



CHALLENGE TOOLKIT

The **GOLDEN TICKET** is an opportunity in which previous edgers who are already committed to sign up to go Over the Edge for the Kids to Love Foundation challenge 5 people to take the Golden Ticket, raise \$1,500 and go Over the Edge.

However, you always have those friends that say, “There is NO way you will EVER get me to rappel off a perfectly good building.” That’s okay...we have a challenge for them too.

“Too chicken to step Over the Edge? No problem...You can still help the **Kids to Love Foundation** take their work to new heights! Simply “**CHOOSE THE GOLDEN EGG, AND RAISE \$1,500**” or more and you’ll get a VIP seat in the **CHICK-N-COOP!** Still not sold? Your \$1,500 raised will allow one deserving foster child the once in a lifetime opportunity to rappel down the Regions Center and feel a sense of accomplishment and pride beyond compare. Throughout the event, you’ll lounge in style and enjoy complimentary food and beverage.”

The event is hosted on Saturday, September 21, 2019 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 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 \$1,500 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 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 21st.
 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 or even better ask them to support one of our kids to go Over the Edge.
 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 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:

GOLDEN TICKET CHALLENGE ACCEPTED! I've have accepted the Golden Ticket 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 21st! 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? #OVERTHEEDGEK2L #GOTGUTS #160FEET4FOSTERS

GOLDEN EGG...IN TO THE COOP! Yes, I have to admit...I am chicken, but you can help me get out of the CHICK-N-COOP and support a local foster child. I am raising \$1,500 to sponsor one deserving foster child the once in a lifetime opportunity to rappel down 160 feet off the Regions Center in Downtown Huntsville on Saturday, September 21st. Will you stand in the gap and help a sister/brother out? Sorry I will be observing from the VIP CHICK-N-COOP. #INTOTHECOOP #FORTHEKIDS

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