



Scaling New Heights: The Power of Unconventional Fundraising Event Strategies

Presented by: Michelle Haudrich and Lisa Davenport
Tuesday, August 20 | 2:00-3:00 p.m. ET



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Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Over the Edge, a member of our partner network.



Over the Edge is an adventure experience company with a passion for positive impact.



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Today's Speakers



Michelle Haudrich
Account Manager
Over the Edge



Lisa Davenport
Growth & Strategic Partnerships Rep
Over the Edge

Introduction

20 Over the EDGE

TWENTY YEARS OF
LIFE CHANGING EXPERIENCES

Agenda

- Key Learnings: What You Will Gain from This Session
- Embracing the Future of Nonprofit Fundraising
- The Need for Unconventional Fundraising Strategies
- Over The Edge: Why OTE?
- Over The Edge: Samples of Success
- Over The Edge: Lifetime Impact
- Engaging Your Community: Peer-to-Peer Fundraising Strategies
- OTE Embraces Collaboration
- Offering Something Different: Expanding Your Donor Base
- Inclusivity and Safety: Key Considerations
- How To Take Action Today + Q&A



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Key Learnings: What You Will Gain From This Session



Harness the Power of Experience

Discover how offering unique, memorable experiences can drive engagement and increase donations for your nonprofit organization.



Maximize Community Engagement

Explore effective techniques for motivating participants, volunteers, and donors to become passionate advocates for your cause.



Ensure Safety and Inclusivity

Understand the importance of creating safe and inclusive events that welcome diverse participants and protect your organization's reputation.

Embracing the Future of Nonprofit Fundraising



Continuous Innovation - The world of fundraising is constantly evolving. Stay ahead by embracing creative ideas to keep your fundraising efforts fresh and engaging.

Authentic Storytelling - In an age of information overload, authentic, emotionally compelling stories will continue to be crucial. Invest in developing powerful narratives that showcase your impact and inspire action.

Community-Centric Fundraising - Focus on building strong, lasting relationships within your community. Shift towards a model of shared success rather than transactional giving.

The Need for Unconventional Fundraising Strategies

Q4 2023: Declining Metrics End-of-Year Fundraising Challenges

Number of Donors



-3.4% YOY

Dollars Raised



-2.8% YOY

Donor Retention



-2.5% YOY

This universal decline signals a need for nonprofits to strengthen community engagement and connections.

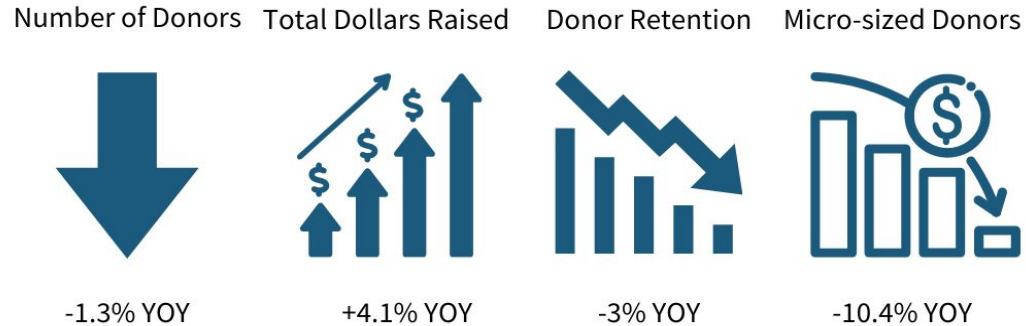
Source: [Fundraising Effectiveness Project](#)



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The Need for Unconventional Fundraising Strategies

Q1 2024: Mixed Signals: Optimism with Caution



Reliance on large donors is increasing, while micro-sized donors are declining, indicating a challenge in attracting and retaining smaller donors.

Source: [Fundraising Effectiveness Project](#)

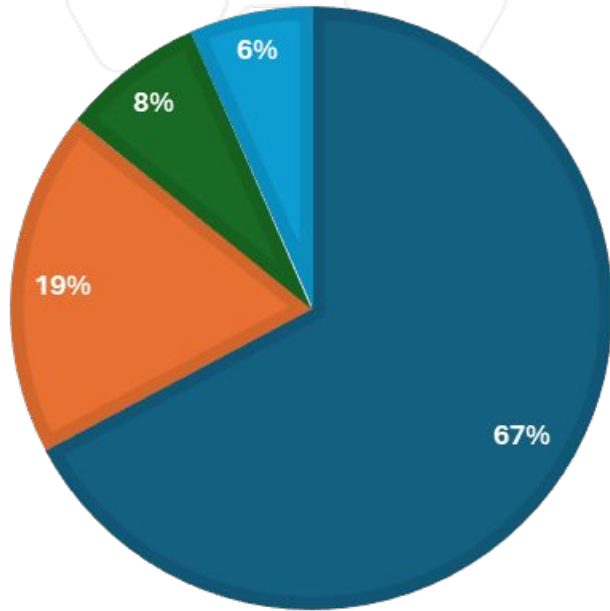


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The Need for Unconventional Fundraising Strategies

GIVING BY SOURCE

■ Individuals ■ Foundations ■ Bequests ■ Corporations



Total Charitable Giving in 2023: \$557.16 billion

Insights from 2024 Giving USA Report Inflation Impact on Charitable Sector

Growth in Total Giving



+1.9% YOY

Total Giving When
Adjusted for Inflation



-2.1% YOY

While all sources experienced growth in giving this year, inflation-adjusted figures often show declines.

