

The background of the middle section is a dark, atmospheric photograph showing the silhouettes of several hikers with backpacks as they ascend a grassy hill. The sky is a deep, dark blue, and the overall mood is one of quiet determination and outdoor activity.

Organizer's Handbook for
EVERYONE SUMMITS
2020

PREFACE

This online handbook contains information for Everyone Summits Organizers/Team Leaders to organize a climb/hike (event) and support Participants. There is also a section specifically for Participants about fundraising and tips for climbing/hiking that the Organizer can download and send to Participants.



PREFACE (cont'd)

This **HANDBOOK** is your guide to everything you need to know as the organizer, with plenty of detail and explanation. Read through it at least once and then refer back to certain sections as often as you need.

The **INTERACTIVE PROJECT PLANNER** is your tool to keep you on track. It is organized with specific tasks so that when you enter the date of your event it will tell you the action steps you need to take in chronological order. Each task will refer to the page in this HANDBOOK where you can find specific information about that task. The tasks required in order to organize a climb can be broken up into four groups listed below.

- **Planning** – Plan your event’s date, location, permissions, all logistics (if possible, create a committee of volunteers to help)
- **Marketing** – Publicize, market, advertise, promote your event, and create awareness for teen and young adult mental health
- **Participants** – Recruit participants and support them; encourage them to fundraise from peers, friends and family (and train for event, if necessary)
- **Executing** – Day-of Event activities

The **FUNDRAISING PLATFORM** is the tool that will be used by Participants to collect donations from peers (family, friends, etc.). Organizers will first set up an event page and then send it to Participants as you recruit them. Click here for this tool <https://donate.jedfoundation.org/campaign/everyone-summits/c249445>.

The **DOWNLOADABLE TEMPLATES** are a collection of different items you can download such as event posters, fundraising emails, and other promotional materials.

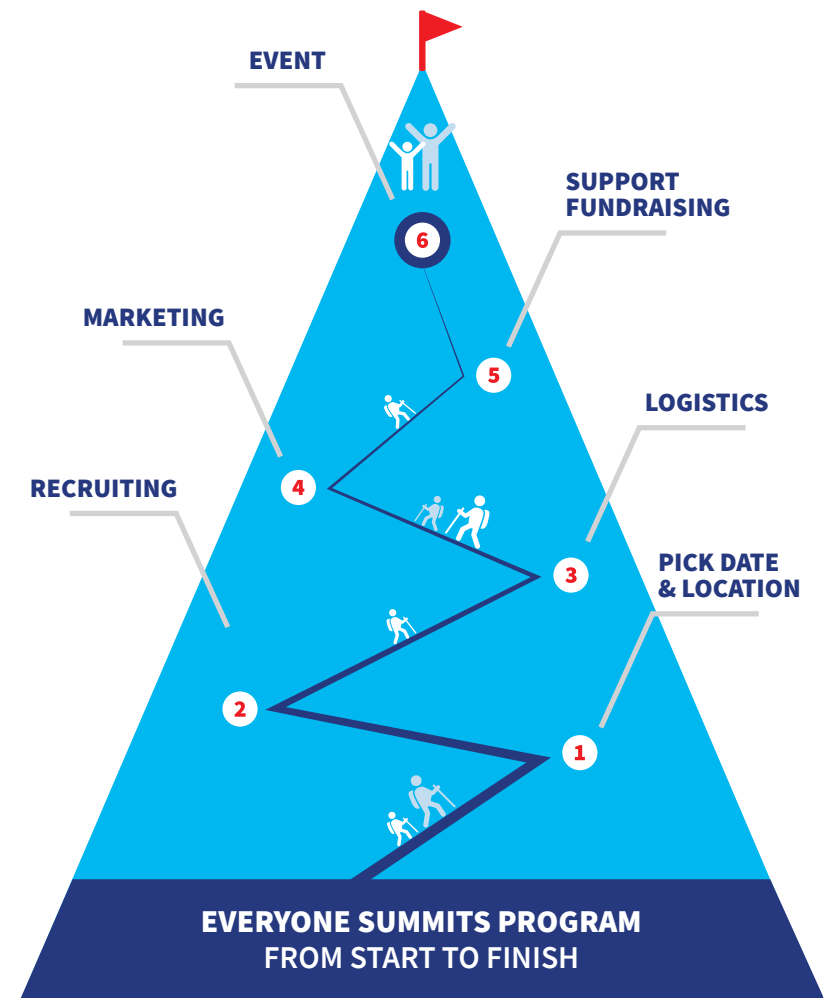


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ABOUT THE JED FOUNDATION (JED)

The Jed Foundation (JED) is a national nonprofit that works to protect emotional health and prevent suicide for teens and young adults. JED partners with high schools and colleges to strengthen their mental health, substance abuse, and suicide prevention programming and systems. It strives to equip teens and young adults with the skills and support they need to grow into healthy, thriving adults. JED encourages community awareness, understanding, and action for young adult mental health.

JED envisions a future where:

- Every high school and college has a comprehensive system that supports emotional health and reduces the risks of substance abuse and suicide.
- Teens and young adults are equipped to navigate mental health challenges, to seek and give help, and are emotionally prepared to enter adulthood and fulfill their potential.
- Our communities support the emotional well-being and mental health of teens and young adults.
- Mental health is recognized as part of general health and wellness and is not associated with shame, secrecy, or prejudice.

