

IN PURSUIT OF NEW HEIGHTS

SPONSORSHIP AND FUNDRAISING PROGRAMS FOR CLIMBING WALLS



FUNDRAISING PROGRAMS

It can be challenging; yet it can also be made simple and easy and best of all: effective! In the following pages, discover how!

- ◆ Fundraising in 5 easy steps
 - ◆ 2 salable ideas
 - ◆ Key Chain Order Form
 - ◆ Climb-along ticket
 - ◆ Tips for participants
- ◆ Follow-up form on fundraising



1 800 465-2123

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FUNDRAISING IN 5 EASY STEPS

▶ HAVE A "SALABLE" PRODUCT

▶ SET AN OBJECTIVE

Make sure the objective you set is clear for everybody and lies well within reach, like raising \$1,000 for a do-it-yourself traverse climbing wall measuring 8' high x 28' long.

▶ SET A DEADLINE

Your campaign should run for a maximum of 1-2 weeks. Keeping the campaign short will keep your students motivated and on track.

▶ MOTIVATE YOUR CLASSES

Give each class a smaller objective that can be easily visualized. For example: each group has to raise funds for 20 holds and anchors by "adopting out" 90 key chains.

▶ INCENTIVE PRIZES

Be imaginative: for example, the first class that is able to get all their key chains "adopted" can be the one to use the climbing wall first. Or perhaps they might be the ones that get to name the climbing wall, or get to have the Phys Ed teacher give the first class wearing a special costume (or disguise)... no money, no candy... just good clean fun!

2 SALABLE IDEAS

▶ THE ADOPT-A-KEY-CHAIN PROGRAM

It's simple: key chains, made out of climbing holds, are put up for "adoption." The key chains will have the name of your school or organization on the back!

Cost: \$1.50 each (minimum order 500)

Suggested adoption fee: \$3.00

In order to completely finance a basic do-it-yourself traverse wall at \$715, you need to put less than 500 key chains up for adoption, which is not a lot of key chains per student!

Delivery time: from 2 to 4 weeks, depending on the quantity ordered.

Payment: The key chains can be paid for 4 weeks (30 days) after the delivery of the climbing holds. All we need is a purchase order from the school or the school district.

▶ CLIMB-ALONG TICKET PROGRAM

Print tickets to climb on the future traverse wall! Distribute them to parents and friends for \$2.00. Parents and friends can use their tickets at the big party you should have to open the wall! (You can see the tickets on the next page: just photocopy, cut and distribute).

CLIMB-ALONG TICKET \$2

GOOD FOR **ONE CLIMB** ON OUR GRAND OPENING NIGHT

ON _____ 2002 AT _____ P.M.

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TIPS FOR PARTICIPANTS

Examples of approaches to potential supporters:

▶ SIMPLE BUT EFFECTIVE

Hello, my name is _____, and I'm raising money for our climbing wall.
Would you like to support our group by adopting this nice key chain for only 3 dollars.
Thank you, because of your generosity we are sure to reach new heights!

▶ FOR THE TICKETS

Hello, my name is _____, and I'm raising money for our climbing wall.
Would you like to support our group by getting one of my climbing tickets.
For only 2 dollars, this ticket lets you climb on our new climbing wall,
as soon as it is built. Thank you!

▶ OR EVEN BETTER

Have a little brain storming with the kids to come up with some nice, fun "punch line"
for your fund raising activity!



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KEY CHAIN ORDER FORM

Date: _____

Name of school: _____

P.O. Number: _____

Name of contact person: _____

Address: _____

Phone: _____

Number of key chains: _____

Name behind key chains (22 spaces max): _____

Thank you!



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