



Thursday, June 9 2016  
US Bank Building, Downtown Rochester, MN  
#GSRVovertheedge #Investingirls  
[www.girlscoutsrv.org/over-the-edge](http://www.girlscoutsrv.org/over-the-edge)

## Edger Toolkit & Fundraising Tips

### Welcome Edger

Thank you for signing up for Over the Edge with Girl Scouts River Valleys. We are thrilled you are taking the leap to invest in the future of girl leadership. We believe that when girls are given the opportunity to lead, they will change the world!

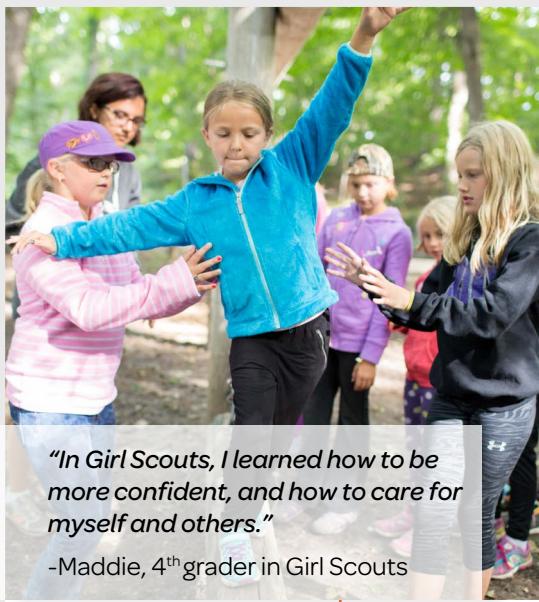
### How you are helping!

In Girl Scouts, girls have an opportunity to explore experiences in STEM, healthy living, financial education, leadership, community service, environmental education, and so much more.

Girl Scouts provides an inclusive and supportive environment in which every girl can embrace who she is and explore who she can become. Girl Scout camp is one of those places that girls often describe as their favorite place on earth. Camp gives girls the space to find strengths and tackle your challenges as they navigate through activities on the water, at the campsite, and along the trail.

At camp she'll find fun, courage, purpose – and best of all, a place to be herself.

The **\$1,000** you raise will bring the camp experience to more girls in Central and Southern Minnesota, as we raise funds to support the renovation needs of Camp Edith Mayo and Program Center in Rochester.



*"In Girl Scouts, I learned how to be more confident, and how to care for myself and others."*

-Maddie, 4<sup>th</sup> grader in Girl Scouts

Nestled in Southwest Rochester, Camp Edith Mayo has been an outdoor escape providing girls with the camp experience close to home. The current state of Camp Edith Mayo's structure lacks the capacity and flexibility to meet the growing needs of girls, volunteers, and the larger community.

Your commitment as an edger will help invest in a space where girls in our community can build a brighter future!

All funds raised will support River Valleys' initiative to transform **Camp Edith Mayo and Program Center** to better serve girls and our community.

# Your Edger Toolkit

In this toolkit you will find event expectations, important guidelines, how to set up your personal fundraising page and the best ways to share your story through your networks!

## Over the Edge Event Information

Your friends might think you're a little crazy for committing to step Over the Edge of the 9-story US Bank Building but you certainly don't have to do it alone. Share the incredible opportunities of this unique event and gather co-workers, friends or family to cheer you on the day of the event.

**Tell the Girl Scout Story** People want to know what their charitable contribution is supporting; so, be sure to share about what Girl Scouts does for girls. Fill your contacts in on exactly how their donation will help.

**Set Yourself Up for Success** There are so many ways to reach your goal, start with step by step instructions and follow our Fundraising 101.

## Raising the \$1000

It may sound crazy, but you can do it! Whether your goal is \$1,000, \$1,500 or even more, it is possible! Use our day-by-day guides to set goals and help you in your fundraising efforts.

## Social Media & Newsletters

You'll be added to our Edger Edition newsletter and our Facebook page for easy sharing and to ask any questions you may have. Use our tips along the way to help you keep track of your fundraising efforts and also to remind you who would appreciate a thank you.

## Sample Email

Use the template provided for your letter or email to your friends and family. Tailor it to your audience, and include facts about your personal involvement in the organization or your excitement about a girl that you support.