JED goes directly to young people by working in the real-life systems where they are: JED's signature program, JED Campus, works with colleges and universities and JED's Set to Go is an innovative program working with high schools. JED's direct-to-youth campaigns include their award-winning public service campaign called **Seize the Awkward** (seizetheawkward.org), which provides encouragement and tips on how to reach out to peers who are struggling and spark a conversation about mental health. Other campaigns include **Love is Louder** (loveislouder.com), which works to create a community based on sharing experiences in order to foster support and connection; **Half of Us** (halfofus.com), an award-winning program from JED and MTV featuring a library of free-for-use videos including PSAs, celebrities, and students talking about their personal experiences with mental health and substance use. JED also hosts an online mental health resource center on their website available to anyone and **Ulifeline** (ulifeline.org), a mental health resource center for college students that provides information about emotional health issues, resources available on their campus, and a confidential mental health self-screening tool.



WHY CLIMB?

History of JED's Everyone Summits

The first year of Everyone Summits' peer-to-peer fundraising campaign events will coincide with JED's 20th anniversary in 2020. In 2018, two significant climbing events inspired JED to establish Everyone Summits as our signature event - **Climb for Quent** and **Mountains for Mental Health**.

Climb for Quent Inspired Everyone Summits

"When no one else realized I was lost, he gave me directions." Noticing. Helping. Supporting. In his stoicism lay the unique ability to see people. Quent Alcorn, a Richmond native and Virginia State wrestling champion, was a person whose inner strength was a magnet for all who met him. He was described as a leader who was "brilliant, honest and selfless." He was dedicated, had a love of learning, and a sense of humor. Outside of school Quent loved the outdoors, whether sailing on Chesapeake Bay or climbing the Blue Ridge Mountains. He was described by friends and family as always helping others. Quent was the person others went to for support, but he was unable to ask for help to quell his own inner turmoil. On June 15, 2015, Quent took his life.

After Quent's death, his family was overcome with grief, shock, and disbelief. There was no road map to navigate this sort of tragedy. So, taking a cue from the very one who provided direction to so many others, they decided to "live a life like Quent" – to notice, to help, and to support. Quent's father and brother spoke about mental health on campus, online, at community gatherings, and quite literally from the mountain top. Through this intentional engagement, they shared the value of awareness, the abundance of community mental health resources and how to access them, and perhaps the most critical point, how to ask for help when you need it.

In the summer of 2018, Quent's family, including brother Christian, mother, father, Aunt Carol, fraternity brothers of the Xi Chapter of Theta Chi at UVA, and friends arranged a climb of Mount Rainier to honor Quent. "Climb for Quent" had a mission - to elevate mental health awareness and raise support for mental health resources. Climbing the mountain, all 14,411 ft, was the easy part. Determining how to best channel those funds in the most effective way possible was the challenge. Ultimately, the charity they chose to effect that change was JED. With more than 290 colleges, representing more than 3,000,000 students participating in JED Campus, the Alcorn family knew the \$88,000 they raised would directly benefit teens and young adults...people just like Quent.

JED is honored and proud that the Climb for Quent will continue their mission with a second climb of Mt. Rainier in honor of Quent in 2020.



WHY CLIMB? (cont'd)

Mountains for Mental Health Also Inspired Everyone Summits

When Heather Benton was 14 years old she discovered the calming effect the outdoors had on her. Heather had been struggling with depression and suicidal ideation. However, backpacking through the San Juan Mountains provided her with more relief than she could have imagined. Amazingly, 4 years later, she summited Mt. Kilimanjaro and was overwhelmed with a sense of accomplishment. She felt braver and more confident to fight the everyday battle of the stigma associated with mental illness than ever before.

After being re-diagnosed with Bipolar II disorder in 2016 and feeling the weight of the stigma increase exponentially, Heather became determined to break the shame so often associated with mental illness and share the joy of hiking with others. In 2018, she set out to climb Island Peak of the Himalayas in order to prove to people that those who suffer from mental illness are just as capable and strong, and can accomplish seemingly impossible dreams. In support of her excursion, Heather raised \$7,500 and decided to donate those funds to the Jed Foundation.

JED is honored and proud that Heather will be the Everyone Summit's Regional Captain for Denver in 2020 supporting event Organizers. Heather is also currently planning her next big climb and is forming a team to ascend Mt. Elbrus, Russia in June 2020.

These amazing climbs, and individual and team efforts, were so moving that JED was inspired to create a peer-to-peer fundraising event focused on climbing and hiking that can be accessible to everyone.



