

**ARE YOU READY  
TO GO OVER THE EDGE?**

**RAPPELLER WELCOME KIT**

**FRIDAY & SATURDAY  
APRIL 23 & 24, 2021**

**Sky 11 Building** Downtown Springfield, MO

PRESENTING SPONSOR



**Coors  
LIGHT**

PROCEEDS BENEFIT



**Child  
Advocacy  
Center**

GIVING A VOICE. NURTURING HOPE.

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



# Child Advocacy Center Rappel for a Cause WELCOME KIT

On behalf of the **Child Advocacy Center**, welcome to the **Over the Edge Rappel for a Cause!** In boldly going “Over the Edge” of the Sky Eleven building with us, we hope you’ll discover the importance of the CAC in our community.

Since 1995, the CAC has been helping abused children begin their journey toward justice, healing and an end to their abuse. Our role in the community effort to protect area children is to provide a safe place for abused children to tell their story, and to bring partner agencies together to facilitate a coordinated investigation and a comprehensive response to each child abuse case.

This **Welcome Packet** contains a number of exciting tips and tricks to increase your impact, including:

- **Tips on how to raise the big bucks.**
- **Rappel for a Cause communication samples** you can personalize and use to engage your supporters.
- A **“What to Expect” Guide** to help better prepare you for this great adventure.

Your engagement in fundraising and promoting participation over the next couple months will make a big difference in helping abused children. And the earlier you get going the better, so please start today!

Keep in mind that I am here for you every step of the way, so please don’t hesitate to give me a call or send me an e-mail. I look forward to working with you as we prepare for the Over the Edge Rappel for a Cause.

Warmest regards,

*Lori Barnes Miller*

Lori Barnes Miller

Lori@childadvocacycenter.org | 417-831-2327

P.S. Now that you have signed up to rappel, why not start a team and engage your family, friends, neighbors and co-workers in this important cause?

**Over the EDGE**  
Rappel for a Cause

**FOR MORE INFORMATION**

Contact Lori at 417-831-2327 or

Lori@childadvocacycenter.org

[www.ChildAdvocacyCenter.org](http://www.ChildAdvocacyCenter.org)





# FUNDRAISING MADE EASY

**Maximize your impact and invite your community to join your efforts.**

## Set Your Goal and Create Your Plan!

You've already taken the first step to help give abused children a voice. Now take your second step by setting your personal fundraising goal and creating a plan to exceed it.

## Ask To Receive!

The #1 reason people give is because they are asked. Don't be shy about telling everyone you know that you are participating in Over the Edge Rappel for a Cause. Don't forget about places where you spend money like hairdressers, dry cleaners or your favorite restaurant. Remember: If you don't ask, you won't receive.

## Writing Campaign!

Like to write? Then take a few moments to create an e-mail or a letter to everyone you know to catch up them up and announce that you are participating. Perfect mailing lists include Wedding lists, Holiday Cards and Organizational Membership Lists. Don't forget to include a return envelope. We have included a sample letter in this packet for your convenience.

## Vendor Letters!

Vendors can be work-related, such as a printer, or personal, like your insurance agent, hair salon or dry cleaner. Places where you spend money are a great resource!

## Wraparound Events!

What is a wraparound event you ask? Wraparound Events are mini-fundraising events that raise both extra money and awareness! Common examples are bake sales, dress-down days, brown-bagging it and car washes.

## LEVELS OF PARTICIPATION

**You will receive the following for your fundraising efforts:**

- **\$1,000 – Rappeller** - 1 rappel spot and 1 OTE pullover
- **\$2,500 – Super Edger** – 1 rappel spot, 1 OTE pullover, social media recognition, GoPro video of rappel
- **\$5,000 – Super Hero** - 1 rappel spot, 1 OTE pullover, GoPro video of rappel and 4 vouchers to use OTE Virtual Reality simulation on event day (or a separate occasion to be arranged by our office).

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# FUNDRAISING PLAN

Create a fundraising plan. Follow this simple guide!

