



Welcome Edger

Thank you for signing up to step **Over the Edge Upstate**! We are thrilled to welcome you to our mission of providing quality of life services to area residents facing the challenges of cancer in our communities through screenings, education and direct services.



Your Toolkit

Over the Edge Information and Incentives

Your donors might think you're a little crazy for committing to step Over the Edge of the 10-story AC Hotel Spartanburg on Friday, April 13, but you certainly aren't alone. Check out our event details for more information.

Cancer Association of Spartanburg & Cherokee Counties, Inc. Information

People want to know what their charitable contribution is supporting; so, be sure to share some of these facts. Fill your contacts in on exactly how their donation could help.

Business Cards and Donor Receipts

Use these Edger business cards to direct supporters to your personal fundraising webpage and also to remind them that you are still collecting contributions. Some of the individuals supporting your offline fundraising efforts may want a record of it so these donor receipts are great for that.

Raising \$1,000 in Only 30 days

Whether your goal is \$1,000, \$1,500 or even more, you can do it! Use these week-by-week guides to help you in your fundraising efforts.

Fundraising Work Sheet

Use this form to help you keep track of your fundraising efforts and also to remind you who would appreciate a thank you. Once your rappel time is scheduled, consider inviting your supporters to watch you go Over the Edge or even sending a picture of your heroic fundraising experience after the event.

Donation Request Letter

Use this language for your letter or email to your friends and family. Tailor it to your audience, and include facts about your personal involvement with the event or organization.

Be In the Know....

13	Date in April for Over the Edge Upstate
100	Individual rappel slots available
100-300	Weight range in order to be able to rappel
104	AC Hotel Spartanburg height in feet
1,000	Minimum fundraising amount to secure a rappel spot

What is Over the Edge Upstate?

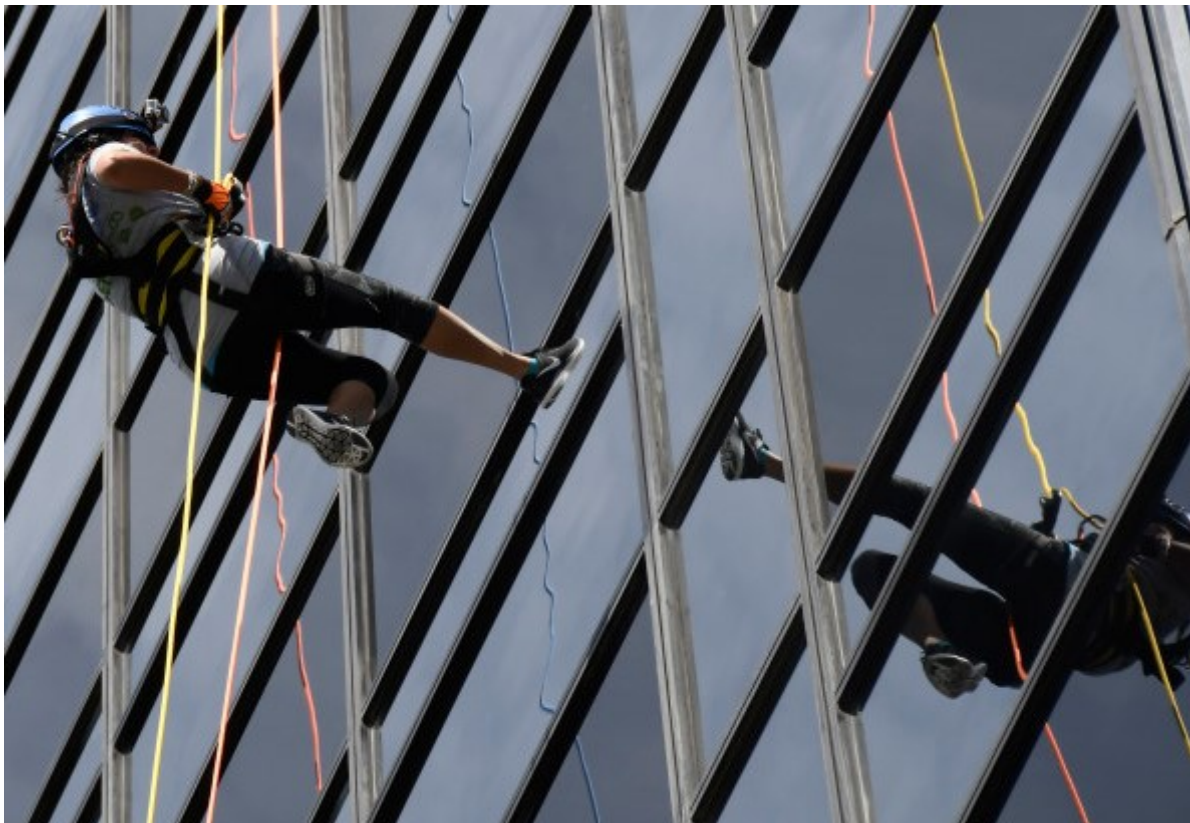
Over the Edge Upstate is an exclusive opportunity for individuals to take their support of local cancer patients to new heights by collecting donations in exchange for stepping Over the Edge and rappelling down the 10-story AC Hotel Spartanburg.