WHY CLIMB? (cont'd)

How Climbing and Hiking Relate to Protective Factors for Emotional & Mental Health

JED's Model for Comprehensive Mental Health Promotion and Suicide Prevention is a comprehensive approach that is the foundation of all of its programs. This framework is based on what is known about how to decrease risk factors and increase protective factors for mental health and suicide among adolescents, college students, and the general population. Many aspects of the comprehensive approach are seen directly in climbing/hiking. For example, when taking on a challenging climb or hike, it is likely that you will need to check in with your peers and see how everyone is doing. Along with that, there may be points in the hike when you need to ask for help or to pause for a minute, and when a friend may ask the same from you. These behaviors directly relate to JED's comprehensive approach by encouraging **help-seeking**, **help giving**, and promoting **resilience** and **social connectedness**. Persevering through a climb helps to build resilience, which again, is a life skill that transfers far beyond the trail. Social connectedness is a factor that helps protect people from emotional issues. Research has shown that loneliness and isolation are significant risk factors for mental health problems and/or suicidal behavior. Therefore, supportive social relationships and feeling connected to campus, community, family, and friends are protective factors that can help lower risk. When you are climbing you become connected with others, even if you start out as strangers.

Benefits of Outdoors

The mental health benefits of being in the outdoors are based on a wealth of scientific evidence. As early as the 19th century, people realized the restorative effects of nature. John Muir, an early environmentalist, stated "In every walk with nature one receives far more than he seeks." And it's true—we feel better after we walk in the woods. In addition to the benefits of exercise, exposure to nature has been scientifically proven to increase mood, optimize development, and provide opportunities for personal growth and self-worth (Mayer et al. 2009). Specifically, time spent outdoors in nature is particularly restorative (Berman et al. 2008). Try this for yourself. Take a few minutes to walk quietly outdoors. What do you hear? What do you smell? Let yourself be present and just focus on what you are experiencing in the moment.



GETTING STARTED

How This Works

JED's Everyone Summits is participant-led by a student(s) or other community Organizer. Organizers, who are essentially team leaders, set their goals, sign up their climbing/hiking teams, and use JED's online platform to solicit donations. Donations will support JED's programs.

JED does not organize and run each event. JED will provide you with an online fundraising and participant registration platform. However, with this handbook we will walk you through everything you need to know in order to lead an Everyone Summits climbing or hiking event.

Why You as a Peer-to-Peer Fundraiser Organizer Are So Important in Supporting JED's Work

Peer-to-peer fundraising events are a top source of donations providing financial stability for nonprofits. Therefore, we are looking towards motivated volunteers such as yourself to help us sustain our work in order to reach our mission.

Roles and Responsibilities

Organizer – As the organizer, you are the creator of the event. You are also the team leader. This handbook will tell you everything you need to know and if you need more help you will be supported by a Regional Captain from JED. As an organizer, one of your most important responsibilities will be to recruit participants and, once recruited, instruct them on what they need to do and keep them motivated. You will set up your event's fundraising page on the online fundraising platform. You will instruct participants to set up their own individual or team fundraising pages. You are the primary cheerleader and doer for your event but you can assign duties to others if you have a group helping you, like a fraternity or student organization or just a group of friends. Thank you for being an inaugural Everyone Summits organizer!

Regional Captain - The Regional Captain is a JED volunteer who is assigned to help you in carrying out your duties. They are experienced event organizers themselves. Some may even be experienced climbers/hikers. They will contact you initially and then you will have their information to reach out to them with questions or for advice.

Participants - Participants will be recruited by you or any member of your committee (if you have one) to climb or hike and fundraise. Keep in mind a participant can fundraise and have their own online fundraising page even if they are unable to attend the actual event. Each participant will need to set up their page to solicit funds from their peers (friends, family, coworkers, etc). Hopefully most everyone will be able to attend the event and enjoy the camaraderie of others, feel socially connected, feel challenged, benefit from the outdoors, and celebrate the work they have accomplished in raising awareness and funds for teen and young adult mental health, and for JED's work.



HOW TO SET UP A CLIMB

As the organizer, you may be a student, or not, to set up a climb/hike. If you are not a student you should ignore those sections relating to schools and students.

Organize a Planning Committee

Get a planning committee together to help you through the process. Delegate tasks to each member such as public relations/marketing/communication, recruitment, sponsorship, “day of” volunteers (if needed). If you are a student, look towards friends and members of campus outdoor-oriented clubs or mental health-focused clubs for help with these tasks.

School Guidelines

Ensure that school guidelines are met when organizing your climb or event. All students who participate in the climb itself may require a waiver. Depending on the climb or hike planned some schools will require someone with medical training to be present during a climb or hike. In other cases, insurance coverage should be confirmed. Working these details out with a school administrator will be an important step before promoting the climb.

Connect With School Officials

It is a good idea to connect to an official school office for guidance from a professional staff member (e.g., health promotion, recreation area, exercise science/kinesiology area, director of the university’s counseling and psychological services, outdoor education office/outdoor pre-orientation programs, etc). Aside from getting necessary approvals, use these offices as a resource. They are likely to know the steps on how to reserve a space if needed, obtain permits if needed, and any other special considerations needed such as waivers, required medic, etc. Additionally, you may need approval from the Dean of Students office. These offices can be a part of your planning committee in some capacity, such as getting entertainment for the event or certain supplies needed for “Day-of” set up. They can also help you network with other groups inside and outside of your university and get more volunteer and hiker recruits, and/or donations.

Refer to the template for how to describe the event to your school administrator/advisor.

Letter(s) of Support From Schools

In most cases, it is important to get support from higher-level administrators of a university or college. Support from administrators is helpful in terms of promotion of your fundraiser within the school. Information about your fundraiser can be disseminated by internal channels, such as faculty updates and student affairs updates and student organizations. You might need to get permission to place posters or flyers inside campus buildings.



