



over the **EDGE** FOR

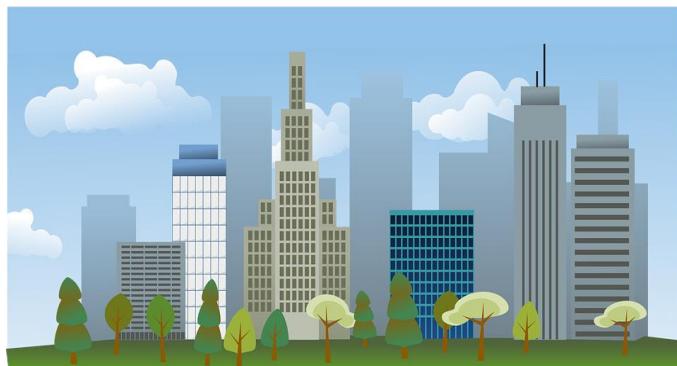


#GiveOrGo

CHALLENGE TOOLKIT



The #GiveOrGo Challenge is an activity in which individuals who are already signed up to go Over the Edge for the Kids to Love Foundation challenge 5 people to either join their team and also go Over the Edge, or donate any amount to their fundraising efforts. Each Over the Edge rappeller must fundraise a minimum of \$1,000 in order to participate in the event. The event is hosted on Saturday, September 22, 2018 at the Regions Center building in downtown Huntsville, Alabama and has limited spots available.



WHY is THIS CHALLENGE IMPORTANT TO US?

You may be wondering what rappelling down the largest building in Huntsville has to do with the Kids to Love Foundation. The answer is simple. Children that live in foster care encounter adversities daily. They demonstrate courage even when they try something that doesn't come easy. Our children bravely face challenges throughout their lives. They are the inspiration for this event.

www.kidstolove.org/over-the-edge

HOW TO PARTICIPATE

Participating in the #GiveOrGo Challenge is EASY! Just follow the easy steps below and remember the most important part is to HAVE FUN!

1. **Sign UP!** If you haven't already, accept the challenge to raise a minimum of \$1,000 to rappel and sign up online at www.kidstolove.org/over-the-edge. When signing up, you will be given your own fundraising page to be used as your own personal headquarters for your fundraising efforts. You can also create a team and a team page to use for your individuals you have challenged to sign up with you and fund raise together!
2. **THE CHALLENGE:** Start a list of who you would like to challenge to GO Over the Edge. Family, friends, co-workers, celebrities, local celebrities, TV, Radio Hosts, professional athletes. Creativity is the KEY!
3. **LIGHTS, CAMERA, ACTION!** Grab a video camera or your cell phone and record a short #GiveOrGo video.

Below are some examples of content to include:

1. **Introduce yourself.**
 2. **Event Details:** Example: I am participating in an Over the Edge event supporting children living in foster care where I will get to rappel 160 feet off the Regions Center on September 22nd.
 3. **WHY are you going Over the Edge:** Your personal story of why you are doing this challenge will be key to your fundraising efforts.
 4. **THE CHALLENGE:** Name 5 people you would like to challenge to GO Over the Edge with you. If they are too chicken to GO Over the Edge ask them to GIVE to your fundraising efforts.
 5. **Thank you:** Thank your supporters for helping you with your fundraising efforts and encourage them to come to the event to witness you going Over the Edge!
 6. **BE YOU:** Most importantly, be YOURSELF and HAVE FUN! People will feed off your energy and enthusiasm for doing this event and will be more willing to participate or donate!
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4. **SHARE, SHARE, SHARE!** Once you have successfully created your #GIVEORGO video, be sure to share it on social media and through your email contacts. Be sure to "tag" those who you have challenged so they are able to see your video. DON'T FORGET to include the link to your personal fundraising site that you created so people will have a place that they can donate.

Suggested Facebook Posts:

CHALLENGE ACCEPTED! I've have accepted the challenge to go Over The Edge for the Kids to Love Foundation where I am fundraising to rappel down 160 feet off the Regions Center in Downtown Huntsville on Saturday, September 22nd! Now that I have accepted the challenge, I now challenge (insert 5 names here) to GIVE to my fundraising efforts and help me reach my goal of (\$ insert fundraising goal) or GO Over the Edge on my team the (insert team name) with me! Will I see you at the top? #GiveOrGo #OverTheEdgeK2L #GotGUTS #160feet4fosters

I am taking the challenge to help change the lives of children living in foster care! On Saturday, September 22nd, I will be rappelling 160 feet off the Regions Center Building in Downtown Huntsville for Over the Edge in support of the Kids to Love Foundation and I need your support! I am challenging (insert 5 names here) to take the challenge with me and either #GiveOrGo. Find your COURAGE and GO Over the Edge with me, or if you are too chicken, GIVE to my fundraising efforts and help me reach my goal! #GiveOrGo #OverTheEdgeK2L #GotGUTS #160feet4fosters