FIRST DESCENTS

A GUIDE TO FUNDRAISING

FIRST DESCENTS PROVIDES LIFE-CHANGING OUTDOOR ADVENTURES FOR YOUNG ADULTS IMPACTED BY CANCER.

ADVENTURE | CHALLENGE | COMMUNITY | HUMILITY | HUMOR

OUT LIVING IT PROJECT

Out Living It Projects are where the First Descents community fosters a spirit of adventure, creativity, and philanthropy. OLI Projects are unique ways to fundraise for First Descents and range from marathons to back yard barbecues to meditation challenges. Anyone can join a project or create a project of his or her own design.

FIRST DESCENTS
OUT LIVING IT
PROJECT
SINCE 2001

LEARN MORE

THE OUT LIVING IT PROJECT NUMBERS TO DATE:

$4.2M	7,107	13,186
RAISED	PROJECTS	SUPPORTERS

GETTING STARTED

To provide the best possible support to you and your donors, we ask that all fundraisers register their event with the **Out Living It Project** to give you a base camp for your experience.

Whether you're getting active, getting creative, or hosting your own event, the following guidelines apply to all First Descents fundraisers:

1. Register your event at: www.firstdescents.org/out-living-it/
2. Adhere to our style guide and logo terms of use when promoting your event.
3. Follow all local laws and secure necessary permitting and permissions.
4. Administer an event that is emblematic of First Descents core values.

HOW WE SUPPORT YOU:

Our fundraising team at FDHQ is here to help you have the best possible fundraising experience. Here's how we can help:

1. Provide you with a personal donation page through Classy.org – hands down the best "peer-to-peer" and event fundraising interface out there!

2. Provide centralized gift processing and tax acknowledgement resources for your donors and/or guests.

3. Send First Descents collateral, bumper stickers, and other branded items.

4. While we are able to assist with the creation of some promotional materials, we are unable to offer support by posting across FD social channels unless otherwise agreed upon.

5. Provide signature apparel per Out Living It Project incentive structures.

We will do our best to help promote your event regionally and help identify alumni speakers as their schedules permit. However, given the exciting number of Out Living It Projects this may not always be possible.

WHAT WE CAN'T DO:

For legal and other considerations, we cannot provide:

1. Reimbursement of event expenses. As the charity beneficiary, we gratefully accept event proceeds only after expenses have been deducted.

2. Tax acknowledgement receipts for donated goods, services, or auction items for third-party events.

3. Staff or volunteers unless otherwise discussed.

4. Insurance, licensing, and/or liquor permitting, unless otherwise discussed.

THE FD BRAND

IN OUR CLASSIC LOGO, THE FD "BUG" IS PAIRED WITH "FIRST DESCENTS" AND OUR MANTRA: "OUT LIVING IT."

YOU MAY OMIT THE TEXT: "OUT LIVING IT", IF DESIRED.

YOU MAY ALSO CHOOSE TO USE ONLY THE BUG.

THE LOGO CAN ONLY APPEAR IN: FD'S BRAND BLUE, BLACK, OR AS NEGATIVE SPACE.

OTHER FD APPROVED LOGOS:

ALL APPROVED LOGOS ARE AVAILABLE AS .JPEG, .PNG, AND .AI FILES.

OUR PALETTE

THESE ARE THE COLORS OF OUR TRIBE.

GREYS,
BLACKS,
& WHITES...

OUR **SIGNATURE**
FD BLUE

PMS 300
RGB: (0, 114, 198)
HEX: #0072C6

PMS: 395U
RGB: (244, 241, 0)
HEX: #F4F100

FEEL FREE TO USE...

PMS: 2224U
RGB (37, 115, 138)
HEX: #25738A

YELLOWS, GREENS, AND OTHER **NATURAL HUES...**

PMS:
RGB: (62, 218, 42)
HEX: #3EDA2A

PMS: 144C OR 130U
RGB: (255, 145, 0)
HEX: #FF9100

THIS ORANGE IS A CLASSIC FD COLOR.

PMS: 2034U
RGB (251, 95, 94)
HEX: #F16061

PMS: 2347U
RGB (245, 64, 44)
HEX: #F5402C

AND, AN OCCASIONAL POP OF PINK AND RED...
BECAUSE **WHY NOT?**

TYPOGRAPHY

OUR FAVORITE FONTS

Open Sans is the premiere First Descents font!

Sans Serif is used in First Descents designs and projects.

What you will mostly use for MAIN BODY text:

Nevis Bold

This is our new logo font, and can be used in titles for documents.

OSTRICH SANS IS A GREAT SUBTITLE FONT

Our fonts are clean and current, so that First Descents' goals and mission are always the focus of our branding. Distracting fonts only take away from our powerful messaging and content.

WE ARE A TRIBE.

A COLLECTIVE. A TEAM. AND A FAMILY
BROUGHT TOGETHER FOR THE MOST
DESPICABLE REASON, THE UGLIEST IMPACT: CANCER.

BUT

WE STAND AND PADDLE AND SURF AND CLIMB AND THRIVE
TOGETHER NOW NOT BECAUSE OF CANCER,
BUT BECAUSE OF FIRST DESCENTS.

CANCER CAN COME A-KNOCKIN' ALL IT WANTS. IT CAN YELL
AND SCREAM AND THROW FITS AND TAKE LIMBS AND MEMO-
RIES. SHAKE ITS CATHETERS AND
CHEMO IN OUR FACES.
BUT IN THIS FAMILY, IT'LL GET NOWHERE.

BECAUSE THE ROAR OF THE RIVER, THE SILENCE OF THE
SUMMIT, THE CLASH OF THE SURF AND
THE WAR CRIES OF THIS TRIBE WILL ALWAYS WIN.

WE ARE FIRST DESCENTS.
WE ARE **#OUTLIVINGIT.**

AND THIS IS OUR MANIFESTO.

TO LEARN MORE, PLEASE CONTACT:

ANDREW COULTER - DEVELOPMENT COORDINATOR
ANDREW.COULTER@FIRSTDESCENTS.ORG
720.666.6870

WWW.FIRSTDESCENTS.ORG