What it Takes to Become an Edger...


Once harnessed into taking the big drop, these exclusive participants will solicit contributions to support their heroic fundraising adventure. Individuals who are interested in participating in this once in a lifetime opportunity are required to raise a minimum of \$1,000. No prior experience is necessary—just a desire to step Over the Edge for those you love.

Too Chicken to Step Over the Edge?

No problem...You can still participate in the festivities from the Chicken Coop! Simply register as a “Chicken”. Collect donations just like a regular Edger and get the same prize incentives, but no need to step Over the Edge. Chickens will watch from the safety of the ground, cheering on the brave Edgers. Must raise a minimum of \$50 to enter the Chicken Coop. *\$5 registration fee*



OVER THE EDGE UPSTATE



All Edgers receive: a t-shirt, OTE hat, keepsake photo, and goodie bag

Incentive Breakdowns:

- First to reach \$1,500 in their fundraising efforts, gets to rappel first on Friday, April 13; receives above incentives and gets to wear GoPro helmet
- Each participant raising at least \$1,500 receives above incentives and gets to wear GoPro helmet
- Each participant raising at least \$1,750 receives above incentives, a stainless steel tumbler, and gets to wear GoPro helmet
- Each participant raising at least \$2,000 receives above incentives, stainless steel tumbler, additional incentive TBD, and gets to wear GoPro helmet
- Each participant raising at least \$4,000 receives all of the above incentives, stainless steel tumbler, additional incentive TBD, one night stay at AC Hotel, bottle of wine, and gets to wear GoPro helmet

Be sure to keep fundraising once you reach your goal so you can take part in the exciting incentives above in addition to going OVER THE EDGE!

<https://give.classy.org/OverTheEdgeUpstate>

Becoming a Successful Edger

STEP 1

Register to step Over the Edge in this once in a lifetime opportunity by visiting us online at <http://give.classy.org/overtheedgeupstate>.

STEP 2

Take advantage of the opportunity to create a free fundraising webpage when prompted through the registration process. Personalize the site by naming it, uploading a picture, noting your fundraiser goal (**remember the minimum to rappel is \$1,000**), and including a message to your visitors.



STEP 3

Solicit and collect donations to support your journey Over the Edge! Let your family, friends, and co-workers know of your commitment to step Over the Edge for the Cancer Association. Also share how they can help you to accomplish your personal goals. Each Edger will collect the minimum of \$1,000 to participate. Donations can also be accepted offline but the most efficient way to have individuals support your efforts is through the quick, easy, and secure manner online. Remember that the Cancer Association is here to help you in your fundraising efforts. We want you to get to the top of the AC Hotel Spartanburg (pictured above). If after reviewing the Edger Tool Kit you need more personalized support, let us know!

