

# Over the Edge

AT ONE DAYTONA

NOVEMBER 13, 2021



Welcome to Over the Edge!





# You've signed up to go Over the Edge At ONE DAYTONA! Now what?

## Fundraising

Fundraising for The NASCAR Foundation and Easterseals will help support hundreds of local children with special healthcare needs, and for that WE THANK YOU! The fundraising minimum for Over the Edge At ONE DAYTONA is \$1,000, but that does not mean that you have to stop there! Over the Edge is about raising as many funds and as much awareness for The NASCAR Foundation and Easterseals as possible.

We will captivate Central Florida's attention by rappelling down the famed International Motorsports Center in the heart of International Speedway Boulevard. Now let's stun them with the amount of money we can raise for children with special healthcare needs!

Get  
Started  
Now!

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:

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



## Ok, I know I need to get started... But how?

### Sample Fundraising Timeline

Week 1

Personalize your donation page.

Week 2-6

Spread the word and update others of your progress (post at least 2x a week on your social accounts, call, email and text!). Include a countdown of how much time is remaining (urgency message).

Week 7-9

Send out reminders of your date and time for your spot on the ropes!

Week 10 until rappel day

Thank, thank, thank!

## Need Ideas?

Call Susan Moor at  
Easterseals  
386-944-7820 or  
smoor@esnecfl.org

### Who could you ask for donations?

- Friends
- Family members
- Co-workers
- Facebook friends
- Twitter followers
- Instagram followers
- Colleagues in networking groups
- Neighbors
- Businesses you patron



The mission is key!

## About the Charities

### The NASCAR Foundation



The NASCAR Foundation is a leading charity that partners with experts to improve the life and health of children who need it the most in our NASCAR communities through the Speediatrics Children's Fund and the Betty Jane France Humanitarian Award. Since 2006, The NASCAR Foundation has given nearly \$40 million to impact 1.4 million children to live happier, healthier lives.

Learn more about The NASCAR Foundation at [NASCARfoundation.org](http://NASCARfoundation.org). Follow The NASCAR Foundation on Facebook at [Facebook.com/NASCARfoundation](https://www.facebook.com/NASCARfoundation).



### Easterseals Northeast Central Florida



Easterseals has been helping individuals with disabilities and special needs, and their families, live better lives for nearly 70 years. A trusted, local 501(c)3 charity since 1952, Easterseals now serves more than 17,500 individuals and families with a range of disabilities to help them achieve their full potential.



With facilities in Daytona Beach, DeLand, Bunnell, and Leesburg, Easterseals' purpose is to change the way the world defines and views disability by making profound, positive differences in people's lives every day.

To learn more about Easterseals Northeast Central Florida, please visit [www.eastersealsnecfl.org](http://www.eastersealsnecfl.org) or follow Easterseals on Facebook at [www.facebook.com/esnecfl.org](https://www.facebook.com/esnecfl.org).



## Set up your donation page

Your default URL when you registered is  
<https://DaytonaOverTheEdge.org/firstname-lastname/>

1. Personalize your website. Add a picture, a short paragraph on what you're doing, and include information about yourself and if you are rappelling in honor of someone.
2. Promote the charities! All of the monies that are raised will be shared equally between The NASCAR Foundation and Easterseals Northeast Central Florida -- strong, local, 501(c)3 charity partners who are equally dedicated to providing special healthcare services to children in our community who need it most!
3. Up your fundraising goal! The minimum is \$1,000 but there is nothing stopping you from raising more! Set your goal and encourage people to help you reach it. Psst... participants who exceed the fundraising minimum will be rewarded with incentives along the way!
4. Add an incentive for people to donate. Make donating a contest for your friends and family. For example: Let people know that for every \$25 they donate, they will be entered into a drawing for a great prize. Be creative, offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been holding onto... the options are endless!
5. Link your fundraising page to your social networking sites. Your webpage has some really great tools to connect your page to everything you do!