## Beat the Average: Double the Average in a few Weeks!

Use this fun and easy plan to raise over half of your fundraising goal in only 6 weeks:

When?	Who To Ask?	Watch Your Total Grow!
Week 1	Use your online personal page to sponsor yourself	\$200
Week 2	Ask 6 Family Members/Friends for \$25 each	\$150
Week 3	Ask 6 Co-workers for \$25 each	\$150
Week 4	Get 4 businesses you frequent to sponsor you for \$100 each	\$400
Week 5	Ask your Boss to support your efforts	\$250
Week 6	Ask 6 more Family Members/Friends for \$25 each	\$150
<b>Your 6-Week Grand Total</b>		<b>\$1,300</b>

## Helpful Hints

- **Always follow up!** Many people will need more than one request to donate and most will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal.
- **Send a thank you letter, note, or message** to your donors. For your sponsors, consider including a crazy picture of you from the event so they remember you next year.

## Quick and Easy Ideas to Increase Your Fundraising Efforts

- **Add the event logo to your e-mail signature.** You can also include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts.
- **Ask all of your supporters about the possibility of matching funds** from their employers.
- **Social media is a great way to promote your fundraising** and connect with people who you would normally not be in regular contact with. Always be sure to include a link to your personal fundraising website for anyone interested in or able to support you.

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# WHO DO YOU KNOW?

## The key to building a successful fundraising campaign

The key to building a successful fundraising campaign depends on asking the people that you know for support. Think about everyone whose lives you touch and ask them to join you in supporting the Child Advocacy Center.

Use this chart to help you identify people that you know who might support you and organize them into categories. Start with the easiest people to reach — your family and friends. Next ask acquaintances and service providers. Before you know it, you will have a complete list of people you can ask for support!

### Friends

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### Work Colleagues

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### Family

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### Neighbors

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### Fraternity/Sorority

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### Local Companies You Frequent

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### High School/College Alum

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### Work Vendors/Suppliers

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### Community/Social Clubs

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### Children's School/Sports

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# FUNDRAISING MESSAGE DRAFT

Use this sample as a guide to write your own message

Dear Family and Friends:

I've signed up to **rappel 11 stories from the roof of the Sky Eleven building** in downtown Springfield on April 23 and/or 24, 2021, as part of the **Over the Edge Rappel for a Cause, to benefit the Child Advocacy Center**. And to do this, I need to raise \$1,000 by April 16th!

Why would I do something so crazy? First, because it'll be one heck of a view from up there. Second, because it's not actually crazy, it's completely safe. And third — most importantly — because I believe that every child deserves the chance to be heard.

Since 1995, the Child Advocacy Center has been helping abused children begin their journey toward justice, healing and an end to their abuse. The CAC's role in the community effort to protect area children is to provide a safe place for abused children to tell their story, and to bring partner agencies together to facilitate a coordinated investigation and a comprehensive response to each child abuse case.

This is only possible through the support of donors like you and me!

{This inspires me / is important to me because...(YOUR STORY HERE). }

I would like to ask for your support by either joining my team to help me fundraise or by starting your own fundraising page, which will be your first step in rappelling yourself! Are you up for the challenge? If so, please join me. It'll be simple and fun! Do you know others who are up to the challenge? If so please pass this information on to them so they can experience this once-in-a-lifetime event!

As you have read, protecting area children matters a lot to me and my family. Whether or not you can join me in rappelling or fundraising, please consider making a donation today help in our efforts. With your support, we can provide a safe place for abused children to tell their story.

{Use this area to let the letter recipient know how they can donate — your "JustGiving" page, social media pages, mailing check, etc.}

Thanks so much and I look forward to hearing from you soon!

