

YOU'VE SIGNED UP, NOW WHAT?



START HERE



YOUR PARTICIPATION WILL HELP SUPPORT SERVICES PROVIDED TO OVER 6,300 LOCAL CHILDREN WITH DISABILITIES!



The biggest thing to remember in fundraising is the mission! The sooner you start sharing your "WHY" story, the sooner you will see the donations come in! Follow these easy steps to make sure you meet and exceed your goal:

**you are our
SUPER HEROS!**

[HTTPS://DAYTONAOVERTHEEDGE.ORG/YOUR NAME](https://daytonaovertheedge.org/your name)

- Personalize your donation page
- Spread the word
- Send out reminders
- Thank, thank, thank!



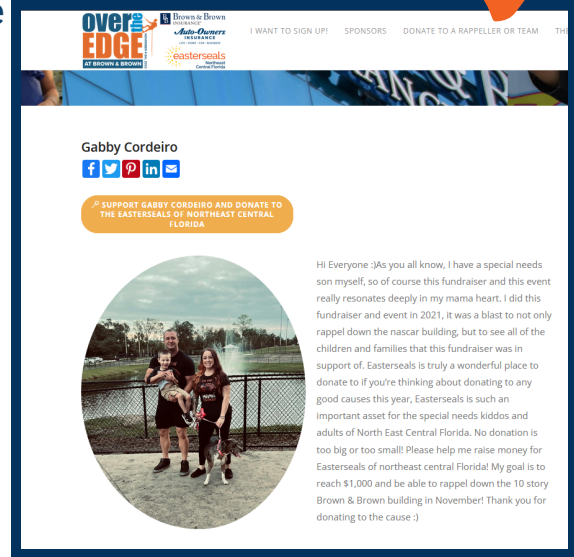


STEP 1: PERSONALIZE YOUR FUNDRAISING PAGE

Take advantage of this opportunity to personalize your page by uploading a picture, setting your fundraising goal, choosing your area of focus:

- Autism diagnosis and specialty interventions
- Early intervention and life-changing therapies
- Early childhood education for children of all abilities
- Pediatric behavioral health and family supports
- Area of greatest need

YOUR DEFAULT URL WHEN YOU REGISTERED IS
[HTTPS://DAYTONAOVERTHEEDGE.ORG/FIRSTNAME-LASTNAME/](https://daytonaovertheedge.org/firstname-lastname/)



STEP 2: ASK

THE NUMBER ONE REASON THAT PEOPLE GIVE IS BECAUSE THEY ARE ASKED.

Don't be shy about telling everyone you know that you are participating in Over The Edge for \$1000 or more! Don't forget to go to places where you spend money like your hair salon, favorite restaurant, or your gym.

USE THIS FUN AND EASY PLAN TO RAISE YOUR FUNDRAISING GOAL IN ONLY 6 WEEKS:

WHEN? WHO TO ASK?

Week 1	Use your online personal page to sponsor yourself	\$200
Week 2	Ask 6 Family Members/Friends for \$25 each	\$150
Week 3	Ask 6 Co-workers for \$25 each	\$150
Week 4	Get 4 businesses you frequent to sponsor you for \$100 each	\$400
Week 5	Ask your Boss to support your efforts	\$250
Week 6	Ask 6 more Family Members/Friends for \$25 each	\$150

YOUR 6-WEEK GRAND TOTAL

\$1300

**WATCH YOUR
TOTAL GROW!**



STEP 3: FOLLOW UP

Always follow up! Many people will need more than one request to donate and most 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.

STEP 4: REACH YOUR GOAL? KEEP GOING!

Invite friends to join you and start a Team!

STEP 5: HAVE FUN!

You've worked extremely hard to reach or surpass your goal. **INVITE** a group of family and friends together to watch you go Over The Edge and then enjoy celebrating your accomplishment with fun, food and festivities at the Riverfront Esplanade Park on Beach Street.

REMEMBER TO POST A PHOTO TO SHOW YOUR SUPPORTERS THAT YOU DID IT!



Questions? Email: Mgatrelle@esnecfl.org or Call: 386-944-7834



SPREAD THE WORD!