Need help?

Susan Moor  
Jessica Velazquez

smoor@esnecfl.org  
jvelazquez@nascarfoundation.org



## Spread the Word

### Sample email or letter

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 At ONE DAYTONA in support of The NASCAR Foundation and Easterseals. Over The Edge is much like it sounds. I will stand on the roof of the famed International Motorsports Center, step over the edge and rappel 102 feet to the ground! I'm not making this up... check out the website for more info: [DaytonaOverTheEdge.org](http://DaytonaOverTheEdge.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 go Over the Edge, but I am also committing to raise \$1,000 for TWO causes. All monies raised will be shared equally between The NASCAR Foundation and Easterseals Northeast Central Florida -- strong, local, 501(c)3 charity partners who are equally dedicated to providing special healthcare services to children in our community who need it most!

How can you help? By making a 100% tax-deductible donation to my website here: (insert your website URL).

You may also send checks or money orders made out to: Easterseals ATTN: Over the Edge, 1219 Dunn Avenue, Daytona Beach, FL 32114 (Include my name on the memo line)

Please help me to #RaceToTheEdge #ForTheKids. Space is limited, so help me fire up my adrenaline and act now! I promise to climb down a building in return!

Sincerely,

(Your name here)



# Need help?

Susan Moor  
Jessica Velazquez

[smoor@esnecfl.org](mailto:smoor@esnecfl.org)  
[jvelazquez@nascarfoundation.org](mailto:jvelazquez@nascarfoundation.org)



## Spread the Word

Share, share, share with our social media tools:

### OTE Facebook Event Page

<https://www.facebook.com/DaytonaOverTheEdge/>

### OTE Event Hashtags

#OverTheEdgeDaytona  
#RaceToTheEdge  
#ForTheKids  
#NowMoreThanEver

### OTE Facebook Event Page



### OTE Website

<https://daytonaovertheedge.org/>



Need help?

Susan Moor  
Jessica Velazquez

[smoor@esnecl.org](mailto:smoor@esnecl.org)  
[jvelazquez@nascarfoundation.org](mailto:jvelazquez@nascarfoundation.org)



## Spread the Word

### Facebook status update ideas!

Please help me not chicken out! I'm raising money to rappel 8 stories, it's #ForTheKids! Please give today!  
DaytonaOverTheEdge.org

The time is running out on my fundraising. Can you give a LITTLE to help a LOT of kids? I'm raising money for #OverTheEdgeDaytona. It's going to be epic! Give today: DaytonaOverTheEdge.org

Kids with special healthcare needs are close to my heart! Help me raise money for #OverTheEdgeDaytona! Every dollar makes a difference: DaytonaOverTheEdge.org

THANK YOU THANK YOU THANK YOU! My friends and family are lending a helping hand for kids with special healthcare needs by supporting #OverTheEdgeDaytona. Can you help, too?  
DaytonaOverTheEdge.org

I'm raising money for The NASCAR Foundation and Easterseals through Over the Edge At ONE DAYTONA. Can you help me #RaceToTheEdge? Give today: DaytonaOverTheEdge.org

I have committed to raising money for two important causes: The NASCAR Foundation and Easterseals, but I need help in reaching my goal! I'm ready to rappel 8 stories if I make it! Help today!  
DaytonaOverTheEdge.org

I am all fired up to rappel 8 stories down the International Motorsports Center, but I must earn my spot on the ropes first! Can you help? Give at DaytonaOverTheEdge.org

What's more incredible than rappelling 102 feet? Raising money for incredibly courageous kids! Can you help me earn my spot on the rope so I can make a big difference? It's #ForTheKids! Give here:  
DaytonaOverTheEdge.org



**PRO TIP: Add your own OTE giving page web link to each post!**

Need More?

Susan Moor  
Jessica Velazquez

smoor@esnecfl.org  
jvelazquez@nascarfoundation.org



## Spread the Word

Choose one or more that fit your personality!



