



**TO BENEFIT**



## OVER THE EDGE FOR CEED FUNDRAISING 101

### Reaching Your Fundraising Goal with 7 Simple Steps

#### 1. GET THE WORD OUT

You've registered to rappel down a 6-story building to celebrate your success, the success of others, and the success of our community. Be proud of that! Spread the word by telling everyone about your involvement with Over the Edge and CEED. 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 \$1,000 minimum. Remind your donors that every dollar given will help us bring the power of success to one more individual in North Carolina. Share your personal reason for going over the edge, your belief in the success of our community, or find a story that moves you at [www.nccced.org/successstories](http://www.nccced.org/successstories)

#### 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 \$100 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 CEED - effectively doubling your donation. Ask your manager about your company's matching program. Please email Alyssa Hennessy at [events@nccced.org](mailto:events@nccced.org) if you will be utilizing your employer's matching gift program.

**Go  
Over the Edge  
For Success**

**Saturday,  
October 27th,  
2018**

## 5. TELL YOUR STORY!

Customize your personal fundraising page by including a picture and a story telling donors why YOU want to rappel down 6 stories in support of success. These little personal touches can be the difference between a \$100 and a \$0 donation.

## 6. YOU ARE WHAT YOU SHARE

Since we're living in 2018, it's probably safe to assume you're constantly checking Facebook, Twitter or 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 follow us so you can share our posts and photos.

FACEBOOK: NC Center for Economic Empowerment and Development, The Training Station at CEED

INSTAGRAM: @NC\_CEEED and @Whatthetruckfaync

TWITTER: @NC\_CEEED

LINKEDIN: NC Center for Economic Empowerment and Development

## 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 go over the edge!

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 all that mean? It means you have brought us one step closer to helping us help others find success!

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 to 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!

### Check

Ask donors to make their checks out to "CEED" and include your first and last name in the memo line. You can mail the checks or drop off cash to our office:

230 Hay Street

Fayetteville, NC 28301

LEARN MORE at [NCCEED.ORG/OTE](http://NCCEED.ORG/OTE)

QUESTIONS? Contact us at [edgers@ncceed.org](mailto:edgers@ncceed.org)



Center for Economic Empowerment  
& Development

Helping people find their strength to sucCEED