

# Over the EDGE



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## FUNDRAISING GUIDE



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Fundraising pages are an integral part of Over the Edge! Creating a fundraising page allows you to join forces with friends, family and to plan fundraising efforts that will:

- Help you reach your \$1,000 goal to rappel down Duke Central Tower
- Raise awareness for Duke Children's, your local Children's Miracle Network Hospital
- Fund research for better treatments and better outcomes
- Inspire community action to join or donate

The resources provided in this guide are filled with proven tips and tactics that will serve as your guide through your role as a fundraiser. Please don't hesitate to contact the Duke Children's Development team if you have any questions. On behalf of Duke Children's, we want to thank you for joining us to make a difference in the lives of patients and families.

## ABOUT OVER THE EDGE

We want YOU to help us reach new heights for Duke Children's!

We're looking for brave supporters to help raise money for Duke Children's patient care, research, physician education, and the chance to rappel down a building in Durham! It may not be for the faint of heart, but it's an experience you don't want to miss.

Plus, when you participate you pledge to take the leap for the children and families who come to Duke Children's for hope and for healing, and for the physicians, nurses, and staff who work tirelessly to provide the best possible patient care.

**Over the Edge for Duke Children's will  
be held on Saturday, June 7th, 2025 at  
Duke Central Tower on the Duke  
University Hospital campus**



# FUNDRAISING CHECKLIST



- Visit the Over the Edge for Duke Children's website to create your Fundraising page
- Post a link to your fundraising page to your social media with an open invitation for anyone to share and support your page.



- Share your personal story! Share your connection to the cause in your messaging to help others understand why you are fundraising.
- Follow Duke Children's on Facebook and Instagram for posts about Over the Edge that you can repost and share with your networks.
- Spread the word by sending emails to encourage others to donate or start their own fundraising page.
- Share the importance of donating - all dollars raised will help patients and families at Duke Children's.
- Encourage friends and families to come to Duke's campus to watch you rappel and support Duke Children's.
- Thank each person who helps you reach your goals and let them know that they are helping to make a difference!

# YOUR MESSAGE

What does Over the Edge mean to you?

For many of us, asking for donations is something new and it helps to be prepared. Try telling a short story about:

- Why you are participating
- Why Duke Children's is important to you
- What your fundraising goal is and why
- Why this event is your way to give back to the community

The more personal you make the asks, the more people will relate.



## SHARING YOUR MESSAGE

Social Media is a powerful fundraising tool at your fingertips. You can raise awareness, share links to your Fundraising page and in just one click - your friends and family can support you!

When someone donates to your page, tag them in the comments to give them a shout out! It's the right thing to do and is a great reminder to those who haven't yet donated.

Make sure to use these hashtags when posting:

**#overtheedge**

**#dukechildrens**

Follow along on our social media accounts and make sure to tag us if you are posting to either of these platforms:

**TWITTER**



**@Duke\_Childrens**

**FACEBOOK**



**@DukeChildrens**

**INSTAGRAM**



**@Duke\_Childrens**

**Download Over the Edge social shareable content!**



# FUNDRAISING TIPS

- Power of 10** Ask 10 friends to donate \$10 and you'll instantly raise \$100.
- Birthday** In lieu of a birthday gift, ask friends and family to donate to your fundraising page.
- Next Door Site** Share on your Next Door page that you are fundraising for a great cause! You can share your page or host a garage sale for donations!
- Parties & Classes** Host a wine tasting, trivia night, bingo, bunco, or paint class and ask friends to donate \$10 to attend. This can be virtual or in-person.
- Share Your Talents!** Do you or someone you know have a special skill? Host a workout, a cooking class, offer a tutorial, get a photographer to do a mini photo shoot!
- Update Your Voicemail** Change your voicemail to share the fact that you are participating. This will be news to some and a reminder for all!
- Monitor Your Goal** Close to reaching your goal? Consider increasing your goal further - people are more likely to give when they see they are helping you reach a goal.

## 10 STEPS TO RAISE \$1,000



1. Get the ball rolling! Start by donating to yourself **\$30**
2. Ask family members to match your donation **\$100**
3. Ask 5 coworkers to donate \$20 each **\$100**
4. Ask a vendor or supplier from your company **\$150**
5. Ask 5 friends to sponsor you for \$20 each **\$100**
6. Ask people in a club/group (10 people give \$10) **\$100**
7. Send out a letter to your holiday card mailing list **\$125**
8. Ask a business that you visit often for a donation **\$175**
9. Ask someone who has asked you for a donation **\$20**
10. Ask your boss for a company contribution **\$100**

**TOTAL: \$1,000**



# DUKE CHILDREN'S BY THE NUMBERS

In 2023 - 2024, **Duke Children's** was ranked by *US News & World Report* among the top 50 children's hospitals nationally and also ranked No.1 in North Carolina. All 10 of our pediatric specialties are ranked nationally.

**200,000+** VISITS  
ambulatory visits  
(PDC & CPDC)



**190**  
inpatient beds



**6,600+** PATIENTS  
admitted to our  
hospital in 2023



**67**  
Intensive Care  
Nursery beds



**13,000+** EMERGENCY  
emergency  
medicine visits



**16**  
Pediatric  
Intensive Care  
Beds



Visit [giving.dukechildrens.org](https://giving.dukechildrens.org) to learn more





## FOR FUNDRAISING QUESTIONS

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