SAMPLE EMAIL OR LETTER

Hello Family and Friends,

I've signed up to rappel 166 feet Over The Edge of the beautiful Brown & Brown Building on the river in downtown, Daytona Beach! To earn my spot I have committed to raise \$1,000 in support of Easterseals Northeast Central Florida by Nov. 1st!

Why would I do something so CRAZY!?!?

First, because it'll be one heck of a view from up there.

Second, because it's not actually crazy, it's completely safe.

And third—most importantly—because I believe that every young person deserves the chance to challenge themselves and discover what they are capable of.

Easterseals Northeast Central Florida (ESNECFL) does exactly this by providing services that benefit over 5,000 local children with disabilities annually. I am excited to raise funds for Easterseals NECFL and I have chosen to focus my fundraising efforts towards **(Insert your specific program, listed at bottom of page)**, one of their many life-changing programs, which is important to me.

This inspires me / is important to me because...**(SHARE YOUR STORY HERE)**.

I would like to ask for your support by either donating to my page

<https://DaytonaOverTheEdge.org/firstname-lastname/> or by starting your own fundraising page!

Are you up for the challenge? If so, please join me. It'll be simple and fun! Do you know others who are up to the challenge? If so please pass this information on to them so they can experience this once-in-a-lifetime event!

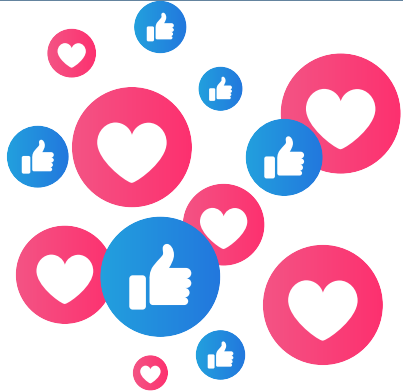
Thanks so much and I look forward to hearing from you soon!

Sincerely,
(Your name here)





GET SOCIAL!



LIKE, SHARE, TAG AND COMMENT ON SOCIAL MEDIA

Tag us on the OTE Facebook or Instagram Event Pages with **@DaytonaOverTheEdge** on your posts

USE OTE EVENT HASHTAGS:
#OTEDAYTONA2023
#OTEBROWNBROWN2023

TAG OUR SPONSORS:
@BROWNBROWNINSURANCE
@AUTOOWNERSINSURANCE

USE OTE WEBSITE:
DAYTONAOVERTHEEDGE.ORG



Need help, suggestions or encouragement?
Contact michelle gatrell mgatrell@esnecfl.org



WHAT DO I NEED TO KNOW FOR THE DAY OF MY RAPPEL?

Ok, your adrenaline is pumping and we are here to guide you each step of the way! Here are a few tips and reminders but, of course, we will check in with you several times prior to event day.

CHECK-IN:

You must arrive 1 hour before your rappel time. Please register at the Brown & Brown Building, 300 N Beach St, Daytona Beach, in the front lobby, where a volunteer will greet you. At check-in, you can provide any additional donations you need to meet the \$1000 minimum.

WHAT TO WEAR:

- Wear comfortable footwear. Well-fitting sneakers, light hiking boots, or other soft-soled shoes are best. (no sandals, slip-on shoes, slippers, flip flops, high heels, or steel toes boots will be allowed)
- Comfortable long pants or shorts and a short or long-sleeve shirt are recommended
- We will be giving you an event T-shirt. You may wear a costume, and our equipment experts will help with any modifications to ensure your safety.
- Keys, cell phones, jewelry and other 'droppables' are not permitted on the roof

WATCH PARTY!

Invite a group of family and friends together to watch you go Over The Edge and then enjoy celebrating your accomplishment with fun, food and festivities at the Riverfront Esplanade Park on Beach Street. We will have fun activities, music, food, drinks, games and more!

SAFETY:

Following check-in, you will be briefed and geared up by our experts from Over the Edge USA, and you will then have the opportunity to train using the equipment. After the training rappel, it will be your turn to go "Over the Edge". Please be assured that Over the Edge USA has taken every safety precaution.

MEDIA/PHOTOS:

We expect this event to generate a lot of media exposure, so you may see some reporters and cameras. We will have a professional photographer on the roof to capture your BIG SMILE! We will send photos captured to the email you provide.

QUESTIONS? Contact Michelle Gatrell at Easterseals, 386-944-7834 or email mgatrell@esnecfl.org.