



PARTICIPANT HANDBOOK

**3250 West Sedgley Drive
Philadelphia, Pa. 19130
215-232-9130**

**www.outwardboundphiladelphia.org
#buildingadventure**



PHILADELPHIA OUTWARD BOUND SCHOOL

Changing lives through challenge and discovery.
What will you discover?

Building Adventure 2016 Welcome Kit

On behalf of the **Philadelphia Outward Bound School**, we would like to welcome you to **Building Adventure 2016**. Thank you for taking the first step in helping us to make Greater Philadelphia a better place by *changing lives through challenge and discovery!*

Your Welcome Packet contains a number of exciting tips and tricks to increase your impact, including:

- Our **“Big Why”** – meet one of the many students who benefit from this event.
- **Tips & Tools** to help you achieve your fundraising goals.
- **Draft Letter Samples** you can personalize and use to engage your contacts.
- A **“What to Expect”** Guide to better prepare you for this once-in-a-lifetime adventure.

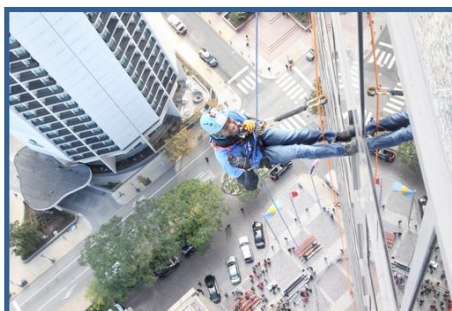
By participating, you will make a difference to the lives of Philadelphia’s students, veterans and bereaved families. The funds you raise will be used to continue and expand our experiential education programs that inspire character development and self-discovery in our community.

Keep in mind that we are here for you every step of the way, so please don’t hesitate to give us a call or send us an e-mail. We look forward to working with you as we prepare for **Building Adventure 2016!**

Warmest regards,

Sophia Ozenbaugh

sozenbaugh@outwardboundphiladelphia.org
215-232-9130 x8939



THE OUTWARD BOUND DIFFERENCE:

Outward Bound, founded in 1941 by educator Kurt Hahn, is a non-profit educational organization that serves people of all ages and circumstances through challenging learning expeditions that focus on character development, leadership and service. Kurt Hahn once said,

"I regard it as the foremost task of education to ensure survival of these qualities: an enterprising curiosity; an undefeatable spirit, tenacity in pursuit, readiness for sensible self-denial and above all compassion."

Last year, one of the 5,000 students who participated in POBS' programs – Anardo Miller – gained valuable insight about compassion while on a summer backpacking expedition. Read Anardo's reflection on his experience:



Thankyou,
For giving me this opportunity to not only learn a lot but to learn a lot about myself. Outward Bound not only taught me about the outdoors and becoming one with nature but they also taught me a lot of core values I'll be able to use for the rest of my life. Along with learning new knots and how to preserve precious materials, I learned about, Integrity, outer strength, inner strength, and most importantly compassion, I feel like compassion is what makes human beings more human. With compassion, comes love and that's the strongest thing on Earth, Outward Bound helped me realize that, so I thank you,
-Anardo Miller

Our mission is to change lives through challenge and discovery.

Those changed lives create a ripple effect that helps our students, schools, and communities evolve and succeed. By participating in Building Adventure, you help us to make experiences like Anardo's a reality for thousands of people—including students, veterans and bereaved families.

Your participation and fundraising makes changing lives possible.

Fundraising Made Easy

Maximize your impact and invite your community to join your efforts.

Set Your Goal and Create Your Plan! You've already taken the first step towards helping educate future leaders for this great city by registering to rappel. Now take the second step by setting your personal fundraising goal and creating a plan to reach it.

Ask To Receive!

The #1 reason people give is because they are asked. Don't be shy about telling everyone you know that you are participating in **Building Adventure 2016**. Don't forget places where **you spend money** who could also support you like hairdressers, dry cleaners or your favorite restaurant. **Remember: If you don't ask, you can't receive.**

Work With What You Have!