HOW TO SET UP A CLIMB (cont'd)

Choose a Name for Your Everyone Summits Event

The possibilities are endless. You can name your event whatever you choose and personalize it by dedicating it in honor or memory of a particular person. Here are some examples: Everyone Summits; Everyone Summits/Hike for Mike; Everyone Summits State University Mental Health Club; Everyone Summits/Xi Chapter of Theta Chi at UVA; Everyone Summits/Road to Resilience; Everyone Summits/Climb for Change, etc.

Team Names

Teams can personalize their team name. For instance, if your event is named Everyone Summits, teams can be named “Team Climb for Andrew” or “Team (Club Name),” or “Team (Corporate Name),” etc.

Choose a Date: Identifying When to Hold Your Climb/Hike

Everyone Summits climb/hike events should be held in April or May of 2020, if possible. JED would love for as many events as possible to be held close to May, which is Mental Health Month. If you are a student, check the semester campus schedule of outdoor events to gauge when to hold your climb/hike. Advisors or deans can provide guidance for this step. It is important for your event to not be in conflict with another outdoor event (or any large event) at the school. You should consider weather conditions for your part of the country in which you are holding the event. In certain geographies and altitudes, there are rules and policies around hiking with regard to the weather. For example, on 14ers in Colorado (these are mountains of at least 14,000 feet in height), you need to be off summit at a particular time due to the risk of lightning and other weather occurrences.

Choose a Location: Identifying Where to Hold Your Climb/Hike

Your Everyone Summits event can be held where you want it, as long as you can secure any necessary permissions. For example, you can climb a glacier like Mt. Rainier in Washington, or one of many “14ers” in Colorado, or a hiking trail, or even a skyscraper in New York City. It is important that you investigate, visit, and plot your climbing course before climb day. If this is your first and your group’s first climb, choose an easier trail that is a short distance with less challenging terrain.



HOW TO SET UP A CLIMB (cont'd)

Choose a Location: Identifying Where to Hold Your Climb/Hike (cont'd)

Things to consider when choosing your location: Will your participants want to travel or be close to campus or their community? Will they want a multiple-day or multiple-hour challenge? If there will be travel, will you or your group be able to raise the necessary cost of transportation, either from school funding or a fundraising event (e.g., bake sale)?

Venues on campus: Identify areas at your school such as a challenge course, climbing wall, a ski hill or even a building with a lot of stairs that people can climb.

Venues off campus: Identify venues that are in close proximity such as state or national parks and county trails. You can consider venues that are hours away if you think you can attract participants. Climbing/hiking on public lands might involve a parking fee at the trailhead, so you need to check online ahead of your event. For larger national parks, a permit or reservation might be required (usually weeks in advance), so check online well in advance.

Try this website https://www.hikingproject.com/?utm_medium=widget&utm_source=https://americanhiking.org/hiking-resources to help you find a location as well as other links listed in the section below.

Wheelchairs Are Welcome! Everybody Can Summit

Everybody has a summit or a figurative mountain to climb, so everyone should be able to summit the terrain during your Everyone Summits event. That means that everyone, regardless of ability, can participate!

Here's how you can include everyone:

1. Consider picking a trail that isn't crowded and has asphalt or smooth pathways. Most parks, especially at the state and federal level provide information about which trails are fully ADA-accessible on their website. Often, the information provided will even describe the surface texture of the trail, as well as difficulty level and incline.

Access information here about trails that are ADA-accessible and learn about surface texture beforehand.

- <https://www.fs.usda.gov/managing-land/national-forests-grasslands/accessibility>
- Here is another website to find hiking trails suitable for all: <https://www.nps.gov/index.htm>
- Most state and federal (and some smaller parks) have information on their website about which trails are ADA-accessible

2. When inviting wheelchair hikers to join, ask them if they have someone to push or carry them up during steeper areas and if they don't, try to recruit an able-bodied volunteer to help.
3. If you choose a building to "climb" instead of a mountain or trail, make sure it is ADA-accessible: ramps, bathrooms, elevators to the top. Suggest "the buddy system" so the wheelchair user still feels connected to the climb—perhaps having a volunteer join them. You can make it fun too—use social media to amplify the message of togetherness.



HOW TO SET UP A CLIMB (cont'd)

Expenses

For many events there will be little to no expenses. However, you may incur costs if you decide to do certain things. For example, you may want to arrange transportation for participants so that everyone gets to the venue on time (and it's also fun to travel together). Depending on the venue you choose you may also need a permit, which may have a cost. You may wish to download signage (see the downloadable templates for signage) and have it printed at a local printer. You may want to provide water and snacks for participants, although they can bring their own. You can also solicit local businesses to donate such items. You may want a big send-off with a DJ or other fun activity. Finally, for more challenging climbs there will be costs incurred for venue registration fees, special gear, training, accommodations, meals, and travel. You should develop a budget based on the circumstances of your climb or hike. If you need help in developing a budget, please reach out to your Regional Captain. You may ask your participants to shoulder the cost, but more than likely you will want to raise funds. See the next section on soliciting funds to cover expenses.