Yours truly,

[Insert Name]

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# WHAT TO EXPECT ON RAPPEL DAY

## Important information before you go Over the Edge

### How You Will Rappel

- You will be wearing a full-body industrial harness and using an industrial descender to go down. Squeezing a handle makes you go down, letting go (or pulling back) makes you stop. You can control your speed to a certain extent. Should you go too fast, or should the equipment fail, the back-up device will engage.
- Getting your weight off the roof and into the harness is the difficult part for most people. Once you're over the edge, you are on your own. Don't forget to stop and take in the view!
- The squeezing motion to activate the descender requires quite a bit of force and using the same hand the entire way down can be tiring. You can stop to rest, or switch hands when you need a break. Once you're within 20' of the ground, your landing will be assisted by an Over the Edge staff member.

### Training

When you arrive on site you will have the opportunity to practice rappelling from a lesser height. This will give you a chance to hang in the harness, find a comfortable position, and practice using the descender and safety equipment. You can practice as often as you'd like before heading to the roof. The same safety procedures are used in the training as in the long rappel so you will be familiar with them when you get there.

### What to wear

- You're going to be walking down the side of a building so wear good shoes. Well-fitting sneakers, light hiking boots, climbing shoes, or other soft soled shoes are recommended. No sandals, slip-on shoes, slippers, flip flops, high heels, or steel toed boots will be allowed.
- Wear long pants and a long sleeved shirt. Athletic pants, tights, and jeans are suitable. The harness goes around your legs, waist, and shoulders, so it is best to avoid anything too bulky. Shirts should be comfortable and without draw cords. Long hair should be tied back. You will be required to leave droppable items like keys and cell phones, or jewelry that can get caught on things, with a staff member on-site. You will be given a pair of leather gloves and a helmet when you arrive.

### Cameras and Phones

Sorry, no phones, cameras, etc. on the roof. Helmet cams are permitted if you have one and want to bring it.

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## What Can I Do To Practice?

- The most common complaint from participants after rappelling is that their forearm got sore during the descent. The squeezing motion required isn't hard, but over a long time it can get tiring. Proper technique and switching arms makes a lot of difference, but using a squeeze ball once in a while doesn't hurt either.
- Go rock climbing with our friends! Not only does rock climbing strengthen your forearms, but also it allows you to hang in a harness. Although the harnesses we use are different you will still get the idea of what muscles it takes to stay upright.

## Get psyched!

- Tell your friends. You're one of a few special people who will be doing the rappel.
- Send your fundraising page link out to everyone.
- Tell your story on your social media pages, add photos if possible. You are also encouraged to use all the social media sites. (Facebook, Twitter, LinkedIn, etc.)

## Spectators and Friends

Unfortunately friends of the participants will not be allowed up to the roof top. The roof is a restricted access area. Often the not-for-profit hosting the event will have an event photographer taking pictures from the roof, ensuring that each participant gets a picture of himself or herself going over the side.

## Participant Weight/Size Restrictions

Participants over 136.1kg (300lbs) are not permitted to rappel as they exceed the safe working load of the equipment. The minimum weight of a participant is 45.36 kg (100 lbs.).

## Special Needs Rappellers

Special Needs Rappellers will be accommodated as long as it can be done safely. In the past people with intellectual disabilities, physical disabilities, amputees, and wheelchairs have been able to participate fully and have enjoyed successful rappels. Advance notice is required, however, so that the Event Managers and Technicians can ensure that each participant gets the best experience possible.

## Clothing and Costumes

- Participants are asked to wear athletic clothing. Long track pants, t-shirts, and sneakers are advised. Long hair should be tied back. Extra baggy clothes should be avoided as it can become caught or jammed in the rappelling device. We do not allow sandals or slip-on shoes.
- Costumes are allowed but are subject to the same limitations as baggy clothing. Every attempt will be made to safely fit costumes around harnesses and helmets. As with shorts, it is ultimately the decision of the Site Safety Supervisor. Stringy, loose, or excessive costumes must be avoided. Head pieces that will not accommodate a helmet, obscure the vision, or are notably large or heavy will rarely be allowed.

