



Fundraising Toolkit for Participants

Thank you for signing up to Hang out with Habitat! We are thrilled to have you on board and that you will **Rappel for a reason**, by raising funds for home repair and financial education efforts in our community – efforts that help our neighbors achieve strength, stability and self-reliance. This toolkit contains several exciting tips and tricks to increase your impact and fundraising efforts. Your engagement in fundraising and participating in our Hang out with Habitat event will make a big difference in the lives of those in our community. The earlier that you get started the better!



Event Details

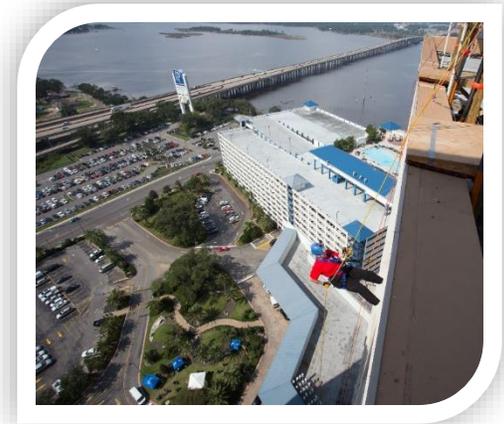
WHAT IS OVER THE EDGE?

Over the Edge is a special events company that provides signature events for non-profit organizations anywhere in North America and is currently expanding globally! Business leaders, individuals, and community members are invited to raise donations in exchange for the experience of going Over the Edge of a local building. Over the Edge has raised over \$70 million for non-profits around the world.

OUR MISSION

As you may know, Habitat for Humanity of the Mississippi Gulf Coast's mission "Opportunity Transforms. Empower People".

Since 2015, Hang Out for Habitat has raised more than \$291,000 to assist with the costs of Habitat homes, repair programs, and the Financial Foundations Program which opens the door to strength, stability and self-reliance. This year, the money raised from Hang Out will go directly to these programs so that families can devote more attention to their children, job opportunities, education and health and the entire Gulf Coast community improves. The fun part is the rappelling, Habitat's mission is compelling.



To date, we have completed more than 1,100 construction projects and currently have a waiting list of more than 200 families. Habitat MS Gulf Coast has provided more than 2,200 individuals with financial counseling with more than 6,800 hours of financial education.

This year, the money raised from Hang Out will support our programs and help families like, Mr. Titus.

Mr. Titus is a 63-year-old US Army veteran who has lived in his family home in Moss Point his entire life with the exception of the time of his military service. The house is well over 50 years old and has been maintained as best as possible by Mr. Titus given his limited Social Security income, VA pension, and physical limitations. The flooring was literally sinking and the only bathroom toilet was leveled by a brick. Thanks to the Habitat for Humanity of the Mississippi Gulf Coast weatherization program, funded by Mississippi Power, and veteran repair program, funded by the Home Depot Foundation, Mr. Titus was able to receive a complete bathroom remodel, HVAC servicing, and attic insulation (to help reduce heating and energy costs). Habitat Mississippi Gulf Coast is working to secure the funds to address the issues not covered by our funding partners. The work

done to Mr. Titus' home thus far has made it a safer living environment, however, he could benefit from a complete flooring system overhaul as his home has more serious structural flooring issues than either program could address.

EVENT FAQs

Minimum Age Requirement	Anyone 18 and older can participate in Hang out with Habitat. People in their 80s and 90s rappel!
Weight Requirement	Over the Edge's equipment safety standards require that people must be between 100 and 300 lbs in order to safely rappel.
Do I need to have experience to participate?	Not at all! I've included a document provided by Over the Edge on what to expect on event day! This document will tell you everything you need to know about the process from registration to the roof and back down again!
Fundraising Minimum	\$1000
Number of rappel spots open	86
How many Stories will you be rappelling	31
Fundraising Deadline	October 25, 2019
What should I wear to the event?	Dress comfortably! Do not wear overly loose or baggy clothing, or clothing with long drawstrings. Wear soft-soled, close-toed shoes or sneakers.
Can I wear a costume?	Costumes are allowed but are subject to the same limitations as baggy clothing. Every attempt will be made to safely fit costumes around harnesses and helmets. As with shorts, it is ultimately the decision of the Site Safety Supervisor. Stringy, loose, or excessive costumes must be avoided. Head pieces that will not accommodate a helmet, obscure the vision, or are notably large or heavy will rarely be allowed. Please notify Habitat MS Gulf Coast prior to the event should you choose to wear a costume.

GETTING STARTED

Fundraising Made Easy!

Maximize your impact and invite your community to join your efforts.

