



FUNDRAISING TOOLKIT

DELEGATIONS

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DownForTheChallenge.com

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WELCOME TO *DOWN FOR THE CHALLENGE*



DOWN FOR THE CHALLENGE IS AN URBAN RAPPELLING EVENT WHERE PEOPLE CLIMB DOWN A BUILDING TO SUPPORT HOMELESS IN THE TWIN CITIES.

We are a Christian ministry that provides food, housing, care, and other critical services for anyone in need, without discrimination. Funds raised by *Down For The Challenge* will support local Salvation Army shelters and homelessness prevention programs, which provide a lifeline for Minnesotans in need.

DELEGATIONS

Down for the Challenge is the perfect opportunity for you and the rest of your Delegation to bring your competitive spirit out at Omni Viking Lakes Hotel. Will you have the largest team? Will you raise the most money? There's only one way to find out... so we'll see you at *Down for the Challenge*!

LOCATION

Omni Viking Lakes Hotel
2611 Nordic Way, Eagan, MN 55121

SOCIAL SHARING

Utilize Facebook, X and Instagram to reach out to your friends and family when asking for donations. Make sure that you link your fundraising page to your posts so it's super easy for people to donate right to you! **Another important reminder: don't create a Facebook Fundraiser – that money won't count towards your *Down for the Challenge* fundraising total!**

TIPS

Get creative! Feel free to share pictures and videos to your posts. Check out *Down for the Challenge* on YouTube for some great videos.

Have a personal story? Share it with your followers and let them know why you rappel.

Tag DFTC and SalArmyNorth in your posts!



SalvationArmyNorth



@SalArmyNorth



@SalArmyNorth

SAMPLE POSTS

Help me support local Salvation Army shelters and homelessness prevention programs across the Twin Cities. Please donate to my fundraising page! #DFTC You can make a difference!

Help me reach my fundraising goal as I rappel 14 stories at *Down for the Challenge*. Help me support homelessness in Minnesota by donating to my fundraising page! #DFTC

EMAIL OUTREACH

Email is an incredibly effective fundraising tool and is a great way to spread the word about your fundraiser, ask others to join, and ask for donations to your cause.

TIPS

Make it personal: Tell your story. Share with others why you participate, whether it's because you're rappelling for fun or because you love The Salvation Army.

If you've rappelled before, share a picture of your previous experience!

If it's your first time, share your nerves and excitement!

Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from you!

Follow-up. Be sure to say thank you to donors after they make their donation, and again after you rappelled. Send them a picture of you rappelling with the results from the event.

SAMPLE TEXT

You can support my fundraiser in several ways. The best and easiest is to visit my online fundraiser and donate online. My personal page can be found at [donate.salvationarmynorth.org/fundraiser/\(personal url\)](https://donate.salvationarmynorth.org/fundraiser/(personal url)). You can check this page to see my goal, money raised and a photo of me after the event! If you can't support my fundraiser through a donation, why not consider joining me in rappelling? To learn more about the *Down for the Challenge* and The Salvation Army, visit DownForTheChallenge.com

EMAIL BANNER

Include an email banner at the bottom of your email talking about your rappelling participation. It can be a sentence or two about the rappelling! You can even link the image to your personal fundraising page.



DONATION IMPACT

100% of the funds raised by *Down for the Challenge* support The Salvation Army Northern Division and the fight against homelessness in the Twin Cities.

Here are some examples of the impact your donation will make:

\$40

Provides basic medical services for those who are homeless.

\$50

Provides a Salvation Army thrift store voucher to someone struggling to furnish an apartment.

\$75

Helps someone's electricity get turned back on.

\$100

Helps provide a night of emergency shelter and meals for three people.

\$150

Helps a family pay an overdue gas utility bill.

\$200

Provides someone with five days of residential addiction recovery services.

\$300

Provides a rental deposit for a family trying to secure stable housing.

\$500

Provides rent assistance to help a family stay in their home.

\$1,000

Provides a month of housing for three disabled seniors.

\$5,000

Provides a month of transitional housing for 16 people working to secure stable housing.

\$10,000

Provides five months of transitional housing for five people leaving prison.

HOW TO RAISE \$150 IN SEVEN DAYS

WEEK	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Kick start your fundraising by adding a personal contribution of \$10.	\$10	\$10
2	Send an email to three friends asking for a \$10 donation. Don't forget to also ask them to rappel with you!	\$30	\$40
3	Send an email to three of your favorite relatives asking for a \$10 donation.	\$30	\$70
4	Post on social media and tell your followers that if they help you raise at least \$20 in one day, you'll let them pick your rappelling costume!	\$20	\$90
5	Ask two neighbors for \$10.	\$20	\$110
6	Ask five people at your favorite restaurant, coffee shop, tavern or local community hang out spot for \$5.	\$25	\$135
7	Ask your best friend or significant other for a \$15 donation. And ask them to rappel too!	\$15	\$150

Asking for money can be difficult, but remember you're doing it for an amazing cause!

HOW TO RAISE \$500 IN TEN DAYS

WEEK	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Kick start your fundraising by adding a personal contribution of \$25.	\$25	\$25
2	Ask three family members to match your personal donation of \$25.	\$75	\$100
3	Ask your best friend to donate \$25.	\$25	\$125
4	Ask your boss for \$25.	\$25	\$150
5	Ask five friends to donate \$10 each.	\$50	\$200
6	Ask five more friends to donate \$10 each.	\$50	\$250
7	Ask five businesses that you frequent to donate \$10 each.	\$50	\$300
8	Ask five co-workers to donate \$10 each.	\$50	\$350
9	Ask five neighbors to donate \$10 each.	\$50	\$400
10	Post on your social media pages and tell your followers you'll wear the costume of their choice if they help you fundraise \$100 in one day!	\$100	\$500

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HOW TO RAISE \$1,000 IN SIX WEEKS

WEEK	THE ASK	TOTAL PER DAY	GRAND TOTAL
1	Use your online personal page to sponsor yourself	\$100	\$100
2	Ask four family members for \$50	\$200	\$300
3	Ask six coworkers for \$25 each	\$150	\$450
4	Get a business you frequent to sponsor you	\$150	\$600
5	Ask your boss to support your efforts	\$250	\$850
6	Ask six friends for \$25 each	\$150	\$1,000

Asking for money can be difficult, but remember you're doing it for an amazing cause!

DONOR RECEIPTS

Use the donor receipts for cash donations or checks made out for less than \$20. Checks made for \$20 or more will receive a receipt from The Salvation Army in the mail. All online donors will automatically receive a receipt via email.

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Donation Amount: _____ Date: _____
Rappeler Name: _____
Form of Payment: ☐ Cash ☐ Check

Thank you for your donation. The Salvation Army – Northern Division is a 501(c)(3) nonprofit organization. Your donation is tax-deductible to the extent allowed by law.

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