SOLICITING FUNDING

Campus Funding

Programming funds are usually available to hold an event on campus. Student Government provides several channels through which student organizations may request funding for programming, activities, and travel. At some schools, campus funding requests work a year in advance, so **we recommend beginning the funding process as early as possible when planning an event.** Once your group has a detailed budget for the proposed event, you should begin approaching funding sources to request financial support.

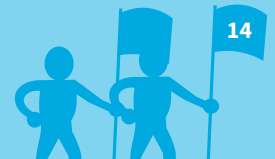
Here are some offices and departments that may fund student organization events:

- Student Government
- Student Organization Event Funding Assistance Program
- Office of Academic and Multicultural Initiatives
- Hillel
- Parent funding may be available through a one-time ask. Talk to your school advisor about this possibility.
- Undergrad student government “opportunity” funds are sometimes distributed based on proposal

To get started, use some of these key words on your campus website to locate sources specific to your campus.

(school website)/funding	/funding-your-event	/studentlife/resources/funding/cosponsorships
/apply-for-a-grant	/finance	/events/supplemental-funding
/organizations/funding	/funding-process	/events-programs/funding-student-organizations
/club-funding	/funding/how-to-get	/student-involvement-leadership/student-organizations/resources/funding
/funding-options	/grants	
/campus/funding	/student-orgs	

Think outside the box! Consider approaching offices and/or departments not listed in this document. Although all offices may not regularly offer financial support, they may be interested in supporting your specific event or know where you might seek funding.



SOLICITING FUNDING (cont'd)

Campus Fundraising Sources

You may solicit funding in terms of cash to cover expenses and also ask for other forms of donations from your school, such as free advertising on the school website and newspaper, food, water, trail signs, and welcome signs for base camp/start area, transportation, medical support if required, and maybe even a DJ. You may also ask offices and departments that you have connections with to help you print literature and posters.

You may also choose to reach out to alumni and student organization fundraisers to generate financial support for your event. See some examples below.

Alumni Associations

Alumni networks often have large budgets and representatives searching for meaningful projects to support financially.

Specifically, at community colleges, alumni who, while students, participated in athletics, honor societies, student government, etc, can be helpful to form special interest groups for other alumni, as community college students don't usually identify with a class year. Contacting alumni to be part of your fundraising committee and giving them an opportunity to be involved can also be an effective way to rally a group of people to help you with your fundraiser.

Athletic Events

Athletic events are amazing opportunities to seek people's generosity. Just a dollar or two from game-goers can add up. If allowed, ask if you can set up a tailgating party before a game or have a table where you can give out information and collect donations.

Student Organizations

Get a student organization to ask for funding for your event. Examples: Student Government, Mental Health/Wellness, Greek Life Organizations, etc.

Greek Life Organizations

At some colleges/universities, Greek Life Organizations can co-sponsor the event with you and help fundraise to cover expenses.

Registered Organizations (Outdoor Clubs & Mental Health Clubs)

Some schools have climbing clubs and outdoor clubs, and they may wish to help organize, recruit participants, and even possibly cover some expenses.



SOLICITING COMMUNITY BUSINESS FUNDING

Cash Donations and In-Kind Donations / Local Businesses

Consider reaching out to local businesses for donations (in-kind) such as swag and food items for your participants. You can also ask for cash contributions to cover expenses if you need. Create a list of popular community or college hangouts, compose your own talking points or use the **downloadable template** and visit the business in person if possible. Talking with an employee or manager if they're available is very effective. Not only would they likely consider donating, they might even be willing to put up flyers for your event in their window to help recruit participants.

Chain Restaurant Fundraising

Some chain restaurants will host fundraisers for events and donate a percentage of the proceeds to the cause. Here are a few examples: Pizzeria Uno, Chipotle, Panera, Sweet Frog, MOD Pizza, and more. This is a great opportunity for these businesses as it gives them a chance to do something good for the community and is also a source of customers for them. Once you agree on a date, you need to advertise (word of mouth, social media) to get as many people to the donor business as possible.

Local Restaurant Fundraiser

Similar to chain restaurant fundraiser (above) a local restaurant may allow you to hold a fundraiser where a percent of the sales is donated to your event. The more people you can get to the restaurant the more potential donations. Consider maximizing the restaurant event with a silent auction. A silent auction is where people write bids on a piece of paper, and whoever has the highest bid wins the item. You would need to ask local businesses to donate items (see paragraph below). You then set out the items on tables and place paper and pen in front of each item for people to list their names and the amount they are willing to donate if they win (in other words, if their bid is the highest).

Silent Auction

See explanation above under Local Restaurant Fundraiser. Examples of items you might ask local businesses to donate are gift certificates for pizza or a haircut, ski passes, zoo tickets, hotel and restaurant package, rafting trip, movie theater package, beer basket, coffee basket. The list is endless.



SOLICITING COMMUNITY BUSINESS FUNDING (cont'd)

Business Donation Tax Letter

Some businesses will want a tax letter that they can show the IRS in order to have a deduction for the donation. For in-kind donations you will need to tell JED what was donated, description and quantity (e.g., 20 cases of bottled water), and the name, address, and contact person at the business.