## Girls Need You!



Girl Scouts River Valleys has deep commitment to diversity and inclusion ensures that all girls have the opportunity to realize their potential. Our communities needs girls who are strong, healthy, and empowered critical thinkers. Girls who work together, take risks, and use resources wisely. **Unfortunately, there are many barriers to the success we envision for today's girls:**

**1 in 4 girls** has been bullied.

**Only 1 in 5 girls** believes she has what it takes to lead.

**9 in 10 girls** would like to change something about their physical appearance.

More than just cookies and crafts...developing girl leaders has been a cornerstone of Girl Scouts for more than 100 years and we continue to adapt to the needs and priorities of our community's girls. Your support will provide more opportunities for girls to overcome the stats and grow into confident leaders!

## How to be a Successful Edger: Step by Step

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**Register:** If you didn't get a chance to set up your personal fundraising page when you registered, be sure to do so ASAP! Firstgiving, is our fundraising platform for *edgers* to create and share personal fundraising pages. Firstgiving should have sent you a confirmation email to verify your registration, and you'll be able to use that log-in information to create and edit your personal page. Visit [gsrv.gs/over-the-edge-registration](http://gsrv.gs/over-the-edge-registration) to sign in!

Your \$75 registration fee officially registered you and counts towards your minimum fundraising goal of \$1,000. If you chose to guarantee your spot, GSRV will automatically charge your credit card on June 9th for the amount you need to reach \$1,000. If you reach \$1,000 before that date, your credit card will not be charged anything additional. You will be assigned a specific rappel time once you meet your minimum so your friends, co-workers and family will know when to cheer you on!

**Design:** Share your story! If you have already registered, you have a fundraising page with us. Create and customize your personal fundraising page at [gsrv.gs/over-the-edge-registration](http://gsrv.gs/over-the-edge-registration). The best way to raise funds is share your message through your page. Use our template, but fill in your personal story about why you are rappelling! Use select photos from our photo library or upload your own!

**Raise Support:** Use your personalized fundraising page to send emails and reach out to friends, co-workers, and family members to support your commitment to girl leadership. Supporters can donate online right to your fundraising page so you can track your progress! See our Fundraising 101 on how to meet and exceed your goals.

**Secure Your Rappel Spot:** So you made it to the \$1,000 fundraising minimum (easier than you expected, right?!). You'll receive an email from Girl Scouts River Valleys with details about securing your rappel time. Rappel spots are limited and fill up on a "first-to-\$1,000-first-served" basis, so the sooner you reach your goal, the sooner you can choose the perfect spot!

**Aim high (and earn incentives!)** You're rappelling off a building...why not keep raising your fundraising goals? All edgers will receive a special event shirt and other goodies from our sponsors. But there will be many other incentives along the way, including a year's supply of Girl Scout Cookies!! Yes you heard us, cookies ALL year round.

**Go Over the Edge:** Thursday, June 9th will possibly be the most adventurous moment of your life as you descend down 9 stories to support a great cause—to provide a space for girls to thrive in your community! You'll receive detailed information about day-of logistics as we get closer to event day, otherwise see our FAQ page online. You can always contact our staff at [overtheedge@girlscouts.org](mailto:overtheedge@girlscouts.org) if you have questions in the meantime.



# Fundraising 101

Don't be intimidated by meeting your goals. Raising \$1,000 easier than you think... and you can do it in just a few short steps! Your potential supporters won't know about your FEARLESS rappel unless you tell them, and they won't donate to your cause unless you ask. There are TONS of reasons your potential supporters should support you and the Girl Scout mission; you just have to ask them and tell them why. Follow these easy steps here...

**Personalize Your Page.** You have your fundraising page set up. Now tell your supporters why you care about girls! If you have an inspiring girl in your life that you want to build a future for, share your story. If you want to see equality for all girls, then tell them why! If you were a Girl Scout once, even if it was just as a Brownie or one week at camp, **ONCE A GIRL SCOUT, ALWAYS A GIRL SCOUT.** Tell why that meant something to you! If you volunteer for Girl Scouts, share things your troops are doing. If you have a thing for extreme events, share your crazy dreams. If you're a secret adrenaline junkie and adventure seeker, share that story. Your potential supporters know you and want to know why you are fearless enough to rappel down a building to support girls!

**Make your list.** Who do you know? You never know who will support you unless you ask. The more people you ask, the more donations you'll receive and the more fun you'll have sharing the event later!

**Ask. Ask. And, keep asking.** Once you've initially shared your fundraising link with your list (and posted it on all your social media channels), make a plan for how often you want to follow up with those people. Update your friends and family when you've made fundraising progress, or if you've decided to wear a costume or do something silly when you rappel. Thank your supporters on Facebook along the way, when they donate to your page. Your family and friends will be thrilled to be a part of your fearless journey! If you have a good reason to update them, your potential donors won't mind hearing from you often. Share your progress, your thoughts about rappelling, or even ask for costume suggestions.

