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## AUSTIN OVER THE EDGE | FUNDRAISING 101

### Reaching Your Fundraising Goal with 6 Simple Steps

#### 1. GET THE WORD OUT

You've registered to rappel down from the 32nd story of a building to help grant the life-changing wishes of children with life-threatening medical conditions. That's a story for the books, so be proud of it! Spread the word by telling everyone about your involvement with Over The Edge and Make-A-Wish® Central & South Texas. 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 minimum \$1,500. In fact, our top individual fundraiser in 2017 raised over \$22,000 – 14 times higher than the minimum qualifying amount! Remind your donors that every dollar given will help grant more wishes to children in central and south Texas. Share your connection to Make-A-Wish, or find a story that moves you on our website at <http://cstx.wish.org/wishes/wish-stories> & include it in your email blasts.

#### 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 \$25 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 Make-A-Wish Central & South Texas - effectively doubling your donation. Ask your manager about your company's matching program or check out our company list at <http://cstx.wish.org/ways-to-help/giving/matching-gifts>. Please email Courtney Gremillion, Special Events Manager, at [courtney@cstx.wish.org](mailto:courtney@cstx.wish.org) if you will be utilizing your employer's matching gift program.

MAKE-A-WISH CENTRAL & SOUTH TEXAS: **OVER THE EDGE**

SATURDAY AND SUNDAY  
**JUNE 9 & 10, 2018**

## 5. TELL YOUR STORY!

Customize your personal fundraising page by including a picture and a story telling donors why YOU want to rappel from the 32nd story and help Make-A-Wish. These little personal touches can be the difference between a \$100 and a \$0 donation.

## 6. YOU ARE WHAT YOU SHARE

Since we are living in 2018, it is pretty safe to assume you're either constantly checking your Facebook and Twitter or taking selfies to post on your 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 are following Make-A-Wish Central & South Texas so you can share our posts & 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 the 300 foot 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 that all mean? It means you have brought us one step closer to our vision of granting every eligible child's wish. 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 on 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!

### CASH AND CHECKS

Ask donors to make their checks out to "Make-A-Wish Central & South Texas", and include your first and last name in the memo line. You can mail the checks or drop off cash to our office:

2224 WALSH TARLTON LANE  
SUITE 200  
AUSTIN TX 78746



 **LEARN MORE @ AUSTINOVERTHEEDGE.COM**

QUESTIONS?

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