Usually, there's no need to go looking for ways to fundraise—they're right in front of you! Think of creative ways to turn the things you already have into fundraising possibilities. Does your house have a pool? Throw a pool party and ask for a cover charge. Doing some spring cleaning? Raffle off some unused items for **Building Adventure 2016**. Do you grab drinks after work with coworkers? Ask the bar to sponsor you or host a happy hour fundraiser.

Make a Team!

Don't want to rappel alone? Make a team and get \$100 off your fundraising goal for every person past three that you recruit! Teams are also eligible to compete for prizes, including a day at the ropes course and outfitting by a major Philadelphia retailer. Team discounts are capped at 7 people.

Use Social Media!

Online social networks are usually much larger than the people we interact with on a day-to-day basis. Don't be shy about sharing your **Building Adventure 2016** fundraising page over Facebook or Twitter. A status update on Facebook will reach ~35% of your friends—that's over 100 people for the average Facebook user. If every person who sees your post contributes \$20, you'll be ready to rappel! Remember to use our event hashtag, **#rappelPHL**.

Letter Writing Campaign!

Like to write? Then take a few moments to create an e-mail or a letter to everyone you know to announce that you are participating in the **Building Adventure 2016**. Perfect mailing lists include Wedding lists, Holiday Cards and Organizational Membership Lists. Don't forget to include a return envelope. We have included a sample letter below that you can use as a template.

Vendor Letters!

Vendors can be work-related, such as a printing company, or personal, like your insurance agent, hairdresser or dry cleaner. Places where **you spend money** are a great resource.

Wraparound Events!

Wraparound Events are mini-fundraising events that raise both extra money and awareness! Common examples are bake sales, dress-down days and spaghetti dinners.

Levels of Participation

Building Adventure 2016 Fundraising Incentives:

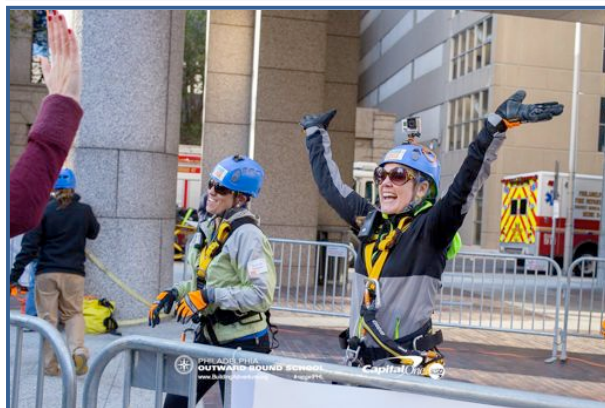
Top Fundraising Teams

A Teambuilding Adventure Day at the POBS Ropes Course in Wissahickon Valley Park for you and your entire team!



Top Fundraisers

A Grand Prize of Gear from our Event Sponsor, REI, so you are equipped to keep the adventure unfolding.



Individual Fundraiser Prize

Levels

\$5,000—VIP Package:

Special Outdoor Gear from our Event Sponsor, REI!

\$4,000—

An official Outward Bound Windbreaker!

\$3,000—

The opportunity to capture your rappel with our GoPro cameras, and you'll receive your own SD card with your footage to share your adventure with friends!



\$2,500—

An Outward Bound Building Adventure baseball cap

\$2,000—Your Rappel Spot, An official Building Adventure T-Shirt, and the opportunity to choose rappel time (first come, first served!)



Fundraising Plan Guide

Here is a simple plan you can use or modify to reach your fundraising goal – remember to use your resources (fundraising page, this handbook and template tools) for assistance!

When?	Who To Ask?	Watch Your Total Grow!
Week 1	Use your online personal page to sponsor yourself	\$100
Week 2	Blast Your Fundraising page to all of your contacts	\$500
Week 3	Ask 8 Family Members for \$25 each	\$200
Week 4	Ask 8 Co-workers for \$25 each	\$200
Week 5	Get 5 businesses you frequent to sponsor you for \$100 each	\$500
Week 6	Ask your Boss to support your efforts	\$100
Week 7	Ask 8 more Friends for \$25 each	\$200
Week 8	Hold an office fundraiser (like a Jeans Day)	\$200

Your 8-Week Grand Total
\$2000

These are suggestions – Be creative!
We are here to help you reach your goals.