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### FOR MORE INFORMATION

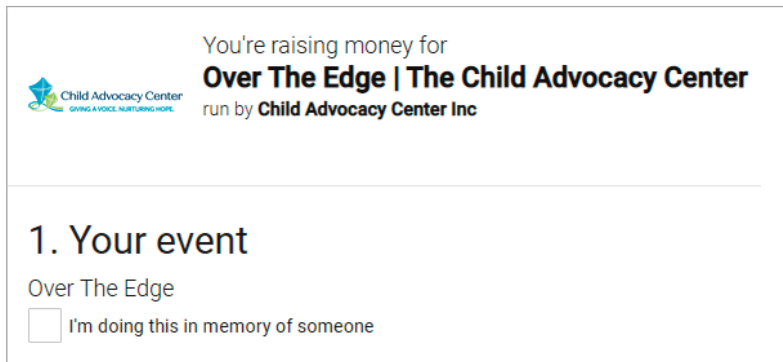
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# FUNDRAISING MADE EASIER

## Your step-by-step guide for setting up your "JustGiving" fundraising web page

1. Go to: [justgiving.com/campaign/OTE](https://justgiving.com/campaign/OTE)
2. Click the **orange** button on the right side of the screen: "Start Fundraising."
3. Make sure your event is for **Over The Edge | The Child Advocacy Center**.



You're raising money for

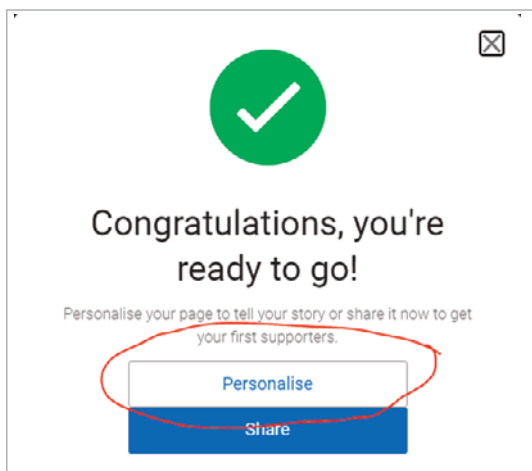
**Over The Edge | The Child Advocacy Center**  
run by **Child Advocacy Center Inc**

1. Your event

Over The Edge

☐ I'm doing this in memory of someone

4. Choose your fundraising page **web address** (it will also create one for you).
5. Choose your fundraising page **settings** (whether or not you want the CAC to keep you informed about the event as well as upcoming events).
6. Congratulations! You've created your page. Now it's time to personalize!



✓

**Congratulations, you're ready to go!**

Personalise your page to tell your story or share it now to get your first supporters.

**Personalise**

**Share**

7. Click the **Personalise** button to start making your page unique! This is where you can set your fundraising target (\$1,000 or higher), write why you're going Over The Edge, and upload images of your own (or use one of the images we provide).
8. Use this area to tell your story. Ex. Why you are rappelling, how great the Child Advocacy Center is and what it means / has meant to you or a member of your family, why the CAC is important in our community, etc.

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9. How much do you plan to raise? This is your goal...you set it...and it's OK to exceed it! You will receive the following for your fundraising efforts:
- **\$1,000 – Rappeller:** 1 rappel spot and 1 OTE pullover
  - **\$2,500 – Super Edger:** 1 rappel spot, 1 OTE pullover, social media recognition, GoPro video of rappel
  - **\$5,000 – Super Hero:** 1 rappel spot, 1 OTE pullover, GoPro video of rappel and 4 vouchers to use OTE Virtual Realty simulation on event day (or a separate occasion to be arranged by our office).
10. Finally, **don't forget to add in your \$50 registration fee as your FIRST donation!** Click over to the tab that says **Donations** and manually add in your \$50 registration fee so that it reflects in your overall total.

(Your fundraising page is linked to The Child Advocacy Center's Tax ID number, and all funds are sent to directly to The Child Advocacy Center via JustGiving.)

11. Your page is now created. You will get **your very own url** to send out to your contacts.
12. You can log in and make changes at anytime.
13. You can **email people directly by clicking on the "email" button.**
14. **Any questions or problems please call Lori Barnes Miller at (417)831-2327.**

**Thank you for your participation and support!**