Source: [Giving USA](#)

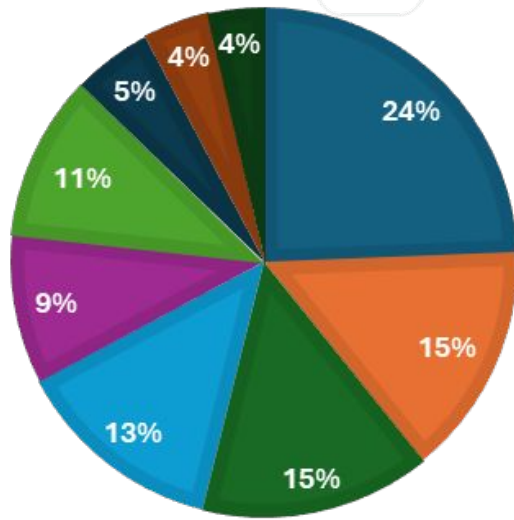


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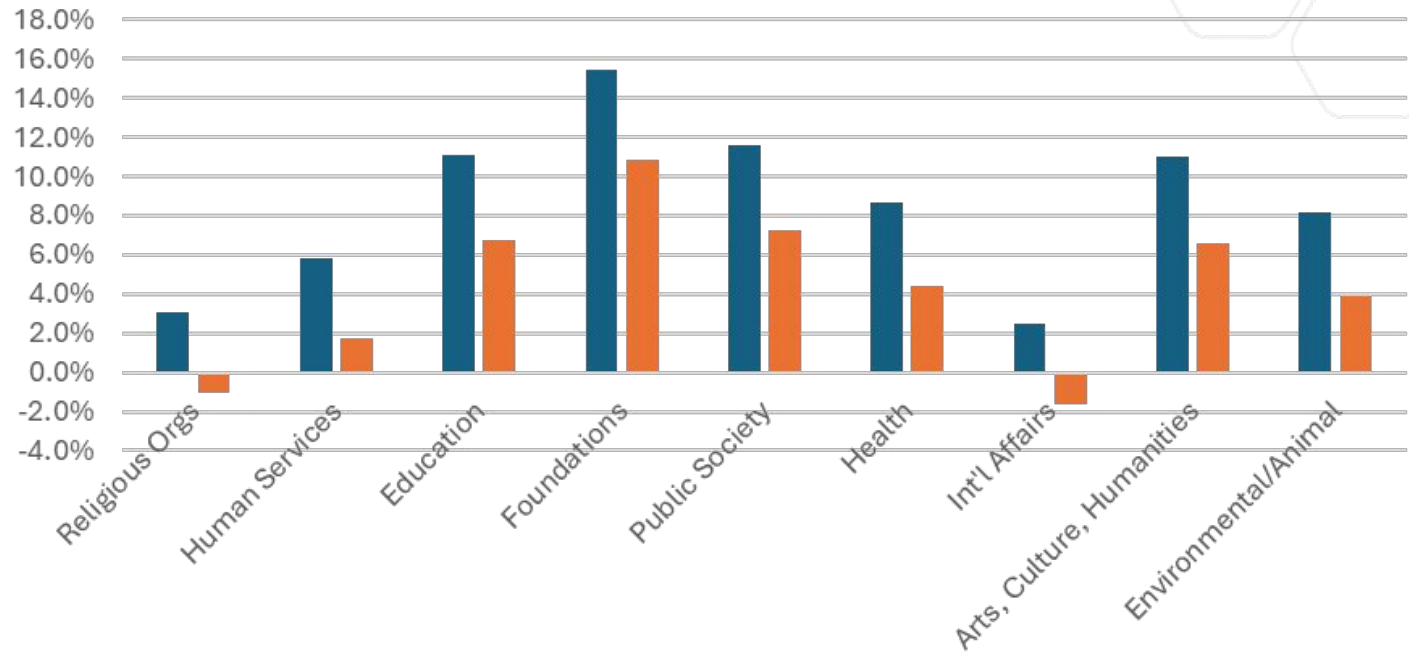
The Need for Unconventional Fundraising Strategies

GIVING BY SUBSECTOR

- Religious Orgs
- Foundations
- Int'l Affairs
- Human Services
- Health
- Arts, Culture, Humanities
- Education
- Public Society
- Environmental/Animal



Growth in 2023 by Subsector



Source: [Giving USA](#)



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■ Growth ■ Adjusted for Inflation

Over The Edge: Why OTE?



20
Over The Edge

BREAKING
NEWS

Did you know that Over The Edge events have an average media valuation of \$2.1 million?