Picture yourself on top of the city.
415 feet above the street.
... What will you discover?

DRAFT
DRAFT

Fundraising Letter Template

Use the draft/sample below as a guide to write your own letter. Please make changes to personalize.

Dear Family and Friends:

I wanted to let you know that this year I will be participating in the **Philadelphia Outward Bound School's Building Adventure 2016** and I will be rappelling down a Skyscraper in Center City, Philadelphia!

Celebrating over 20 years of offering challenge and adventure to the greater Philadelphia region, the **Philadelphia Outward Bound School** (POBS) is extending the chance to experience the unique thrill of a skyline rappel – right here in the city! On October 21st, I will rappel 29 stories with over 100 other supporters to help POBS provide outdoor experiential education programming for underserved public and charter students in Philadelphia.

My goal is to raise (at least!) \$2,000 and I need your help.

As many of you know, **(YOUR STORY HERE)**. To help support ____ and all of our friends, we are starting Team (insert name) to benefit the **Philadelphia Outward Bound School**.

I would like to ask for you to support me either by contributing to my cause or joining my team to help me fundraise. Are you up for the challenge? If yes, please join me. Do you know others who are up to the challenge? If yes, then let them know about this unique chance to make a difference!

The mission of the **Philadelphia Outward Bound School** is to **change lives through challenge and discovery**. With your support, the **Philadelphia Outward Bound School** will fund the necessary programs needed to meet the challenge of educating leaders for this great city! Please consider making a donation to help in our efforts. You are what makes the **Philadelphia Outward Bound School's mission possible!**

Thanks so much and I look forward to hearing from you soon!

Yours truly,

Insert Name

Creating Your Fundraising Page

This page will guide you through the simple process of setting up your fundraising page. If you need help, please reach Sophia Ozenbaugh at sozenbaugh@outwardboundphiladelphia.org or at 215-232-9130 x8939.

Step 1: Visit <https://www.POBS.rallybound.org>

Step 2: Click the yellow “Register” button

Step 3: To create your account, please fill out the information. If you have used RallyBound in the past and have an account set up, you can just sign in.

Step 4: In the registration process, you have the option to “Create a Team,” “Join a Team,” or go “Solo.” To “Create a Team” you must list your “Team Name” and “Team Goal.” You will also have the capability to register your team members, but will be required to pay their registration fees if you choose this option.

Step 5: You now have your own fundraising page. You can upload images of your own or use one of the images provided. Personalize your page title and information.

Use the text to tell your story – include personal elements, describe what led you to join this effort, and craft a compelling reason why friends and contacts should support you!

Step 6: Set your Goal – Decide how much you plan to raise (remember, \$2,000 is the minimum). Also, remember there are prizes for passing your fundraising goals!

Step 7: Make the first donation to your page – this is not a requirement, but it is best to lead by example to show others that you are committed.

Your fundraising page will be linked to our Tax ID number, and all funds donated are tax-deductible. Donors will automatically receive a tax donation receipt via email.

Step 8: Your page is now created. You will get your very own URL to send out to your contacts. You can log in and make changes at any time. You can email people directly by clicking on the “email” button, or just post the link on your social media pages.

Participants – What to Expect

Congratulations on pushing your limits and taking on this challenge! The next two pages outline what you can expect and how to prepare yourself beforehand and day-of.

What Can I Do To Practice?

- The most common complaint from participants after rappelling is that their forearms were sore during the descent. The lever isn't difficult to operate, but over a long time (15 – 20 minutes) it can be tiring. Using a squeeze ball in the weeks prior to strengthen your grip may help, but ultimately rappelling does not require previous experience or athleticism—just a drive for adventure!
- Try rock climbing. It strengthens your forearms and allows you to hang in a harness. Although the harnesses we use vary from rock climbing gear, you will still get the idea of what it takes to stay upright.