In order for the business to receive a tax deduction letter for a cash donation, the business will need to send the donation directly to JED. If the donation will be to cover your expenses and given directly to you, the business will not be able to receive a tax letter. If the donation is just a straight donation to your climb/hike, they can donate on your fundraising page or send the donation to JED via a check and JED will show the donation on your fundraising page. Your Regional Captain can answer your questions about tax letters for donations.

Hosting a Fundraiser Prior to Your Climb/Hike

The funds you raise can either be put toward expenses, if you have any, or to your fundraising page, or both. In addition to hosting a fundraiser at a local business (see above) consider some home-grown type of events. One example is hosting a cookout. You can have a "send-off" cookout right before your climb where you ask friends to donate something rather than bring food. Another example is to ask a local landmark or museum that supports charitable causes in the community to put on a special event for donors. For example, the National Cathedral in Washington, DC, offered a tour for Climb for Quent donors in 2018. Whatever you decide to do, make sure you advertise it. You can circulate a blog post to friends and family explaining why you're climbing/hiking and asking for support.



MARKETING AND PROMOTIONAL TACTICS AND MATERIALS

This section lists the preapproved marketing and promotional materials for your Everyone Summits event. These materials will assist you in marketing to students (to recruit their participation), fundraising with peers and local businesses, and to generate overall awareness of mental health.

The actual **downloadable templates** can be found on the Everyone Summits web page of the JED website and were also emailed to you. Download, print, and use as appropriate.

Talking Points for Describing the Event

These notes can help you clearly describe the event to your school administrator/advisor.

Email Recruiting Template to College Clubs

This email can be sent to college clubs and organizations to solicit individuals and teams to participate.

Elevator Speech to Clubs, Classes, and Faculty

This is a brief presentation you can give to groups such as classes and clubs to solicit individuals and teams to participate.

Poster Template

This poster can be placed around campus and in the community (e.g., pizza shop) to gain awareness of the event and solicit participation.

Flyer Template (Info Sheet)

This flyer can be handed out at events such as sporting events to gain awareness of the event and solicit participation.

Social Media Assets

These assets can be used on social media to gain awareness of the event and solicit participation. A social media guide has tricks and tips for getting the word out about your Everyone Summits event via social media.



MARKETING AND PROMOTIONAL TACTICS AND MATERIALS (cont'd)

Public Relations

- **Article for School and Local Newspapers:** You can request a newspaper to run this article to gain awareness of the event and solicit participation.
- **Press Release:** You can send this to various media outlets (newspapers, radio stations) for them to write their own story about your event.
- **Article “Mental Health Needs Discussion—Conversations Are Contagious”:** This is another article that can be given to news outlets. It speaks to the story behind Climb for Quent and the need for conversations about mental health.
- **Article for Greek Life “HEY MAN. YOU GOOD?”:** (Reprinted from the Spring 2018 issue of *Maltese Cross*; Phi Kappa Sigma’s quarterly magazine, by Connor Skaggs [with permission]). This is another article that is written with fraternities in mind and may be used to recruit Greek Life Organizations and Sports Teams on campus to form their own teams to participate.

Fundraising Tactics and Materials

- **Local Business Letter to Solicit Contributions**
- **Local Business Slide Presentation to Solicit Contributions** - request this from your Regional Captain



RECRUITING PARTICIPANTS FOR YOUR CLIMB/HIKE

You can recruit anybody you know, and even people you don't, to be a part of your event. Not all participants may choose to climb, but we hope all will fundraise. Since JED works with students, much of the information below is geared towards recruiting students but that should not limit you! If you are not a student, consider everyone you know (family, friends, colleagues, neighbors, club members, even your Facebook friends) and even those you don't know (local hiking clubs) to participate. If people decline to participate remember to check back with them when you start the fundraising to ask for a donation.

Recruiting Students

Recruit students from groups on campus (e.g., Psychology Club, student mental health clubs/associations, like peer educators, as well as others, Panhellenic and IFC, Student Activities Office, Office of Greek Life, Athletic Dept, Outdoors Club) by emailing their president. A useful recruiting strategy is to email club or chapter presidents, or even a professor, and ask to come to their meeting or class. Then, make a 5-minute pitch (see the **downloadable template**). Talk about what the event is, the motivation behind it, and how people can sign up to participate. Other useful recruiting strategies consist of hanging posters all over campus and at popular off-campus locations (e.g., pizzeria, popular restaurants, etc), blast on social media, set up a table at the Student Union or quad, and use word of mouth. Welcome Week or club fairs are good opportunities to recruit participants as they are loaded with activities that are more outside focused and you can capitalize on the collegiality and connectedness people are experiencing and offer your event as another way to continue those positive feelings.

It may also be motivating to participants if you enter into a competition with a neighboring or rival campus! Reach out to a climbing, hiking, or psychology club on another campus and ask them if they would be interested in setting up their own climb and competing to see who can raise the most money ... bragging rights are key!

Chapters of fraternities and sororities have a requirement to hold philanthropic events throughout the year and may be interested in partnering with you and having their members participate as climbers/hikers/peer fundraisers.



HOW TO SET UP THE FUNDRAISING PAGE (FOR ORGANIZER)

Each time you have recruited a participant to join your event you will want to get them to set up their personal fundraising page. First, however, you will need to set up your event page. All participant pages will be located within your event page.

