



United Way of
Cumberland County



RAPPELLER

HANDBOOK



APRIL 26, 2025

Welcome Message

Thank you for signing up to go Over the Edge for United Way of Cumberland County! Get ready for an unforgettable experience as you rappel down a building in the heart of downtown Fayetteville during the Dogwood Festival this April.

Before you take the leap, there's an important mission ahead: each participant must raise \$1,000 to support United Way's efforts in strengthening our community. Together, our goal is to raise crucial funds that make a real difference for individuals and families right here in Cumberland County.

Here's what \$1,000 can do through United Way:

- Provides **over 30 children** with a new book each month for an entire year through the Dolly Parton Imagination Library.
- Provides **more than 3,000 meals** during our annual Meal Packing Event in August, supporting families in need.
- **Help fund** education, income stability, and health-focused **programs** that build a brighter future for all in our community.

In this guide, you'll find everything you need to succeed: fundraising tips, incentive details, event logistics, and what to expect on rappel day. All this information is also available on our fundraising website.

Got questions or just want to share your excitement (or nerves!)? Feel free to reach out—we're here to help every step of the way.

Thank you for being an adventurous hero and supporting the work of United Way of Cumberland County. We can't wait to see you at the top this April!

Ashlee Pearson

Ashlee Pearson

Director of Development

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United Way of
Cumberland County

Getting Started

Step 1 - Sign up!

You will need to register for the event on our website. There is a \$50 registration fee which will count towards your \$1000 fundraising goal. After registering, you will need to create a fundraising page. Take advantage of this opportunity to personalize your page by uploading a picture, setting your fundraising goal, and including a message about why you are participating!

Make sure to fill out the waiver and the questionnaire!

Step 2 - Ask!

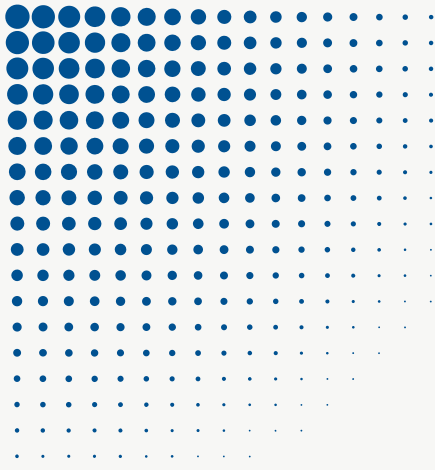
The number one reason that people give is because they are asked. Don't be shy about telling everyone you know that you are participating in Over The Edge for United Way. Don't forget to go to places where you spend money like your hair salon, favorite restaurant, or your gym.

Step 3 - Follow Up!

Always follow up! Many people will need more than one request to donate and most will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal. Send a thank you letter, note, or message to your donors. For your sponsors, consider including a crazy picture of you from the event so they remember you next year.

Step 4 - Reach your goal? Keep going!





How to raise \$1,000

01 Start Early!

Although it may seem like you have all the time in the world to fundraise, April will be here sooner than you think! The sooner you start fundraising, the more money you will raise for your non-profit and the sooner you will reach your goal.

02 Create an Email Schedule!

It is easy to be keen when you start fundraising, but lose steam a couple weeks in. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content.

03 Lean on Your Support Network!

If your friends and colleagues are not able to donate, that's OK! There is lots they can do to help you reach your goal. Ask them to share your fundraising page on social media or to tell the people in their network to donate.

04 Make a Video!

As opposed to writing post after post on your social media forums, consider switching it up! Make a video detailing what you are doing and why you are doing it; most viewers will watch a video before they will read a post. It is easier to communicate the mission of the non-profit profit you are supporting when you are speaking about it - the video makes it more personal.

05 Use Your Connections!

- Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- Create a raise-athon week!
- In your email and on social media use wording similar to this
- “Everyone who donates to me this week, will go in a draw to win ___”
- At the end of the week, get someone to take a video of you drawing a name, and post it! That person wins something, and you’ve made some extra money!

How to raise

\$1000

for your fundraising goal IN ONLY

6 WEEKS!

OVER THE EDGE

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
<p style="font-size: 0.8em; color: white;">Use your online personal page to sponsor yourself!</p>  <p style="font-size: 1.5em; font-weight: bold; color: white;">\$200</p>	<p style="font-size: 0.8em; color: white;">Ask 6 Family Members for \$25</p>  <p style="font-size: 1.5em; font-weight: bold; color: white;">\$150</p>	<p style="font-size: 0.8em; color: white;">Ask 6 Co-workers for \$25 each</p>  <p style="font-size: 1.5em; font-weight: bold; color: white;">\$150</p>	<p style="font-size: 0.8em; color: white;">Get a business you frequent to sponsor you</p>  <p style="font-size: 1.5em; font-weight: bold; color: white;">\$100</p>	<p style="font-size: 0.8em; color: white;">Ask your Boss to support your efforts</p>  <p style="font-size: 1.5em; font-weight: bold; color: white;">\$250</p>	<p style="font-size: 0.8em; color: white;">Ask 6 Friends for \$25 each</p>  <p style="font-size: 1.5em; font-weight: bold; color: white;">\$150</p>



Medical Arts Center

101 Robeson St., Fayetteville, NC 28301

The Building

The Medical Arts Center, located at the corner of Robeson and Hay Streets in downtown Fayetteville, is a 50-foot-tall landmark owned by Cape Fear Valley Health. Overlooking the vibrant Hay Street district and directly across from the Airborne & Special Operations Museum, it serves as a central feature of the city's skyline.