What to Wear:

- You're going to be walking down the side of a building, so wear athletic shoes. We recommend wearing well-fitting sneakers, light hiking boots, climbing shoes, or other soft-soled shoes. No sandals, slip-on shoes, slippers, flip-flops, high heels, or steel-toed boots will be allowed.
- Wear long pants and a long-sleeved shirt. Athletic pants, tights, and jeans are suitable. The harness goes around your legs, waist, and shoulders, so it is best to avoid anything too bulky. Shirts should be comfortable and without draw cords. Long hair should be tied back. You will be required to leave items like keys, cell phones and jewelry with a staff member on-site. You will be given a pair of leather gloves and a helmet when you arrive.
- Costumes are allowed but are subject to the same limitations as baggy clothing. Every attempt will be made to safely fit costumes around harnesses and helmets. Avoid stringy, loose, or excessive costumes. Headpieces that will not accommodate a helmet, obscure the vision, or are notably large or heavy will not be allowed. Just check with us beforehand!



Good form. Knees bent, legs spread, bottom down. Squeezing the handle makes you go and pulling back on it makes you stop.

Training:

- When you arrive on site, you will have the opportunity to practice rappelling from a lesser height. This will give you a chance to hang in the harness, find a comfortable position, and practice using the descender and safety equipment (see middle photograph). You can practice as often as you'd like before heading to the rappel zone.
- The same safety procedures are used in the training as in the rappel so you will be familiar with them upon arrival.



Personal Items (Cameras, phones, loose items, etc.)

- Sorry, no phones, cameras, etc. on the roof. Helmet cams are permitted if they are secured to your helmet and pass safety inspection by the Over The Edge Staff. We will have a photographer.
- You will first visit a staging area before moving to the roof, so personal items may be stored here during your rappel and picked up afterwards.

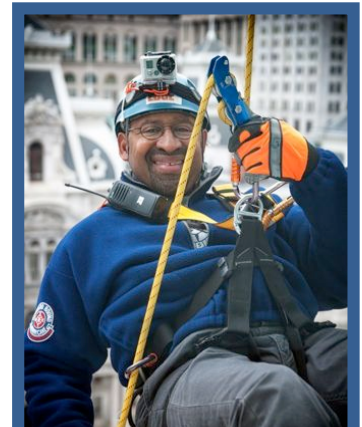
Spectators and Friends:

- For safety reasons, friends of the participants will not be allowed up to the rooftop. The roof is a restricted access area.
- We will rappel into One Logan Square courtyard. Invite your friends and family to cheer you on from the festival area below at One Logan Square - this will be a great place to convene, take photos and enjoy the festivities on the ground during the event.



Going Over the Edge

- You will be wearing a full-body industrial harness and using an industrial descender to go down. Squeezing a handle makes you go down, letting go (or pulling back) makes you stop. You can control your speed to a certain extent. Should you go too fast, the back-up device will engage.
- The squeezing motion to activate the descender requires quite a bit of force and using the same hand the entire way down can be tiring. You can stop to rest, or switch hands when you need a break. Once you're within 20' of the ground, a POBS ropes volunteer will assist you with your descent.
- Stepping off the roof and into the harness is the difficult part for most people. Once you're over the edge, you can rappel at your own speed as is comfortable. Don't forget to take in the view!



Mayor Michael Nutter
rappelled at Building
Adventure 2012 – 2015

Participant Weight/Size Restrictions

- Participants over 300lbs are not permitted to rappel as they exceed the safe working load of the equipment. The minimum weight of a participant is 100 lbs.

Special Needs Rappellers

- Special Needs Rappellers will be accommodated as long as it can be done safely. Those with intellectual and physical disabilities, amputees, and wheelchairs have been able to participate fully and have enjoyed successful rappels. Advance notice is required so that the Event Managers and Technicians can ensure that each participant gets the best experience possible.

Get Psyched – You are doing something truly exceptional that should be shared!

- Tell your friends. You're one of a few special people who will be doing the rappel.
- Send your fundraising page link out to everyone
- Tell your story on your fundraising page, add photos if possible.
- Remember to post frequently on social media, using [#rappelPHL!](#)

**THANK YOU FOR JOINING US IN GOING OVER THE EDGE FOR
BUILDING ADVENTURE 2016!**