STEP 4

Be sure to submit all offline contributions received to the Cancer Association office at 295 E. Main St. Suite 100, Spartanburg, SC 29302 at least a week before the event. Even though the fundraising minimum for Over the Edge Upstate is \$1,000, that does not mean that you have to stop there! Over the Edge Upstate is the perfect opportunity to raise as much funds and awareness for the Cancer Association as possible. We will captivate the attention of Spartanburg by going “Over the Edge,” now let’s stun them with the amount of funds we can raise for a good cause! Once you have secured at least the minimum of \$1,000 it takes to participate, you will be contacted to schedule your rappel time. Also, the more you raise the more “perks” you’ll receive.

STEP 5

Have fun! You’ve worked extremely hard to reach the minimum goal or even to surpass it. It’s almost time for you to lean back, step Over the Edge, take in the incredible Spartanburg skyline, and rappel the AC Hotel Spartanburg in support of local cancer patients.



- Mission Statement: Dedicated to providing quality of life services to area residents facing the challenges of cancer in our communities through screenings, education, and direct services
- All donations received remain in Spartanburg and Cherokee Counties to provide these essential services. 91¢ of every dollar goes directly to client services.
- CANCER SUPPORT SERVICES PROVIDED REGARDLESS OF INCOME LEVEL:
 - Nutritional supplements
 - Counseling services
 - Wigs and hats
 - Bras & breast prostheses
 - Treatment transportation fuel card assistance
 - Cancer medication co-pay assistance
 - Ostomy supplies
 - Incontinence supplies
 - “Gifts In Kind” supplies
 - Various medical supplies
- COMMUNITY OUTREACH:
 - Cancer screenings
 - Library of educational books & brochures
 - Cancer awareness and prevention materials
 - Educational talks
 - Wellness fairs
 - Smoking cessation classes for businesses
 - Literature
- EXAMPLES OF EQUIPMENT FOR HOME USE:
 - Wheelchairs
 - Walkers
 - Bedside commodes
 - Canes and crutches
 - Shower seats and benches
- Contact information:



Office is located at: 295 E. Main St. Suite 100, Spartanburg, SC 29302

Mailing Address is: PO Box 1582, Spartanburg, SC 29304

Phone: 864-582-0771 Fax: 864-583-6123 www.cancerassociation.org

Office hours are Monday – Thursday, 8:30 am-5:30 pm and Friday, 8:30 am-12:30 pm.

Sponsorship Cards





Please sponsor my
rappel!

Thank you for considering a contribution towards my fund-raising efforts to benefit local cancer patients in our community through the Cancer Association!

Donating has never been faster, easier, or more secure. Simply visit <http://give.classy.org/overtheedgeupstate> and do a search for me.

Edger Name





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Edger Name

How to raise \$1,000 in 30 Days?

Consider doubling the fun of your experience by challenging a friend or colleague to step Over the Edge with you!

Days	Who to Ask	Total Per Days	Grand Total
1	Count the \$25 Registration Fee	\$25	\$25
2-5	Ask 3 Family Members to Match Your Contribution	\$75	\$100
6-8	Ask 3 of Your Best Friends to Sponsor You at \$50	\$150	\$250
9	Ask Your Boss For a Company Contribution to Match	\$250	\$500
10-14	Ask 5 Local Friends to Sponsor You at \$20	\$100	\$600
15-19	Ask 5 Out of Town Friends to Sponsor You at \$20	\$100	\$700
20-22	Ask 5 Businesses you Frequent to Sponsor You for \$20	\$100	\$800
23-25	Ask 5 Co-workers to Sponsor You for \$10	\$50	\$850
26-28	Ask 5 Neighbors to Sponsor You for \$10	\$50	\$900
29-30	Ask 10 People from Your Social Circle for \$10 (Clubs, Church, Temple, School, Gym, Social Media, etc.)	\$100	\$1,000

Helpful Hints

- Always follow up! People 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.