[DAYTONAOVERTHEEDGE.ORG](http://DAYTONAOVERTHEEDGE.ORG)

I want to Race To The Edge for kids with special healthcare needs that are helped every day by The NASCAR Foundation and Easterseals. But, I need to earn my spot on the ropes! Please give today!

**I'M RAPPELLING DOWN  
8 STORIES - 102 FEET!**



**MY TIME IS  
RUNNING OUT!**

It's only a matter of time before I rappel 8 stories down the International Motorsports Center, but I need to earn my spot first! Can you help me raise money for kids with special healthcare needs?

[WWW.DAYTONAOVERTHEEDGE.ORG](http://WWW.DAYTONAOVERTHEEDGE.ORG)



Over The Edge At  
ONE DAYTONA  
November 13th, 2021

With your help,  
we can leave a  
mark.

Please support The NASCAR Foundation  
and Easterseals.  
Give Today:

[DaytonaOverTheEdge.org](http://DaytonaOverTheEdge.org)



**ARE YOU READY TO  
RAPPEL FOR A CAUSE?**



**VISIT [DAYTONAOVERTHEEDGE.ORG](http://DAYTONAOVERTHEEDGE.ORG) TO SIGN UP TODAY!**



November 13, 2021

**HELP ME RACE  
TO THE EDGE  
FOR THE KIDS**



#ForTheKids

**OVER THE EDGE AT  
ONE DAYTONA**



**RAPPEL FOR A CAUSE ON NOVEMBER 13TH**

**Download these files to share with your friends! [CLICK HERE](#)**

Need More?

Susan Moor  
Jessica Velazquez

[smoor@esnecl.org](mailto:smoor@esnecl.org)  
[jvelazquez@nascarfoundation.org](mailto:jvelazquez@nascarfoundation.org)

## Spread the Word

Choose one or more that fit your personality!



Download these files to share with your friends! [CLICK HERE](#)

Need More?

Susan Moor  
Jessica Velazquez

smoor@esnecl.org  
jvelazquez@nascarfoundation.org



## Send Out Reminders

People often need to see something 3-5 times before they react. Don't be afraid to send out a reminder to let people know you are still fundraising. Layer your approaches! Use email, letters, and social media to let people know that you are raising funds to go Over the Edge this November!

1. **Send reminders.** Keep a list of those who send in donations. Send a reminder to those that have not yet donated. Sometimes, reminder touch points are more successful than original touch points for bringing in the money.
2. **Send updates.** It is always important to send updates on your progress and your goals to your entire list, those who have responded to previous communication AND those who have not. Put your HEART into your follow up. Tell them why you are doing this. Make it personal; explain why this cause, this experience, and this commitment are important to you. Someone might donate to you because they know you and want to support your reasons for doing this.
3. **Send a "thank you."** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter how small the amount.
4. **Change or add a "Signature"** on your outgoing e-mails to include your fundraising page link to subtly remind people you are fundraising.
5. **Update your social media networks** with information about your fundraising efforts e.g. Facebook, Instagram & Twitter.

Need Ideas?

Susan Moor  
Jessica Velazquez

smoor@esnecl.org  
jvelazquez@nascarfoundation.org



## Thank, Thank, Thank

Online donors will receive an immediate receipt and thank you from Easterseals. Offline donations will also be acknowledged by mail with a written receipt and thank you once received.

But, YOU can and should also thank your individual donors as soon as possible with a prompt e-mail, text, phone call or handwritten note. Make sure to also use your social media to thank ALL your donors for supporting your efforts. Here are a few images to use in electronic thank yous.



**THANK YOU!**   



**THANK YOU!**   



**THANK YOU!**   



**THANK YOU!**   

**Download these files to share with your friends! [CLICK HERE](#)**

Need Thank You's?

Susan Moor  
Jessica Velazquez

smoor@esnecfl.org  
jvelazquez@nascarfoundation.org