



Quick Tips:

1. Most Successful Idea: Email your friends, family and business contacts.

You've registered to rappel down a 100 feet (or higher) building to provide local children and adults with intellectual disabilities the chance to participate in Special Olympics sports training and competitions at no cost to them or their families. That's something to be proud of it! Spread the word by telling everyone about your involvement with OTE for Special Olympics WI. Send out emails with the link to your fundraising website so they can also participate in your amazing journey.

2. The Sky Is Not The Limit

Your fundraising goal does not have to be set at the minimum \$1,000. Remind your donors that every dollar given will help more than 10,000 athletes across the state attain health, self-confidence, athletic ability, friendships and empowerment.

3. Make Your Personal Contribution First

Sometimes getting your first donation is the hardest. When you register for OTE, you have already made a \$50 or \$75 gift towards your goal. Your commitment to our mission will inspire others to take action. Ask those closest to you to match your gift. Then, when your larger network visits your page, they will be inspired by the generosity of others & your progress toward your goal.



4. You Are What You Share

Posting on social media sites like Twitter, Facebook and Instagram is a great way to share information about your involvement in OTE for Special Olympics WI, and to solicit donations. Link your fundraising page and use as many hashtags as you can to get yourself to the top! Don't forget about LinkedIn!

5. Ask your Employer about Matching Gifts

Did you know that your generous donation could be doubled (or even tripled!) without costing you a dime? Many companies have programs that will match the amount you give to Special Olympics – effectively doubling your donation. Ask about your company's matching program and encourage your supporters to do the same.

6. Follow Up

Always follow up, via phone and/or email. We suggest sending several emails throughout the process to make sure you are thanking your supporters & updating them on your progress!

7. Send Thank You's

Everyone loves receiving a heartfelt message. Always send thank you letters/emails to donors, and show your donors how important they were in helping you conquer the 100 foot (or higher) building by including a picture of your rappel.