

Climber Fundraising Guide



Welcome to the 2023 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. We've set some big goals for our loyal climbers, volunteers, donors, and supporters this year. 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 2023 and we'll see you on the stairs on Sunday, September 10th!

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 represents a powerful 9/11 event. In 2023, Honor Teams will be announced at the opening ceremony, and awarded the first five time slots. **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. Early/Preferred Honor Start time.
2. Special shout out by the event MC.
3. Carry a US flag into stairwell to be planted in the stairwell representing a powerful 9/11 event.
4. Shout outs on social media pages for SD911MSC and FirefighterAid.

HOW DO YOU GET STARTED?

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.** \$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. It adds up quickly!

- **Make a list and check it twice.** 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!

2. Use Your Personal Fundraising Page

As you register for the climb on Race Roster, your own fundraising page will be created for you. With this page you'll be able to set and track your progress and let family and friends support you. Pledges collected on your page are credited to you and your team 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.

3. Like and Share!

Be sure to "Like" the San Diego 9/11 Memorial Stair Climb Facebook page and @sandiegofirefighteraid Instagram, and share posts to let your friends know that you're participating in the event. Use the hashtags #SD911MSC and #FirefighterAid in your Facebook and Instagram 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? 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.

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.

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! 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. Encourage them to set up their own personal fundraising page! Anyone can set up a page and raise money for this great cause by joining your team. They just need to set up a FREE fundraising account on raceroster.com. Click "Fundraising Only" on the registration page of raceroster.com screen and follow the steps to join your team. 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.