Set up your “Everyone Summits Fundraise for JED” page in 3 easy steps:

1. Go to <https://donate.jedfoundation.org/campaign/everyone-summits/c249445>
2. Click on the big blue button “**BECOME A FUNDRAISER**” and follow the steps to create your page
3. Then direct your friends, family, and network to your Everyone Summits Fundraise for JED page

There are 3 ways your Participants/Fundraisers can register:

1. As an individual
2. Create a team
3. Join a team

Fundraisers can share their page via their own email or copy the **solicitation/thank you email templates** from the back end of their page and send through their email.

The share method can be found by visiting their fundraising page then clicking the arrow icon in the top right corner and selecting which way they would like to share their page (Facebook, Twitter, Email, or Text). Text is an available option if they are on their mobile device.

Alternatively, if they would like to copy the **Ask for Donations** or **Thank You email templates**, they can do so by visiting their fundraising page then clicking the manage button in the top right corner. This takes them to the back end of their fundraising page where they can click the Email tab > then click on the preferred template to copy. Once copied they can send the template directly from their email account.

Now, get participants motivated to fundraise through their own personal fundraising pages. Give them these SIMPLE DIRECTIONS:

An easy way to raise money is to ask different people in your life for small amounts. Every little bit adds up! For example, if you ask a few friends for \$10, your parents for \$20, a roommate for \$10, a professor or advisor for \$20, another family member for \$15, and a local business owner for \$20, you are already over \$100!

Instructions for Participants on How to Set Up their Fundraising Page

This will be in the **Downloadable Templates for Organizer** to download and send to participants via email.



FUNDRAISING TIPS

Organizers should be looking for ways to encourage participants to fundraise by communicating often, making sure they set up their own personal page, encouraging them to ask for money, and telling people why it is so important. It may even help to remind them how many days out from the event you are and setting some goals. Directly below are some fundraising tips you may want to share via email.

If you have not yet started fundraising, today is the day to do so!

For some of you, asking for donations is not easy so thank you for stepping out of your comfort zone. If you need assistance, encouragement, or just a push, please do not hesitate to reach out. All of your help goes a long way.

Here is an Action Plan to help you:

- Share Your Fundraising Page; Ask Friends, Family, Neighbors & Colleagues To Donate!
- Ask Others To Share Your Fundraising Page!
- Share On Your Social Media!
- Send More Than One Email (People Need Reminders). Studies Show It May Take 6 Or 7 Reminders Until They Remember To Act
- If You Need Help With Your Fundraising Page Or Just On Getting Started, Don't Hesitate To Contact Me

Here are some tips to help you:

- Remember Why You Are Doing This - Don't Be Shy - Break Out For JED
- It Is All About Numbers - In Other Words You Have To Ask A Lot Of People
- Don't Forget All The People You Donated To For Their Cause
- Don't Forget Your Co-Worker From Whom You Bought Those Girl Scout Cookies! (If It Is Easier For Them To Give You Cash You Can Send A Check To JED & We Can Add It To Your Page)

Some interesting donor facts:

- 18% Of Americans Have Said That Supporting Youth And Family Causes Are Most Important To Them
- The Average American Supports 4.5 Charities
- 69% Of Americans Give Charitably
- Men Between The Ages Of 18 And 34 Are More Likely To Make A Charitable Donation Than Any Other Group
- Young People Give Too! Sixty Percent (60%) Of Millennials Donate An Average Of \$481 To Nonprofits Each Year
- Nearly 3 Out Of 4 Young Adults Are Willing To Raise Money On Behalf Of An Organization That Matters To Them
- Individuals That Earn \$25,000 Or Less Donate The Largest Share (16.6%) Of Their Income To Charity (Don't Omit People You Think Cannot Afford It - They Want To Give Too - Ask For Just \$5)
- 72% Of All Donations Are Made By Individuals
- 5% Are Made By Corporations (Hey, Don't Forget Your Employer's Charitable Matching Program)



PREPARING YOUR PARTICIPANTS FOR THE EVENT

Preparing for Weather Conditions and Safety

Know the route of the climb/hike well and consider terrain and distance. Know bailout paths if you have to cut your hike short. Learn how to read trail blazes. Let someone who is not on the hike know your route so they can be aware of when the climbers/hikers should be back and where to go in case of emergency. You may also want to have a GPS device and a back-up hardcopy map.

Even the less demanding hikes may require sunglasses, sunscreen, or sun-protective clothes. Alternately, wear synthetic clothes since wet cotton can lead to hypothermia. No matter the weather conditions, stay hydrated. It is also handy to carry a first aid kit for minor scrapes and burns. Email the **hikers/climbers tip sheet** found in the downloadable templates to participants in advance of Day-of event.

Guides for More Advanced Climbs

You may want to research professional guide companies and you can get started here <https://www.patagonia.com/pataguides.html>.

