring awareness of the every day struggles that our neighbors are facing. 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!

ABOUT EAC NETWORK

Show donors that you aren't going Over the Edge just for the fun of it, but also because you want to help kids who have been abused, people struggling with addiction, and more! Feel free to use some of these facts to explain who your supporters will be helping. If you want to focus on a particular program that speaks to you, program details can be found at www.eac-network.org/services, or you can contact us to help you describe a program.

- **EAC Network** is a diverse not-for-profit human service agency that empowers, assists, and cares for over 71,000 children, families, and seniors in crisis across Long Island and New York City. Among those we assist are children who have been abused or who are in foster care, people struggling with mental illness or addiction, vulnerable seniors needing support, individuals seeking gainful employment, and more.
- 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, enhance parenting skills, 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, 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, including those involved in the criminal justice system.
- 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 senior hunger and isolation by providing nutritious meals and supportive services that make it possible for seniors to maintain independence in their homes.
- **Long Island Parenting Institute (LIPI)**, which enhances outcomes for children by strengthening families and empowering mothers and fathers to become confident and effective parents.
- **TASC (Treatment Alternatives for Safer Communities)**, which promotes public safety by assisting individuals struggling with addiction who are also involved in the criminal justice system.
- **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.
- **New Path Treatment Center**, which is an outpatient clinic that begins the recovery process in a safe and full-service treatment program for individuals with addictions and substance abuse disorders.

EMAIL 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 based on the individual relationship you have with the person.

Dear [Name],

Have you ever wanted to throw me off a building? Well now is your chance!

I need your help to raise \$1,000 for EAC Network, an amazing, local nonprofit organization that helps kids who have been abused, people struggling with addictions and mental illness, vulnerable seniors, and more. You can learn about them at www.eac-network.org.

Once I raise \$1,000, I will secure my rappel spot as an Edger, which means I get to rappel 170 feet down the side of the Tower Building at Nassau Community College on October 20th!

Will you take a minute to support me and make a donation right now on my personal fundraising page here: [insert personal link]? If you want to donate by check, let me know. Every dollar counts!

If you can't donate, I ask that you help share my fundraiser with others to help raise more awareness. Or if you want to join me and go Over the Edge yourself, you should register ASAP at www.eac-network.org/overtheedge. Spots are limited!

Thanks in advance for your donation. I'll let you know when I secure my spot, and I hope you'll come watch me go Over the Edge for EAC Network!

Sincerely,
[Your Name]

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	Colleagues	Nurse
Children	Religious Organization	Chiropractor
Grandparents	Fraternity/Sorority	Fitness Instructor
Grandchildren	Kids' Friends' Parents	Electrician
Aunts/Uncles	Children's Sports Teams	Plumber
Cousins	Child's School/Teachers	Contractor
In-Laws	Vendors/Suppliers	Music Teacher
Brothers/Sisters-in-Law	Neighbors	Frequented Restaurant or Business
Friends	Lawyer/Attorney	Bank Teller
Coworkers	Accountant	Child Care Provider
Boss	Babysitter	Golf/Country Club
Company Match*	Bartender	Supermarket
High School Friends	Doctor	Local Representative
College Friends	Dentist/Orthodontist	Therapist
Teachers/Professors	Coach	Realtor
Community/Social Club	Financial Planner	

* Many companies match charitable contributions that their employees make. If yours does, apply to have your own donation matched and try to get as many coworkers as possible to donate and get their donations matched too. Ask your boss or HR department if your company matches donations. You can also encourage your supporters to see if their companies match donations too!

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 host 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. # 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

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 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 dollar 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

- 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 one of your donors. Consider offering perks or incentives for people to donate to you:
 - For a \$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, 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. Directly 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 match charitable contributions that their employees make. If yours does, apply to have your own donation matched and try to get as many coworkers as possible to donate and get their donations matched too. Ask your boss or HR department if your company matches donations.
- 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
 - Convince a peer in another department go Over the Edge with you and see which department can raise the most.
- Add the event logo and/or a link to your fundraising page in your email signature - you never know which of your clients, vendors, or colleagues will click through and donate.

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, a 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 Spot Guarantee Form, which can be found at www.eac-network.org/overtheedge.
- Invite your supporters to watch you rappel on October 20!

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.

EDGER SUPPORT CONTACT

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

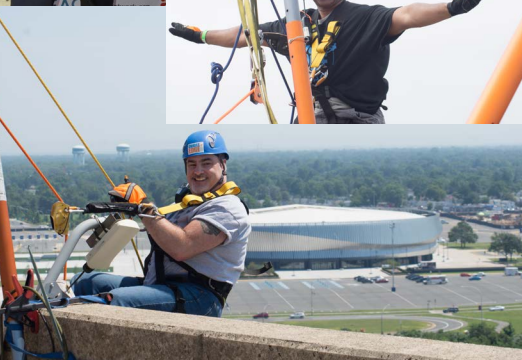
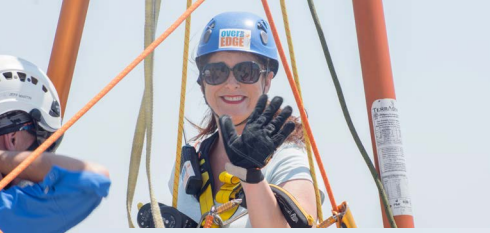
THANK YOU FOR GOING

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