- **Step 1-** Sign up! Visit our Hang out with Habitat event page at www.hangoutwithhabitat.com
 - a. You will need to register for the event on our website. There is a registration fee which will count towards your \$1000 fundraising goal. After registering, your personal fundraising page will be created. Take advantage of this opportunity to personalize your page by uploading a picture, setting your fundraising goal, and including a message about why you are participating!
- **Step 2-** Ask!
 - a. 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 Hang out with Habitat. Don't forget to go to places where you spend money like your hair salon, favorite restaurant, or your gym.

Beat the Average

Use this fun and easy plan to raise over more than your fundraising goal in only 6 weeks:

When?	Who to Ask?	Watch Your Total Grow!
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

- **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!

Raise...

- \$1,000+ Receive 1 Rappel spot and T-shirt
 - \$1,500 + Receive 1 Rappel spot, T-shirt and a GoPro video of your experience
 - \$2,000+ Receive 1 Rappel spot, GoPro video of your experience and a one (1) night stay at the IP Casino Resort Spa, subject to availability
- Step 5- Have Fun! You've worked extremely hard to reach or surpass your goal. Get a group of family and friends together to watch you go rappel 300' down the IP Casino Resort Spa. Take that time to take in the view and remember the good work you did here. Remember to post a photo after your event to your social media accounts to show your supporters that you did it!



HOW TO RAISE \$1000

Know your Facts!

Make sure you're able to talk about our mission in terms of how the funds you ask for will make a difference. People give because they are asked, because they care, and because the person that is asking is passionate about the cause.

You've registered to Hang out with Habitat, you have the date circled on your calendar, now what? Start fundraising today! Before you know it, you will have your \$1000 raised and be on your way to the top!

Best Practices

1. Start Early!

- a. Although it may seem like you have all the time in the world to fundraise, this event will be here sooner than you think! The sooner you start fundraising, the more money you will raise for your non-profit and the sooner you will reach your goal.
- b. Remember, as soon as you reach your goal, you will be able to choose your fundraising time and officially make it onto the event schedule!

2. Create an Email Schedule!

- a. It is easy to be super keen when you start your fundraising journey, but lose steam a couple weeks in.
- b. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content.
- c. This ensures that you will be switching up your messaging, so your potential donors are not receiving the same ask over and over again. Keep it interesting.
- d. Suggested topics for your emails:
 - i. Ask your non-profit to provide mission related blurbs to add to your emails. This keeps your potential donors updated on WHY you are doing this and how it is helping.
 - ii. Include updates on where you are in the fundraising process and how much more you need to reach your goal.
 - iii. Include pictures and videos from Over the Edge – just ask us for them!

3. Get Help from Your Support System!

- a. If your friends and colleagues are not able to donate, that's OK! There is lots they can do to help you reach your goal;
- b. Ask them to share your personal fundraising page on their social media forums
- c. Provide them with "info cards" about the event that include your fundraising website and ask that they distribute it to their network.
- d. Ask them to reach out to the people in their lives that may have a connection to the mission and would consider donating.

4. Make a Video!

- a. As opposed to writing post after post on your social media forums, consider switching it up! Make a video detailing what you are doing and why you are doing it;
- b. Most viewers will watch a video before they will read a post.
- c. It is easier to communicate the mission of the non-profit profit you are supporting when you are speaking about it – the video makes it more personal.

5. Use Your Community Connections!

- a. Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- b. Create a raise-a-thon week!
- c. In your email and on social media use wording similar to this “Everyone who donates to me this week, will go in a draw to win ___”
- d. At the end of the week, get someone to take a video of you drawing a name, and post it! That person wins something, and you’ve made some extra money!



Add the event logo to your e-mail signature. You can also include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts.

Fundraising Inspiration

- Floor sponsors and donations
 - Divide the number of floors into your minimum amount raised
 - \$1000/31 floors, \$32.25 pledge per floor
- Foot sponsors
 - Same as floors, except use the height of the building in feet
 - \$1000/300 feet, \$3.33 per foot
- Corporate matching
 - Many companies will match charitable contributions their employees make. See if your company will match your donations or the total funds you raise. If they only match employee giving, get as many of your co-workers to give as possible.
- Corporate donations
 - Don’t forget you can ask area businesses to support you
- Office campaigns
 - You can put together some mini-fundraisers to benefit your cause
 - Bake sale – sell cookies at your desk
 - BBQ fundraiser (charge for lunch or ask for donations)
 - Baskets – keep a donation plate on your desk or in a common area
 - Challenge: have a peer in another department to Hang Out with you and see who can raise the most money, or whoever raises the most has to raffle. For execs, challenge other departments or challenge an exec from another company!

