

F I R S T D E S C E N T S

OLIP GIVE-BACK FUNDRAISING GUIDE



WAYS TO FUNDRAISE

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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

Share your personal First Descents experience to raise funds and awareness for our mission. If you're looking for an easy way to support First Descents, then the FD Ripple campaign is for you! Simply create a page and share your story with friends, family, coworkers and more!

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!

READY TO GIVE BACK?! CREATE YOUR FUNDRAISING PAGE [HERE!](#)

WAYS TO FUNDRAISE

JOIN TEAM FD!

Take your Give-Back Adventure 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 rest between runs. It's perfect for locals or those looking for an excuse to visit the Rockies!

Leadville 100 MTB & Trail 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 while supporting FD!

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

SBT GRVL: The unique combination of the quiet roads surrounding a thriving resort town create a setting for an incredible gravel bike race. Join our team in August for a day of riding the trails of Steamboat Springs, CO for what's sure to be an EPIC adventure!

Know of a race, challenge, or event that would make a perfect Team FD adventure? Let us know at outlivingit@firstdescents.org!



JOIN TEAM FD!

GETTING STARTED



1. FIRST, CREATE A FUNDRAISING PAGE.

Create a fundraising page on FD's [Give Back Adventure Campaign](#)! Already created one? Follow that same link and click LOGIN to edit your page.

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. 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!

GETTING STARTED

KEYS TO FUNDRAISING SUCCESS

K E Y S T O F U N D R A I S I N G S U C C E S S

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

Follow Up! Many donors won't 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. Tag your donors on social media as 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 support! Don't forget to share our [blog](#) & [videos](#) from FD's YouTube channel!

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!



Tag your posts with #OutLivingIt

KEYS TO FUNDRAISING SUCCESS

BUILD A FUNDRAISING PLAN

BUILD A FUNDRAISING PLAN

WHO CAN YOU COUNT ON?

DATE

EMAIL OUTREACH

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

DATE

SOCIAL MEDIA POST

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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. Don't forget about teammates, club members, family friends, businesses and more!

FAMILY

FRIENDS

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

D O N ' T F O R G E T T O U S E

INSPIRATIONAL QUOTES

“While the doctors and medicine may have saved my life, First Descents taught me how to live again.” - FD Oncology Participant

“FD is more than life changing. I felt a renewed sense of purpose in my work after coming home from FD. I did not realize how tired I was of doing the same thing every day for nearly a year.” - FD Healthcare participant

MOVING MEDIA

✕ Check out the First Descents [YouTube channel](#), and share our powerful, adventurous videos to engage your community of donors!

✕ Include some of our inspiring FD Alumni stories from the [Out Living It Blog](#) to highlight the impact of First Descents.



STATS THAT MATTER

20%

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 impact!

500+

First Descents will host more than 40 programs to serve more than 500 young adult patients, caregivers and healthcare workers in 2023.

\$2,500

It costs \$2,500 to sponsor one participant to attend a First Descents program. This includes food, gear, lodging and more!



DON'T FORGET TO USE

FAQ'S

F R E Q U E N T L Y A S K E D Q U E S T I O N S

WHAT ARE MY FUNDRAISING RESOURCES?

- Personal fundraising page hosted on Classy
- Personal fundraising support from Anna aka “Whiplash”
- [FD Fundraising Guide, Media Photos & Logos](#)

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).

FIRST DESCENTS
621 KALAMATH STREET STE 175
DENVER, CO 80204



FAQ'S

MORE QUESTIONS? CONTACT FD!

REID “SPOONMAN” HEARD
DEVELOPMENT COORDINATOR
REID.HEARD@FIRSTDESCENTS.ORG

WWW.FIRSTDESCENTS.ORG