As part of Cape Fear Valley Health System, the Medical Arts Center reflects the organization's mission to improve the quality of every life it touches. Guided by values of patient-centeredness, integrity, innovation, teamwork, diversity, accountability, and education, Cape Fear Valley's team delivers excellence in healthcare at every level.

For more than 60 years, Cape Fear Valley Health has been the trusted provider for thousands of families across Fayetteville, Fort Liberty, Cumberland County, and beyond, reinforcing its commitment to the health and well-being of the community.

Frequently Asked Questions

Who Can Rappel?

Anyone aged 16 or older who registers and raises \$1,000 by April 25! To ensure safety, participants must weigh between 100 and 300 pounds. Individuals in their 80s and 90s have successfully participated! Anyone under the age of 18 must have a parent or guardian's signature on the legal waiver.

Where Do the Funds Go?

All proceeds from Over the Edge support United Way of Cumberland County's initiatives, directly benefiting programs that strengthen our local community. Your fundraising efforts stay right here in Cumberland County, supporting key United Way initiatives such as the Dolly Parton Imagination Library, NC 211, and the Leadership Development Program. Additionally, funds help support Partnership Program Grants focused on our community impact areas, as well as other essential efforts that allow United Way to serve Cumberland County effectively.

When Will I Rappel?

All participants will rappel on Saturday, April 26, 2025. We will reach out closer to the event date to schedule your rappel time.

I've Never Rappelled Before. Can I Participate?

Absolutely! Our expert technicians will provide all the training and support you need to safely go Over the Edge. You'll even have the chance to practice on-site before beginning your rappel.

Can I Wear a Costume?

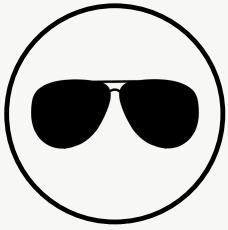
Yes! Costumes are encouraged, but safety comes first. The technical team will assess your outfit to ensure it's safe for rappelling. Avoid stringy, loose, or bulky costumes, as well as capes or headpieces that may interfere with the helmet, obscure vision, or pose a safety risk.

What If I Don't Raise \$1,000?

Even if you don't meet the fundraising goal, every dollar you raise will still support United Way's lifesaving programs. However, only those who raise \$1,000 or more will be eligible to rappel. All donations are final, and refunds cannot be issued.

What to Expect on Rappel Day

What To Wear



Sunglasses

The top of the building is very bright, so we recommend bringing sunglasses to protect your eyes.



Sneakers

We recommend you wear well-fitting sneakers or other non-marking, soft-soled shoes. All shoes must be approved during staging.



Fitted Clothing

To ensure you're comfortable wearing the full-body industrial harness, we suggest wearing well-fitted clothing.



Hair Tied Back

All long hair should be securely tied back.

What Not To Wear

- Clothing with drawstrings
- Dark soled shoes or high heels
- Jewelry that could get caught on something
- Headwear that can't fit under the provided helmet
- Excessively baggy clothing

Rappeler Check-In

- Arrive at 101 Robeson St. no later than 15 minutes before your scheduled time in order to sign our participant waiver, get checked in and meet with the Over The Edge rope technicians.
- At this time, give your friends and family members a hug – the next time you'll see them will be after your rappel! If you prefer for your friends and family members to keep your valuables and droppable objects (cell phone, keys, wallet, etc.) you'll hand those over now.

What to Expect on Rappel Day

Staging and Training

- Rappelers will be escorted to our staging area, where you'll store your loose objects and droppable valuables (phones, keys, wallet, etc.) which are not permitted with you on the roof.
- You'll be fitted with your rappelling gear and we'll provide you with a helmet, a radio, a full-body industrial harness, and gloves.
- Next, you'll be escorted up to the roof! You'll have the opportunity to train with our rope technicians up on the roof before you...

Go Over The Edge!

- Take in the amazing view of downtown Fayetteville, and catch your breath. It's time to go Over The Edge!
- With support and guidance from the Over The Edge rope technicians, you'll rappel 20 stories down the side of 600 Canal Place. We'll be cheering for you all the way down!
- When you reach the sidewalk along Canal Street, high fives and hugs will be aplenty. And, you'll know you've made a lifesaving difference for pets in need. Thank you