Tips for Climbers/Hikers Email

Send an email to Participants in advance of the event. See **information to email Participants** in the downloadable templates

Tips for Organizers for “Day-Of” Event

SAFETY - BE PREPARED

- Know the route of the climb/hike well and consider terrain and distance. Know bailout paths if you have to cut your hike/climb short.
Learn how to read trail blazes
- Let someone who is not on the hike know your route so they can be aware of when the hikers should be back and where to go in case of emergency
- Be aware of weather forecasts and time of darkness on the day of the hike. Make sure the conditions are safe
- Wear synthetic clothes. Wet cotton can lead to hypothermia
- Consider sunscreen, sunglasses, and protective apparel



PLANNING THE DAY-OF EVENT

In terms of planning day-of details, you can make the event anything you want it to be! If your hike/climb is launching at a school or park, you may want to place signage around the area (**see templates**). If your event is a distance away you may need to secure group transportation. Additionally, you may consider kicking off the event with an opening ceremony, including speakers or a moment of silence. If you choose to have an opening ceremony, you may also want to have an on-site counselor or psychologist present because these topics may be difficult or triggering for some people. Lastly, you may want to have snacks or drinks throughout the trail and/or at the finish! Just be sure to be respectful of the trails and leave them in the conditions they were found.

Organizers, be sure to give your participants a handout on tips to prepare for the climb ahead of time! See the **downloadable template**. Organizers/volunteers should have a copy of the hike/climb route.

Volunteer Activities for the Day-of Event

Consider having volunteers set up the items below.

- **Signage at the Event:** Consider creating signs that are motivational as well as directional. Have volunteers place the signage at the beginning of your route and throughout as you deem appropriate.
- **Event Kick-Off:** You as the Organizer will likely want to kick off the event or assign another to do so. Consider if you will need a microphone depending on the size of your group. You should welcome the participants and thank them for their participation. You should also thank all volunteers, including your planning committee if you have one, your faculty advisors, and any event sponsors. You should remind everyone that they are supporting teen and young adult mental health by fundraising for The Jed Foundation.
- **Event Speaker:** You may want to have a motivational speaker to kick off your event. If so, your school advisor may help you identify possible speakers. They might be other students, faculty, counselors, parents, or others. If the speaker is going to talk about their lived experience you should ask them to avoid triggering language. Give the speaker a specified amount of time—people are going to be excited to start their climb! You may ask the speaker to send you their remarks ahead of time so that you can be sure it will go smoothly.
- **Sign-In Table:** Consider setting up a table if you wish to hand out any items such as snacks, water, and swag that you may have received from local sponsors or that JED may send you from national sponsors. You may want to prepare to have a tarp on hand if it is raining.

How Your Regional Captain Can Help

- **Social Media:** advise you on advertising your event
- **Technical Hike/Climb Questions:** help locate a resource
- **Fundraising Questions:** and how to use the platform
- **Other:** they are there for any questions you have



FREQUENTLY ASKED QUESTIONS (FAQS)

To all inaugural Organizers and Regional Captains. JED is soliciting your questions to add to this FAQ section. If you have any questions after reading this handbook, please email them to maria@jedfoundation.org

As you are putting together all of the details of your event, you will have many questions. We hope the following will be able to answer most of those for you.

Why is our activity classified as Everyone Summits Fundraise for JED and not a JED Event?

This is YOUR activity, which means you get to do it your way, with all of your own ideas, adding all of your own flare! So, when promoting your event, title it as “Event Name, benefiting JED.” This will show our complete support of your event.

Will JED pay for expenses of this event?

No. JED is not financially liable for the staging of an Everyone Summits Fundraise for JED event.

Can funds already turned in to JED be used to pay Fundraise for JED Event expenses?

No. Once funds have been donated to JED, they cannot be utilized to pay expenses.

Can funds be kept to pay expenses of the Fundraise for JED Event?

Yes, funds that you may raise from local businesses may be kept to pay for expenses. These donations are not considered tax deductible. However, funds raised on-line through fundraising pages are deposited immediately into JED’s banking account and cannot be used to pay for expenses.

Are donations made to an Everyone Summits Event tax deductible?

The Jed Foundation is a charitable organization, so any contribution made directly to JED qualifies as a deduction under Section 170 of the Internal Revenue Service Code. Difficulty could arise when an independent, outside organization wishes to raise money for JED. If the payments are made to this independent organization, and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to JED, then they qualify—to the extent allowed by law. **Please note:** As stated above, please remember that when checks are made to The Jed Foundation, they cannot be utilized later, or paid back from JED, for expenses of an Everyone Summits JED Event.



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PROMOTIONAL AND BRAND GUIDELINES FOR JED

- The activity will be promoted and conducted in a manner to avoid the appearance of JED endorsing any product, firm, organization, individual or service.
- JED reserves the right to decline association with any third-party when it believes that such association or Fundraise for JED activity may have a negative effect on the reputation of the Foundation.
- Any use of the name, The Jed Foundation, JED, and its logos must be approved by JED before any promotion begins.
- The organization's name(s), logos, and Fundraise for JED logo should be appropriately used in conjunction with such an activity, but may not be altered in any way.
- JED operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, JED requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. \$1 from the sale of each item). All Fundraise for JED fundraisers must comply with this requirement if applicable.
- Similarly, advertising, promotion and associated materials must state that the proceeds of an activity will benefit JED, but should not imply or state that JED is the host, sponsor or endorser. Any sponsor of the activity should be clearly identified and the amount or percentage of proceeds to be provided to JED as the beneficiary should be stated: (i.e. The Elks Club is hosting X activity, "with 75% of net proceeds benefiting JED.")

