

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!

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.

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 11th, 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 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!

Sample request from an individual climber, version 2:

Remember waking up believing America was under attack? For me, the memories of September 11th 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 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.

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 11th, 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 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!

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 11th, 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 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\(s\)\)](#).

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 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.

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 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.

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 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.

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".

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".