Quick and Easy Ideas to Increase Your Fundraising Efforts

- Add the event logo to your email signature. You can also include a hyperlink to your personal fundraising webpage and encourage everyone to visit it and support you efforts. Just send Trish an email at tfrasier@cancerassociation.org and she'll be happy to email you the logo.
- Social media is a great way to promote and connect with people who you would normally not be in regular contact with. Always be sure to include a link to your personal fundraising page for anyone interested in or able to support you. Facebook, Twitter, Instagram are all great suggestions.
- Send a letter or email message out to all of your contacts. Letters take a bit more time but can be really effective at letting people know how serious you are about reaching your goal (see example enclosed). Conversely, some people you know may prefer the ease of simply clicking a link in an email to donate online. It's okay to send your invitation to donate via both email and letter.



The key to building a successful fundraising campaign depends on asking the people that you know for support. Think about everyone whose lives you touch and ask them to join you in supporting local cancer patients through the Cancer Association of Spartanburg & Cherokee Counties, Inc.

Your list can be overwhelming at first, so use this chart to help you identify people that you know and organize them into categories. Start with the easiest people to reach—your family and friends. Next ask acquaintances and service providers.

Before you know it, you will have a complete list of people you know!

High School/College Alum

Neighbors

Children's Sports Teams

Community/Social Clubs

Friends

Family

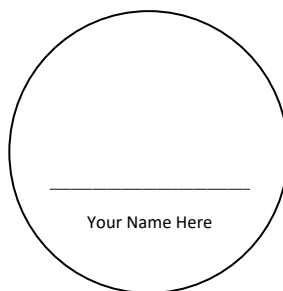
Religious Organizations

Vendors/Suppliers

Fraternity/Sorority

Your Company

Child's School



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 get to the top of the AC Hotel Spartanburg this spring.

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

Increase your revenue

- 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





Appeal letter example

This is just an example of an appeal letter. Feel free to create your own or edit the following when asking for support.

February 1, 2018

[First Name] [Last Name]

[Address 1]

[City], [State] [ZIP]

Dear [First Name],

On Friday, April 13, I will go OVER THE EDGE for the Cancer Association of Spartanburg & Cherokee Counties, Inc. I will rappel over 100 feet from the top of the AC Hotel Spartanburg to raise funds to support local cancer patients.

In order to meet my goal of [\$1,000], I am asking for support from all of my friends and family. Each gift is tax deductible and every little bit helps.

[Add a couple of reasons why you're going OVER THE EDGE.]

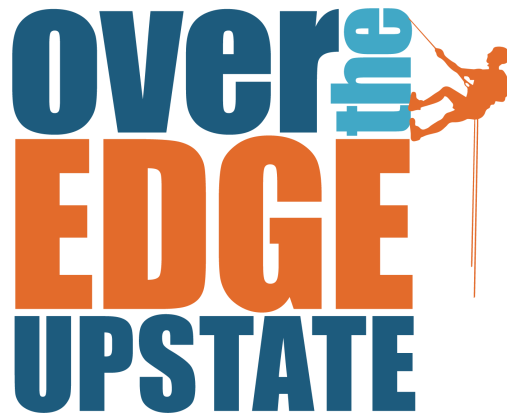
You can donate online at my personal page **[insert personal fundraising page here]** or by searching my name at <http://give.classy.org/overtheedgeupstate> or mail a check to CASC, PO Box 1582, Spartanburg, SC 29304 (with my name on the memo) or call the office at 864-582-0771 to donate in my name.

Feel free to join the watch party on Friday, April 13th at the AC Hotel in downtown Spartanburg. When I receive my launch time, I can let you know the exact time I'll be going OVER THE EDGE.

Thank you for considering my request.

Best Regards,

[Your Name]



Thank you for choosing to go OVER THE EDGE to help raise money for the Cancer Association of Spartanburg & Cherokee Counties, Inc.

If you have any questions, or need assistance with anything, please feel free to contact us.

Our office is located at: 295 E. Main St. Suite 100, Spartanburg, SC 29302

Mailing Address is: PO Box 1582, Spartanburg, SC 29304

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