

# Climber Fundraising Guide



## Welcome to the 2019 Climb Season!

On behalf of the Firefighters and families in crisis that we serve, thank you! Your generosity and involvement in the **SD911MSC** event ensure that we can help these families in their times of need. This year is going to be our most EPIC year yet! We say that every year? Well, this year we really mean it! We've set some big goals for our loyal climbers, volunteers, donors, and supporters. We know we can achieve our goals with your help! Use the tips in this guide to help you smash your fundraising goals!

**This year we aim to raise \$200,000 for Firefighters and their families in distress! Are you up for the challenge? We knew you would be!**

This may seem like a lot, but that's only around \$110.00 for each one of our 1,300 registered climbers! Even though this is a charity event, our climbers are competitive and reach for the stars and beyond when it comes to fundraising. So, we've changed things up a bit to honor our biggest and most competitive climbers and teams (you!) We can't wait to see the incredible job you will do in 2019 and we'll see you on the stairs on Saturday, September 7th!

## HONOR TEAMS

Honor Teams are awarded a very special privilege at the SD911MSC as a result of remarkable fundraising or sponsorship. They are awarded a special climb start time that coincides with a powerful 9/11 event. *The teams that receive this honor are decided based upon the **total amount a team has raised** (regardless of team size).*

## HONOR TEAM INCENTIVES

### Honor Teams Receive the Following Benefits:

1. Honor Start time, occurring at the same time as a powerful 9/11 event.
2. Team Captain gets to select the music that will be played during the Honor Team start time (Think Rocky 1 or Top Gun here!).
3. Special shout out by the event MC.
4. Carry a US flag into stairwell to be planted next to their team's poster.
5. Shout outs on social media pages for SD911MSC and FirefighterAid.
6. Exclusive photo opportunities with event management and VIPs.

## FUNDRAISING AWARDS

Unlike Honor Teams, fundraising awards are calculated based upon *total raised by each team, divided by total team size. You have until 11:59pm on September 5th, 2018 to raise funds for the 2019 Climb Season.* This year's fundraising awards will be given out at a celebration party date and location TBA.

Fundraising award categories are based upon team size. There are awards for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place in each category: Individual Climber, Teams of 2-4, Teams of 5-8, Teams of 9-14, Teams of 15-20, Teams of 20+. There are 15 awards in total for anyone win!

We're proud of our unique, fire-service themed awards that feature genuine fire helmet shields, mounted fire axes, and more depending on your level of fundraising or sponsorship. Not to mention our collector's edition Challenge Coins. Keep an eye on our Facebook page as we make announcements about fundraising incentives and to see just how cool they really are. We know you're gonna want one!

We know you don't climb for gifts or recognition, but this is an emotional and powerful event that deserves to be remembered. You are some of the most loyal supporters from all over the region, and we want you to remember your experience the way we remember and appreciate your support of FirefighterAid and our event beneficiaries.



## THE AWARD CEREMONY

For information about the Awards Party, check back to our websites and social media outlets. We'll be honoring our top climbers, volunteers, fundraisers, donors, and sponsors- you won't want to miss this event! It's one of the ways we like to say, "Thank you" and we love an excuse to gather together and share a beer.

## HOW DO YOU GET STARTED YOU ASK?

Calling all team climbers, individual climbers, and volunteers! We need your help to raise money for Firefighters and their families in distress. With a little effort and these helpful ideas, fundraising can be easy and successful! Here are some ways you can maximize your fundraising efforts.

### 1. Set A Personal Fundraising Goal

This is the first step to ensuring your success! Decide how much you want to raise for Firefighters and families in crisis and make it known! Write it in a place you will see often. You can even write the name of a FDNY firefighter, local firefighter, or station for whom you will be climbing for. Tell EVERYONE you know what your goal is. They will want to help you reach it, and if they don't know about it, they can't help you achieve it.

- **GO BIG just don't go home!** Don't be intimidated by a large goal. We ask everyone to set a minimum goal of \$110.00, but it's only a minimum. We encourage you to raise more than that! It might surprise you to learn that many climbers have raised over \$2,000 and as high as \$7,000 in years past. Just remember your registration fee gets us to the starting line, but your fundraising helps us to the finish line.
- **Make your goal bite sized for people to see it's attainable. And no talking with your mouth full - it's rude.** \$110.00 may seem like a lot, but it is only 11 people donating \$10. \$250.00 is 10 people giving \$25. \$1000.00 is only 10 people giving 100 dollars... and so on. See how easy it is and it adds up quickly! Didn't know you were that good at math, eh?
- **Make a list and check it twice. Hey, it works for the jolly man in red!** Friends, family, co-workers, neighbors, businesses, your mailman, your babysitter, everyone! These are your most likely donors, the people you already know. Talk to your family and friends about setting your goal. If you think you can raise \$500, they may know people that can help you raise even more. They might even help you by talking to their own networks! That's how social fundraising works. Help it go viral!

