

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! Start by sharing your story or connection to FD in order to motivate your supporters. 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

If you're hosting an event on behalf of First Descents, we'd love to swag your party out! Order our [FREE event party pack](#). 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!

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!

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Take your Give-Back Adventure to the next level by joining **Team FD** for one of our featured events!

Leadville Trail 100 MTB: Ever dreamed of testing your body's limits by biking 104 miles through the Rocky Mountains with over 12,000 feet of elevation gain at altitudes up to 12,600 feet? Well, this is your chance to take on one of the world's toughest mountain bike races!

Leadville Trail 100 Run: Does running 100 miles with over 18,000 ft of elevation gain through the heart of the Rocky Mountains sound like fun to you? If so, you might just be crazy ... but what better way to put that 'crazy' to good use than raising money in support of adventures for young adults impacted by cancer and multiple sclerosis!

TCS NYC Marathon: Always wanted to challenge yourself to run 26.2 miles across all 5 boroughs in New York City? Then this one's for you!

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

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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 by utilizing stories from our [blog](#) & [YouTube channel](#) so potential donors understand the awesome work your fundraiser will support!

Fundraise smarter not harder. Utilize donation matching through your employer, and encourage your donors to do the same.

Be creative and elevate your training by asking supporters to pledge a certain amount per mile or double their donation if you finish under your goal time.

Thank donors! Text, call or write a personal thank you note to donors 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!](#)

STATS TO SHARE:

450+

First Descents will host 36 programs to serve more than 450 young adult patients, caregivers and healthcare workers in 2025.

\$2,500

It costs \$2,500 to sponsor one participant to attend a weeklong First Descents program.



Tag your posts with **#OutLivingIt**

KEYS TO FUNDRAISING SUCCESS

BUILD A FUNDRAISING PLAN

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

DATE

EMAIL OUTREACH

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

FAMILY

FRIENDS

COWORKERS

NEIGHBORS

OTHERS

FAMILY	FRIENDS	COWORKERS	NEIGHBORS	OTHERS
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

DATE

SOCIAL MEDIA POST

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

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!



BUILD A FUNDRAISING PLAN

FAQ

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 a First Descents team member.
- Check out our fundraising toolkit to see example fundraising pages and access logos and photos to customize on your page [FD Fundraising Guide, Media Photos & Logos](#)

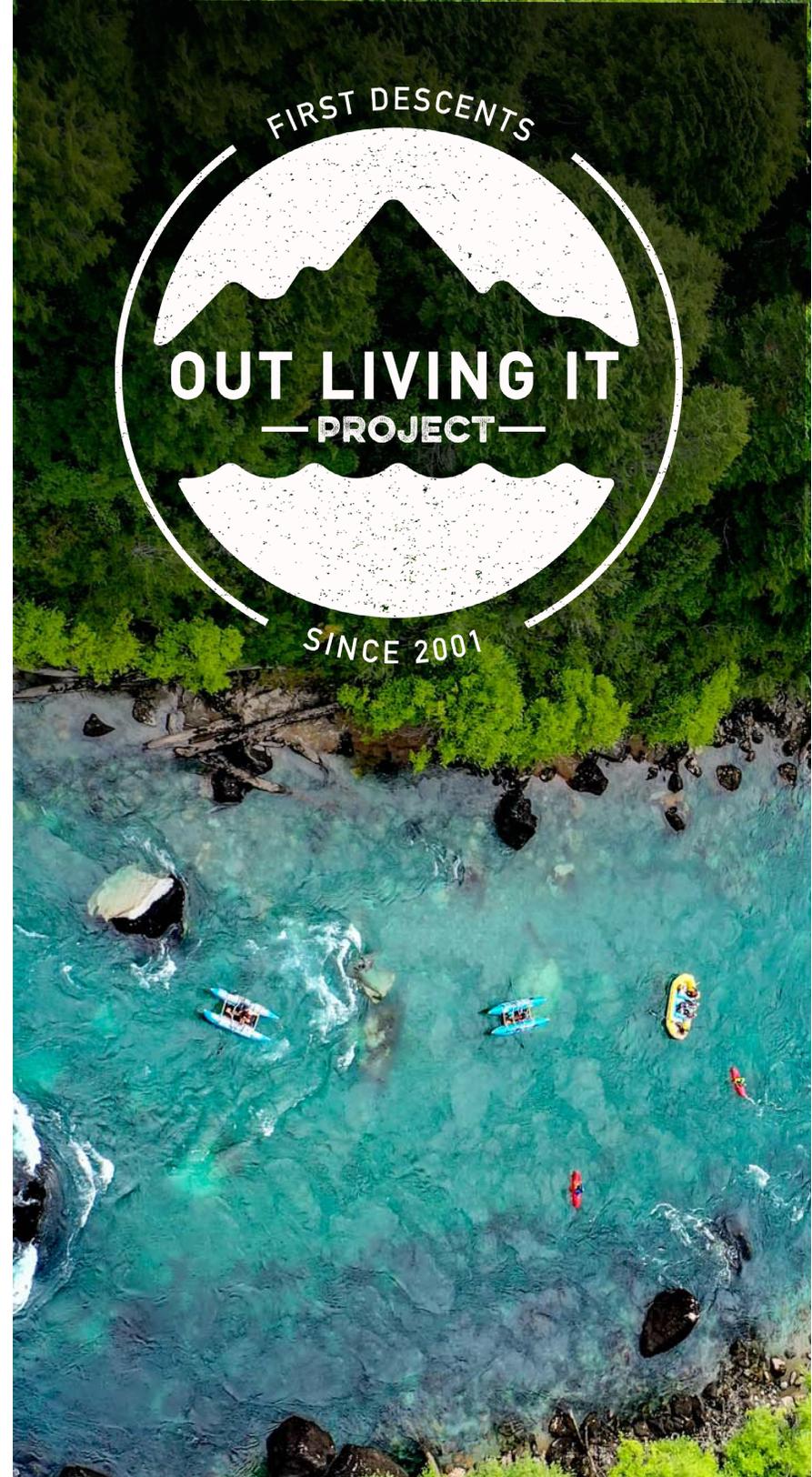
HOW DO I EDIT MY FUNDRAISING PAGE?

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?

Please mail it to FDHQ with a note that includes your OLIP fundraising campaign name.

**FIRST DESCENTS
621 KALAMATH STREET STE 175
DENVER, CO 80204**



FAQ

MORE QUESTIONS? CONTACT FD!

OUTLIVINGIT@FIRSTDESCENTS.ORG

WWW.FIRSTDESCENTS.ORG