**Follow Up.** After the first ask or email outreach many people will share their excitement for you but won't remember to donate. If someone says they want to see you on that roof, make sure you remind them to donate!

**Talk about your Progress.** When you're close to \$1,000, let your donors know that it won't take much more to send you Over the Edge. And when you get to \$1,000 and know your rappel time, send that information out along with a reminder that you're still accepting donations and hope they can come out and watch you on event day!

**Create a Team.** Another great way to get people involved is to start a team. Encourage your co-workers, friends, family or other social group to band together to raise the funds. Or start a Toss Your Boss Campaign at work to send your boss Over the Edge!

**Shout Thank Yous!** In the end, it's your supporters who make your rappel possible. While you'll actually be able to yell thank you from a roof tops, we suggest emailing, posting on Facebook, or making a phone call too!

# Fundraising Guide

1

## Make Your List: Know Your Networks :::::::::::::::::::::

Identify those key people you know will want to send you Over the Edge:

- Co-workers
- Inner circle friends
- Social Network (Facebook or long distance friends)
- High School or College Friends/Network
- Social Clubs (Volunteer activities/organizations, Civic organizations)
- Religious Organizations
- Your Children's Activities
- Children's School
- Neighbors
- Siblings
- Parents
- Grandparents
- Community Businesses you frequent (Grocery, dry cleaners, pharmacy, gym, salon and doctors)

**PERSONAL RESOURCES:** Facebook, email contacts, invitation lists, card or mailing lists, team rosters

**PROFESSIONAL RESOURCES:** LinkedIn, Outlook contacts, Office directory, Chamber of Commerce directory

2

## Reach out :::::::::::::::::::::

**Day 1 - Email** – Send an email to 5 – 10 of your closest friends (family and two friends)

**Day 2 - Email** – Send to 10 – 15 of your close contacts (your entire circle of friends)

**Day 3 - Email** – Send to as many other contacts as you feel comfortable (co-workers, friends of friends, distant relatives, your address book, moms and dads, previous class mates)

**Day 4 - Social Media** – Promote via Social Media to your entire audience. Tag particular people who you know will support you.

**Day 5 - On the Job** – Bring your information to the office and ask your co-workers to support!

**Day 6 - Provide some incentives** – Do you have a special skill? Are you a great baker? Offer your supporters a small token for their donation...whether that's your famous banana bread or a goofy poem about how great they are.

**Day 7 – Choose your fate** - Let your supporters vote with their dollars. A \$25 donation is a vote for you to wear a princess skirt while you rappel. A \$50 donation votes for a full Girl Scout Cookie costume.

**Use our email templates in the toolkit to get started sharing your message.**

3

## Set Fundraising Goals for your lists :::::::::::::::::::::

**\$75** Your \$75 registration fee,

**\$25** Be the first donation on your page

**\$250** 5 generous friends give you \$50

**\$250** 10 of your family members give you \$25

**\$100** Your parents or grandparents give you \$100

**\$100** 10 people from your social groups give you \$10 (Kayaking club, gym, church, etc)

**\$100** 10 co-workers give you \$10

**\$100** 20 Facebook friends to give you \$5

Go Above and Beyond!!

Your company's matching funds of \$100 (or better yet, see if they will match ALL the funds you raise!)

## Incentives to keep reaching HIGH

### Edger Level

Raise \$1,000:

- Secure your Rappel Spot
- Receive a T-shirt

### Rapeller Level

Raise \$1,500:

- Secure your Rappel Spot
- Receive a T-shirt
- Printed Rappel Photo sent to you after the event

### Adventurer Level

Raise \$2,500:

- Secure your Rappel Spot
- Receive a T-shirt
- Printed Rappel Photo
- One Year Supply of Girl Scout Cookies



## Event Day

**General Information:** You will be wearing a full body industrial harness and using an industrial handheld descender to rappel down the building. Squeezing the handle will allow you to go down, and letting go makes you stop your rappel. You control your speed going down, but if you go too fast the back-up devise will engage.

**Arrival:** When you arrive you will check in at registration and be escorted to the *Edger* staging area where you will be fitted for gear. You will then head to the designated training area, where you will hang from the harness, practice using the handheld descender and learn the safety procedures. You will be assigned a specific rappel time—the time will be confirmed closer to the event date.



**What to wear:** Comfortable, long sleeve shirt, and pants are recommended—Athletic clothes work great! Since you will be walking down a building, you'll need sneakers or light hikers that have soft, light colored sole. No shorts, sandals, climbing shoes, slip-on-shoes, flip-flops, high heels or steel toed boots. The harness goes around your legs, waist, and shoulders, so avoid bulky clothing, draw strings or hooded shirts. Long hair will need to be tied back to fit under the helmet.

