



FIRST DESCENTS

OLIP FUNDRAISING GUIDE



THE OUT LIVING IT PROJECT IS A GRASSROOTS FUNDRAISING INITIATIVE THAT HELPS PROVIDE THE HEALING POWER OF ADVENTURE TO YOUNG ADULTS IMPACTED BY CANCER AND OTHER SERIOUS HEALTH CONDITIONS.



WAYS TO FUNDRAISE

GET ACTIVE!

Run a Marathon, hike a mountain, or bike across your home state. Think of fun ways to engage donors in your fundraiser! Ask supporters to pledge dollars per race mile. Utilize social media posts to update your network on progress. The more you promote, the more it shows how serious you are about tackling your challenge!

HOST AN EVENT

Events are fun, but they are more work than you think. If you're ready to take on the challenge then check out our [Community Events Guidelines](#). There's nothing better than getting your friends together to support FD!

Need ideas? How about a... Brewery Night, Poker Tournament, Karaoke Party, Cooking Class or Yoga Event!

SHARE YOUR STORY

Want to focus on sharing your FD experience to raise funds and awareness for FD? Then the FD Ripple campaign is for you! Simply create a page and share your fundraiser with your network, friends and family.

GET CREATIVE!

Think outside of the box! Cook, make, sell, write or paint your way to supporting FD. Almost anything is on the table, but if you're unsure about your idea, just ask FD!

Examples? We got 'em! Host a bake sale, design jewelry, create a March Madness bracket challenge, or sell paintings!

LOOKING TO GO BIGGER?! [JOIN TEAM FD](#) FOR ONE OF OUR FEATURE EVENTS!

JOIN TEAM FD!



Take your OLIP challenge to the next level by joining Team FD for one of our featured events!

Ragnar Trail Snowmass: Join a team of 8 runners to take on this 15-mile trail running challenge split into three legs near Aspen, CO. You'll have a chance to camp out, snack, socialize and recover between runs. Ragnar Trail Snowmass is perfect for local FD supporters or out of state-ers looking for an excuse to visit the Rockies!

Leadville 100 MTB Race & Trail 100 Run: Ever dreamed of testing your body's limits and biking or running 100 miles through the Rocky mountains at 9,000+ ft of elevation? Well this is your chance to take on one of the worlds toughest mountain bike and ultrarunning races, all while supporting FD's life-changing programs!

TransRockies Run: Taking place in early August and covering 120 miles over 6 days through the heart of the Colorado Rockies this bucket list stage race is truly summer camp for big kids. Join the squad for a raucous race from Buena Vista to Beaver Creek, CO.

TCS NYC Marathon: Always wanted to run a marathon through the five boroughs of New York City? Taking place the first Sunday of November with Well then this one's for you!

Climbathon: Join us for a nationwide day of climbing with your local FD community at climbing gyms across the US. Climbathon is all about *Out Living It* with your friends and family, and pushing yourself to support FD's mission to provide life-changing programs to even more young adults!



FIRST, create a fundraising page under one of FD's fundraising campaigns [HERE!](#) Already created one? Follow that same link and click [LOGIN](#) to edit your page.

GETTING STARTED

- 1. SET YOUR FUNDRAISING GOAL & UPLOAD A PERSONAL PHOTO!** Your goal should be a challenge and your face should be easily visible.
- 2. WRITE A DESCRIPTION ON YOUR PAGE.** This can be one paragraph or multiple... feel free to include photos to make it more compelling!
Supporters love to learn about your cause. What does FD mean to you? How has FD changed your life? How will your fundraising change someone else's life?
- 3. CREATE AND LAUNCH A FUNDRAISING PLAN!** At minimum you should contact donors 4 times leading up to your event (think 6 weeks, 4 weeks, 2 weeks & week-of-the event) as well as 1-2 post event wrap up emails. Don't have an event date? Set a date to reach your fundraising goal and work off that! Sprinkle in some social media updates to show how training is going or share progress and shout out donors!



KEYS TO FUNDRAISING SUCCESS

Personalize your fundraising page with your story, photos and even a video.

Follow Up! Many donors will not give until the third time they are asked. Send out multiple emails to friends and family and post to social media regularly.

Shout out & acknowledge your donors for their support. This encourages mutual friends and others in your network to donate!

Share more about FD! Use stories and pictures from FD in your outreach to potential donors so they understand the awesome work your fundraiser will benefit! Don't forget to share videos from [FD's YouTube channel](#), too!

Fundraise smarter not harder. Utilize donation matching through your employer, and encourage your donors to see if their company offers donation matching.

Training or working on your fundraiser? Share it with your network to remind people what you're up to! Running a race? Ask supporters to pledge a certain amount per mile or double their donation if you finish in under X time.

Thank donors! Text, call or write a personal TY note to show how much their gift is appreciated!

Use quotes and testimonials to show your donors the life-changing impact of First Descents. Check out some testimonials [HERE!](#)

Be creative! Find a way to engage your network, and make supporting your fundraiser a fun thing they want to do!



SOCIAL MEDIA

Tag your posts with [#OutLivingIt](#)



BUILD A FUNDRAISING PLAN!

WHO CAN YOU COUNT ON?

List 5-10 people in each of the below categories that you can include in your first round of fundraising outreach. These people are your core foundation in real life, as well as in your fundraising!

Teammates
Club Members
Family Friends
Businesses
... and more!



DATE EMAIL OUTREACH

Ex: 5-5-19 Initial outreach (6 weeks)

DATE SOCIAL MEDIA POST

Ex: 5-15-19 I'm 1/4 of the way to my goal!

FRIENDS

Ex: Joey (texted)

FAMILY

COWORKERS

NEIGHBORS

OTHERS

TIME AND TIME AGAIN WE HEAR FROM OUR FUNDRAISERS THAT ONE OF THE BEST PARTS OF FUNDRAISING IS RECONNECTING WITH PEOPLE WHO YOU HAVEN'T CAUGHT UP WITH IN A WHILE!

DON'T FORGET TO USE:

STATS THAT MATTER

In 2019, FD will provide 1500 experiences across 150+ programs for young adults impacted by cancer.

\$1750: the number that it costs to fully sponsor a week-long adventure for one young adult participant, including food, gear, lodging and more!

Approximately 20% of our annual fundraising is achieved through the Out Living It Project platform, and the generosity of OLIP donors, so you are making a huge difference!



MOVING MEDIA

Check out the First Descents YouTube channel, and share our powerful, adventurous videos to engage your community of donors!

INSPIRATIONAL QUOTES!

"While the doctors and medicine may have saved my life, First Descents taught me how to live again."

- FD Participant



FAQ'S

WHAT ARE MY FUNDRAISING RESOURCES?

- Personal fundraising page hosted on Classy
- Personal fundraising support from "Tops"
 - FD Media, Logo & Photos

HOW DO I EDIT MY FUNDRAISING PAGE?

Once you've signed in to your Classy account, click on your profile photo in the top right corner to redirect to your Classy profile page. Then, click on Fundraisers under your profile photo. Click Manage Fundraiser to edit the photo, goal, description, story, etc. on your page!

WHAT HAPPENS IF SOMEONE GIVES ME A CHECK OR CASH?

Throw a pizza party! KIDDING... Please send it to FDHQ with a note that includes your OLIP Fundraising Page name and number (last few digits in your page's web address).

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MORE QUESTIONS? CONTACT FD!

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