### 2. Use Your Personal Fundraising Page

As you register for the climb on Active.com your own fundraising page will be created for you. With this page you'll be able to set and track your progress, post photos and stories from your training experience, and let family and friends support you. Pledges collected on your page are credited to you and will appear on our website. Once your page is created, share it via e-mail, Facebook, Linked-In, and Twitter to raise money and awareness. At the end of this guide, we have provided some sample emails you can customize and use to send to your contacts. There are great photos on our website's media gallery, [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com), so please feel free to use them.

### 3. Like and Share! (Remember Kindergarden? Sharing is Caring!)

Be sure to "Like" the [San Diego 9/11 Memorial Stair Climb Facebook page](#), and share posts from it on your personal wall to let your friends know that you're participating in the event. Use the hashtags #SD911MSC and #FirefighterAid in your Facebook and Twitter posts. Share with your social community about your team, training, and fundraising efforts. Guaranteed they will want to help you!



### 4. ASK!!!

Did you know the #1 reason why people don't donate is that they were never asked to? How crazy is that?! Make your list, check it twice, then ask the people on it to make donations to help you meet your goal. They can't help if you don't talk to them about it, and you may be surprised by just how many people want to help. Ask your donors if their company has a matching gift program. Many employers do and it's an easy and collaborative way to double your pledges through matching gifts.

### 5. Think Outside the Fundraising Box

There are hundreds of unique ways to fundraise! Organize a car wash, do a wine tasting, put an extra change jar at work, have a casino night party, start a crowd funding campaign, give up a vice like gourmet coffee for a week and donate the savings! If you need any help or would like some help refining your ideas, please feel free to reach out to our Fundraising Director, Carlye at [cwund@sdfra.org](mailto:cwund@sdfra.org) - she can help you with the details.

One of the most important things you can do to be successful at fundraising is to **promote your personal fundraising page**. Share the link with as many people as you can. Get FREE business cards printed with your link or QR code on them that you can hand out to family and friends. Here are some helpful ideas to promote your fundraising page:

1. Get a tiny URL. Go to <http://tinyurl.com> and paste the long URL of your personal page into the box at the top of the screen. This will convert your page address to a shorter custom URL that is easier to share. Use a custom alias like your name or team name to make it even easier.

2. Order free business cards from vistaprint.com or a similar online printer and put your webpage address or QR code on them! You can give these to everyone and even post them on bulletin boards at Starbucks or your workplace, and more! It makes it easier for people to support you and make a donation in your name.

### 6. Don't Forget to Say, "Thank You!"



It is SO important to promptly thank your donors for their support with a thank you! A good strategy is to thank them at the time of their gift **and** send them a thank you note after the event explaining how their gift helped you succeed at your goal. Maybe even add a picture of you and or your team on the day of the event! Climbers and volunteers who raise over \$500 will be supplied donated Stair Climb branded thank you cards for your personal use. Thanking a donor is one of the best ways to ensure that they will support you and the causes you care about in the future.

## 7. Encourage Your Contacts to Get Involved

Your personal fundraising page can go viral! You may know people that want to climb or join your team. You might also meet people that really want to help but can't participate in the climb or attend the after-climb Patriot's Festival. Encourage them to set up their own personal fundraising page! Anyone can set up a page and raise money for this great cause. They just need to setup fundraising account on active.com. Click "Create a Team Member Fundraising Page" at the top of the active.com screen. Be sure to share this personal fundraising guide with them so they can succeed too!

## • 12 Helpful Tips for Successful Fundraising •

1. Start early!
2. Set a challenging, yet attainable goal.
3. Contact everyone you know.
4. Customize your emails.
5. Create an email schedule and stick to it!
6. Ask, ask and, ask again.
7. Customize your fundraising page.
8. Add social media to the mix.
9. Get creative.
10. Join a team.
11. Stay focused.
12. Send a personalized thank you.

## Sample Emails for Fundraising & Motivation

Below you'll find several sample emails that you can customize to get people involved and ask for support. We've made it super easy for you but don't just copy and paste, be

sure to remove the (blue filler text) and replace it with your information.

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### Sample request from an individual climber:

Please support me at the San Diego 9/11 Memorial Stair Climb! I am climbing to honor our (relative, friend or brother /sister firefighter(s) / police officer(s)) who made the ultimate sacrifice on September 11<sup>th</sup>, 2001. We know that not all Firefighters go home at the end of their workday. FirefighterAid contributes to the care and support of firefighters and their families during times of sickness, death, and distress. You can help too!

Please join me in supporting this noble cause. Click here to make a pledge in my name ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) and volunteer, join my team, or start one of your own. You can also start your own fundraising page to help raise money for the cause. Sharing this message with friends, family, and co-workers also helps create awareness and increase support. Thank you for helping in any way you can, and wish me luck!