**Personal items:** All phones, personal items and keys will be checked in with staff. You will not be able to take pictures or videos. Your friends, family and fans will wait for you at the landing zone—as only Edgers and staff are allowed on the roof.

## Frequently Asked Questions about your Fundraising Page

### Personal Fundraising Support:

First Giving Client Services can help at anytime, contact them at 877-365-2949 or support@firstgiving.com

### Can I send emails from my personalized fundraising website?

Yes! Sign in to your account with your email address and password. Click Edit next to the page you wish to email. Click Email Your Page. You can import email addresses from your email provider and customize an email from there.

### How can friends and family make a donation to an Edger?

Friends and family can go to the main registration page and click on the “Donate” link in the left hand menu. By typing in the name of the Edger, or team they will be directed to the your personalized page to complete a donation toward your goal!

### How can I see who has donated to me online?

Log in to your personal fundraising site. Click on “Your Fundraising” tab, then select “See Who’s Donated.” Find step by step instructions here.

### How do I collect the donations?

Online on your personal home page (this is the best method), checks and cash. You should collect all your checks and cash from your donors and mail checks to:

Girl Scouts River Valleys c/o Over the Edge  
400 Robert St. South  
St. Paul MN, 55107

Or add up all your cash donations and submit a personal check for the total. You can use the Cash/Check Donation Form available as a pdf or on our website to acknowledge supporters who give cash. All donations must be submitted by **May 30** to be counted in our records. Please make sure you include your contact information and name to be counted to your fundraising page. If you receive a check or cash, update your online page. Here's how:

1. Sign into your account.
2. Click “Enter Offline Donation” under “Your Fundraising” on your main page.
3. A screen will come up asking for information about your donor. This information will be confirmed by GSRV when we receive the check. Once this information has been confirmed, it cannot be changed, so double check what you’ve entered before clicking continue.
4. Your supporter will receive an email confirmation (if you entered their email address) confirming the donation once it is received and confirmed by GSRV.
5. The offline donations will not appear in your fundraising total until they are confirmed by GSRV. Please ensure that your name or address of your fundraising page is written in the memo line of the check.

# Sample Emails

Use these sample emails to get you started spreading the word about your **FEARLESS** descent. Also, don't forget share with you donors all the ways your dollars are going to fund a new space for girls to thrive! You can copy and paste anything from this sample in your outgoing email messages through First Giving. Don't forget to add in a link to your own personal fundraising page!

## First Email Sample

This summer I have chosen to be one of the 76 individuals fearless enough to rappel down a high rise building in downtown Rochester, Minnesota for Girl Scouts River Valleys!

Yes that's right...I plan to take the leap for girl leadership and rappel down the 9-story US Bank Building in Rochester as part of the fundraiser "Over the Edge." While I'm thrilled to conquer my fears as I dangle from the urban high rise, I'm also excited to be able to support a cause I care about--Girl Scouts. Did you know that selling cookies is only a small piece of what Girl Scouts does?

Girl Scouts River Valleys provides opportunities for girls to explore STEM, healthy living, financial education, leadership, outdoor education for more than 32,000 girls across Minnesota and Wisconsin. Adding together the cookies, camp, and 21st century programming that Girl Scouts provides, girls are given the right opportunities and experiences to help them defy the statistics and grow into healthy, confident and fearless leaders.

Your donation will get me one step closer to the roof, but your funds will also go towards the transformation of Camp Edith Mayo and Program Center. This newly renovated space will provide a safe place for girls to grow, take risks and try new things.

Check out my personal fundraising page (click the link below!) to make your donation. Link:  
Best,

## Follow Up Email Samples

Apparently more people want to see me fearlessly lead the way in going over the edge than I thought! In fact, I'm only \$xxx away from raising \$1,000 for Girl Scouts River Valleys. That also means I'm only \$xxx away from rappelling 9 stories down a downtown high rise!

Although this may seem challenging, I am going over the edge because girls are still facing many challenges today. Did you know that **1 in 4 girls** have been bullied? And only **1 in 5 girls** feel they have the potential to be a good leader?

Help me rally around girls and Girl Scouts, as we give ALL girls the opportunity to grow into healthy, confident and fearless leaders.

OR

Did you know it costs around \$310 to send a girl to camp for one week? By the time I reach my fundraising goal, we'll have given THREE more local girls the opportunity to grow, take risks and chart new courses at Camp Edith Mayo.

Here's a link to my fundraising page – your donation is greatly appreciated! Link:  
Best,