Seaway News
Over the Edge
CHP

Urban Rappelling Events - Over The Edge organizes thrilling urban rappelling experiences, allowing participants to descend buildings in the town they live in, while raising funds for charitable causes. This unique approach combines adventure with philanthropy.

Impressive Results - The company has achieved remarkable success, raising \$145 million in partnership with nonprofit organizations like Special Olympics, Make-A-Wish, Big Brothers Big Sisters, and hundreds more. As we celebrate our 20th anniversary this year, our goal is to hit \$150 million raised. These numbers demonstrate the power of innovative fundraising strategies.

Awareness Boost - These events generate significant media attention and social media buzz, dramatically increasing awareness for participating nonprofits and their causes.

New Donor Engagement - Urban rappelling events attract a diverse range of participants and supporters, helping nonprofits tap into new donor demographics and expand their support base.

20 Over the Edge

Quarterly Impact Report



Over The Edge: Samples of Success

FUNDS RAISED
\$3,231,657

EVENTS
31

PARTICIPANTS
1,741

VOLUNTEERS
364

THANK YOU TO OUR Q2 PARTNERS



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Over The Edge: Lifetime Impact

Passion, Adventure, Pride.

LIFETIME IMPACT

2004-2024



NPO Partners
480



Events
1,500



Participants
115,000



Total Raised
\$145,000,000



Creating Life-Changing Experiences



www.overtheedgeglobal.com



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Engaging Your Community: Peer-to-Peer Fundraising Strategies



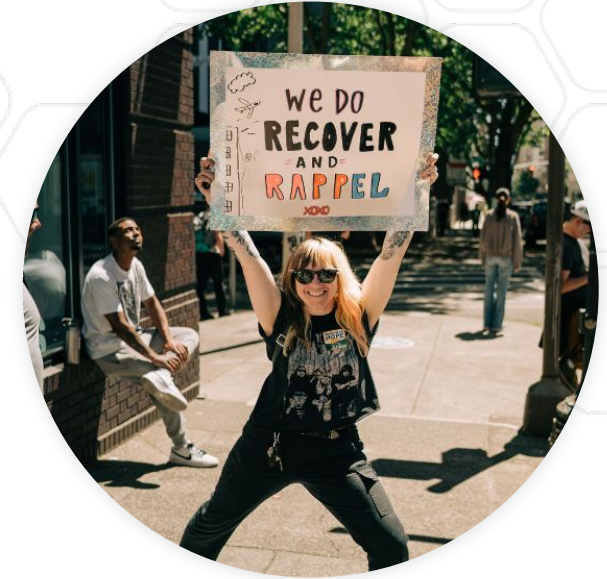
Empower Supporters

OTE will provide you with examples and tools to engage your fundraisers. We provide social media templates and ideas on how to recruit.



Create Friendly Competitions

Milestone rewards and leaderboards to motivate participants and drive engagement.



Personal Connection

Encourage participants to share their personal stories and connections to your cause. Authentic, emotional narratives can be powerful motivators for donors.



OTE Embraces Collaboration



Granted - Evansville, IN

A group of non-profit representatives from around the country met in Indiana to share ideas, brainstorm, and work together to grow their individual efforts.



Monthly collaboration calls between nonprofits to share tips for successful OTE events



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OTE Embraces Collaboration



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Offering Something Different: Increasing Donor Base



Identify Unique Experiences - Over The Edge allows you to offer something different to your community, donors, and sponsors. When you align Urban Rappelling events with your mission and appeal to your target audience, you can create something that can become a staple in your organization and community. Consider partnering with local businesses to be a part of this one-of-a-kind opportunity.

Create Buzz and Publicity - The number one thing is to tie everything to your mission, but along with that, you can leverage the novelty of your event to generate media coverage and social media attention.

Engage New Demographics - Design your fundraiser to appeal to demographics that may not typically engage with your organization. This could include younger generations, adventure seekers, or corporate teams looking for team-building experiences.

Cultivate Long-term Relationships - Use the excitement of your unique event to build lasting connections with new donors. Implement follow-up strategies to keep participants engaged and convert them into regular supporters of your cause.



Inclusivity and Safety: Key Considerations



OTE has safely hosted over 1500 events. We utilize OSHA standards in rigging every event. Our technicians are SPRAT certified. OTE is safer than driving your car to the event.

Inclusive Design - Our events are made to be inclusive; we have had people rappel anywhere from 9 years old to 103 years old. We had people in wheelchairs rappel, people with prosthetics, visual impaired participants, and those facing mental and physical disabilities. You can even have your favorite mascot rappel! OTE will work with you to try to allow anyone to rappel. If for some reason we can't make it work, you can offer a virtual rappel option to ensure everyone can join in the excitement and support your cause.



How To Take Action Today



Schedule a call with Lisa to explore how Over The Edge can be a partner with your organization and if you are a good fit for this type of event.

Q&A for Lisa & Michelle.....

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

- + contactus@qgiv.com
- + 888-855-9595

For more information on Over the Edge, please contact Lisa Davenport:

- + ldavenport@overtheedgeusa.com
- + 404-474-7549



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.