FUNDRAISERS

Fundraisers are really just excuses to have a party! Think of something that you and your friends and/or family like to do, and make it a benefit to help you to get to be able to Hang Out with Habitat in October.

Key Elements

Start planning early

- Promote your event
- Use social media and e-vites to spread the word quickly and cheaply
- Be sure to send out reminders as your event approaches
- Tell each guest to bring another friend or two
- Decide if you'll be charging a flat rate or simply asking for a suggested donation
- Include a silent auction or raffle to increase donations at your event
- Pass around a jar at the event and ask people to donate their change

Don't know what to plan??

We've included some great ideas for you below. Not everything on this list will appeal to you. Pick something that sounds like fun and start planning! If you need help on how to plan a great fundraiser, let us know. We are here to help!

- Babysitting by Donation
- Bachelor/Bachelorette Auction
- Bake Sale
- BBQ Cook Off
- Clothing Swap Night
- Be a Designated Driver- Ask for donations
- Benefit Concert Bingo Night
- Board Game Tournament
- Bowling Tournament
- Car Wash
- Chili/Spaghetti Cook Off
- Craft Show
- Dinner Party
- Dodgeball Tournament
- Dog Wash
- Garage Sale
- Holiday Bizarre
- Karaoke Night
- Kick Ball Tournament
- Movie Night
- Pancake Breakfast

- Pet Sitting
- Pizza Party
- Poker Tournament
- Raffle
- Scrapbook Party
- Sell Something on Ebay
- Silent Auction
- Snack Basket at Work
- Softball Tournament
- Trivia Party
- Volleyball Tournament
- Wine & Cheese Party



FUNDRAISING WORKSHEET

Use this form to make a list of all possible donors to your fundraising effort. Once you have listed everyone you can think of and assigned an “ask” amount to each one, start fundraising and keep track!

Donor Name	Relationship to Me	Ask Amount	Received?
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			



Fundraising Letter Template:

Hello Family and Friends,

I have signed up to do something that many of you may think is crazy. I have joined Over the Edge in support of Habitat for Humanity of the Mississippi Gulf Coast. Hang Out with Habitat is much like it sounds. I will stand on the roof of the IP Casino Resort Spa in downtown Biloxi and step Over the Edge and rappel 300 feet to the ground! I'm not making this up...check out the event website www.habitatote.org.

I am not asking you to rappel the building with me, but I will need your support to get to the top. I am not only pledging to Hang out with Habitat, but I am also committing to raise \$1,000 for Habitat MS Gulf Coast. I will **Rappel for a reason**, to raise funds for home repair and financial education efforts in our community – efforts that help our neighbors achieve strength, stability and self-reliance.

How can you help? By making a 100% tax deductible donation to my website here: [\(insert your website\)](#)

You may also send checks or money orders made out to:

Habitat for Humanity MS Gulf Coast
2214 34th Street
Gulfport, MS 39501

or online at <https://give.classy.org/hangoutwithhabitat>

Please help me support the great work that Habitat MS Gulf Coast is doing. I promise to climb down a building in return! Thank you for supporting Habitat MS Gulf Coast and helping me Hang out with Habitat!

Sincerely,

(Your name here)



overtheedge@hfhmgc.org

Reminder Letter Template:

Hello Family and Friends,

Thank you so much to everyone that has already donated! I wanted to send you an update and let you know how my efforts to get to the top of the IP Casino Resort Spa are going. So far, I have raised (\$XXX). If I can raise \$1,000 I truly will stand on the roof of the IP in downtown Biloxi and step Over the Edge and rappel 300 feet to the ground! I'm not making this up...check out the event website <https://give.classy.org/hangoutwithhabitat>.

I am not asking you to rappel the building with me but I will need your support to get to the top. I am not only committing to raise awareness for Habitat for Humanity MS Gulf Coast by rappelling, but I am also pledging to raise money to help fund their vision for home repair and financial education efforts in our community – efforts that help our neighbors achieve strength, stability and self-reliance.

How can you help? By making a 100% tax deductible donation to my website here: [\(insert your website\)](#)

You may also send checks or money orders made out to

Habitat for Humanity MS Gulf Coast
2214 34th Street
Gulfport, MS 39501

or online at <https://give.classy.org/hangoutwithhabitat>

Please help me support the great work that Habitat MS Gulf Coast is doing. I promise to jump off a building in return!

If you have already donated or want to help even more, please feel free to pass this email along!

Thank you for supporting Habitat MS Gulf Coast and helping me Hang out with Habitat!

Sincerely,

(Your name here)