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### Sample request from an individual climber, version 2:

Remember waking up believing America was under attack? For me, the memories of September 11<sup>th</sup> remain just as vivid as the day it happened. You can help raise money and awareness to support FirefighterAid. I believe this is truly the best way to live out the words, "Never Forget". Please join me in supporting this noble cause. Click here to donate to my team ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) to volunteer, join my team, or start one of your own. Sharing this message with friends, family, and co-workers also helps create awareness and increase support.

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### Sample request from your Stair Climb team:

Please support my (Family/Friends/Agency/Station) San Diego 9/11 Memorial Stair Climb Team (team name)! I am climbing for (our, my, your) (relative, friend or brother /sister firefighter(s) / police officer(s)). You can help honor the memories of the victims of September 11<sup>th</sup>, 2001 by pledging a donation to this worthy cause. Our Team will climb 110 stories at the San Diego Hilton Bayfront Hotel, the same number of stories as in the World Trade Center. You can be a part of this special event by making a pledge today.

Click here to donate to our team ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) to volunteer, join my team, or start one of your own. You can also start your own fundraising web page to help raise money for the cause. Sharing this message with friends, family, and co-workers also helps create awareness and increase support. Thank you for helping in any way you can - and wish us luck!

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### Sample request from an individual climber in the name of a fallen Hero:

Please support me at the San Diego 9/11 Memorial Stair Climb! I am climbing to honor our (relative, friend or brother /sister firefighter(s) / police officer(s)) who made the

ultimate sacrifice on September 11<sup>th</sup>, 2001. We know that not all Firefighters go home at the end of their work day. FirefighterAid is contributing to the care and support of firefighters and their families during times of sickness, death, and distress.

Please join me in supporting this noble cause. Click here to make a pledge ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) to volunteer, join my team, or start one of your own. You can also start your own fundraising web page to help raise money for the cause. Sharing this message with friends, family, and co-workers also helps create awareness and increase support. Thank you for helping in any way you can, and wish me luck as I climb 110 floors in ([honor of/memory of](#)) ([my/our/your](#)) ([relative, friend or brother /sister firefighter\(s\) / police officer\(s\)](#)).

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### Sample request from an individual climber who has lost a family member in Public Safety:

This has been a tough ([year/few years/time](#)) for our family. Our ([mother/father/son/daughter/brother/sister](#)) has ([died/been injured/become ill](#)) in the line of duty. Thank goodness for FirefighterAid! I ([formed/joined](#)) a team - ([team name](#)) - to help raise money so more resources will become available for families like ours. Please join me in supporting this noble cause. Click here to donate to my team ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) to volunteer, join my team, or start one of your own. Sharing this message with friends, family, and co-workers also helps create awareness and increase support.

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### Sample email to motivate your team and update donors:

Climb Day is almost here, but there's still time to raise money to raise awareness, and bring hope to all firefighters and police officers families who live with the daily challenges of their loved ones sacrifices. On average 1 Firefighter and 1 Police Officer are killed in the line of duty every 3 days – that means between now and ([Saturday/Sunday](#)), ([# days / 3 = #](#)) families will get the devastating news that someone they love has died in the service of their community. By helping raise money, you can help us get one step closer to helping the family of a fallen hero and honoring the words, "Never Forget". Please join me in supporting this noble cause.

Click here to donate to my team ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) to volunteer, join my team or start one of your own. Sharing this message with friends, family, and co-workers also helps create awareness and increase support.



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### Sample Facebook post about the San Diego 9/11 Memorial Stair Climb:

The San Diego 9/11 Memorial Stair Climb ([tag the page](#)) is dedicated to honoring the fallen victims and heroes of September 11th 2001. This event funds care and support for the families of firefighters and police officers struck by work related sickness, death and distress. Every year nearly 220 firefighters and police officers are killed in the line of duty. With the help of all of us participating in the San Diego 9/11 Memorial Stair Climb and supporting FirefighterAid ([tag the page](#)), we are able to address the challenges of each person whose life is affected by line of duty sickness, death, and injury. Please join me in supporting this noble cause. Click here to donate to my team ([link to personal fundraising page](#)) or go to [www.sandiegostairclimb.com](http://www.sandiegostairclimb.com) to volunteer, join my team, or start one of your own. Sharing this message with friends, family, and co-workers also helps create awareness and increase support.

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### Sample email to thank and motivate your team members:

Thank you, ([name](#)) for your outstanding efforts as part of our team, ([team name](#))! We are so close to our goal of (\$ [\\_\\_\\_](#)) but we're not quite there yet. If every member of our team raises just (\$10/\$25/\$50) more, we'll smash our goal! We can't give up now – families of the fallen are counting on us. Please ask one more person for one more donation and help us get closer to honoring the words, "Never Forget".

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### Sample email to thank your donors:

Thank you, ([name](#))! We exceeded our team goal of (\$[\\_\\_\\_](#)) by (\$[\\_\\_\\_](#)) and raised (\$ [\\_\\_\\_](#)) for FirefighterAid this year. Thanks to your efforts, the money raised by our team will help fund programs and services that families of fallen firefighters and police officers so desperately need. Because you care, we're a step closer to honoring the words, "Never Forget".