

# ARE YOU UP FOR THE [EVEREST) CHALLENGE?



## ABOUT THE CHALLENGE



**The Everest Challenge is a 10-day fitness and crowdfunding experience created to benefit local seniors and clients of Kind at Heart.**

While this stair-climbing experience at JBU's infamous 101 steps began as a small partnership between Kind at Heart & Upward Fitness (a local gym), it has grown into a community-wide event open to anyone who wishes to participate.

**We invite you to JOIN THE CLIMB!!!!**

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## ENGAGE THE COMMUNITY

Everest Challenge is an easy invite for individuals & businesses to impact their community for good.

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## ELEVATE THE NEED

The needs of seniors are often invisible to the community around them. Everest Challenge makes these needs known and invites new voices to speak up!

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## RAISE FUNDS TO HELP

Participants - "Climbers" - raise money for the Kind at Heart organization, increasing our capacity to provide the services that local seniors need.

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## CREATE CHAMPIONS

The short-term investment of others in the Kind at Heart mission has great potential to grow the volunteer and donor base in a meaningful way.

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EVEREST CHALLENGE  
GOALS



# ABOUT **KIND AT HEART**



## WHO

We provide help to those who are at least 70 years old OR younger with a mobility impairment, ie., reliant on a cane, walker, or wheelchair. Seniors 65+ make up 1 out of every 8 persons in Siloam Springs and are often the most invisible due to mobility challenges, health issues, and social isolation. That's why we go to where they are!



## WHAT

Our primary goal is to help seniors stay in their own homes as long as possible. We work with community donors and volunteers to build wheelchair ramps, make bathrooms handicap accessible, and bring friendship to the lonely through regular visits, cards and spiritual encouragement.



## WHEN

Our desire is to help seniors BEFORE a major fall/health crisis/event. However, we often get calls after someone falls or when someone can no longer enter/exit their home due to a debilitating injury, illness, or disabling health issue.



## WHERE

We provide assessments and services to individuals/couples who rent or own a home within a 15-mile radius of Siloam Springs. This includes several rural communities within Northeast Oklahoma and Northwest Arkansas.

## WHY

We believe serving our older neighbors is the right thing to do AND is our response to God's love for us. Also, one must ask the question, "If this senior was my mom or dad, what would I want for them in their later adult years?"

## HOW

Kind at Heart relies on community-based donors and volunteers to accomplish much of the Kind at Heart mission. There is a lot of work to be done, and the growing number of seniors demands our attention!





**SP  
ONS  
ORS**

## SPONSOR A DAY OF IMPACT

**Your support ensures more funds go directly to serving seniors & mobility impaired.**

Daily Sponsors will be highlighted at the stairs, in both social media and event communications, and in sponsor highlights.

**AMOUNT = \$250**

**We are currently looking for sponsors -businesses, organizations, & individuals - who can support underlying costs of this challenge, so every penny raised can go towards our community!**

## PROVIDE INCENTIVES

**Provide t-shirts, door prizes, or cash prizes as “Climbers” are rewarded for fundraising & stair-climbing efforts.**

We will highlight your partnership in our marketing/social media channels before, during, and after the Everest Challenge.

**AMOUNT = \$100+**

## BECOME A 10-DAY PARTNER

**Donate a portion of sales or profits for the duration of the 10-Day Challenge.**

Your partnership will be highlighted multiple times before/during the Challenge, with the goal of driving increased traffic to your business

**AMOUNT = Flexible**



# LEADERS

Play a vital role in growing the Everest Challenge Community and providing a personal connection for each "climber."

## THE ROLE

- RECRUIT** 8-10 friends, family members, or coworkers to participate with you.
- ENCOURAGE** your team to work together toward group & individual fundraising & stair climbing goals.
- COLLECT & REPORT** team's daily stairs climbed by 9PM nightly.
- HAVE FUN &** take pictures!

## PERKS

First 15 Team Leaders to sign up on CauseVox will receive **FREE EVENT SWAG**

# TEAM LEADERS

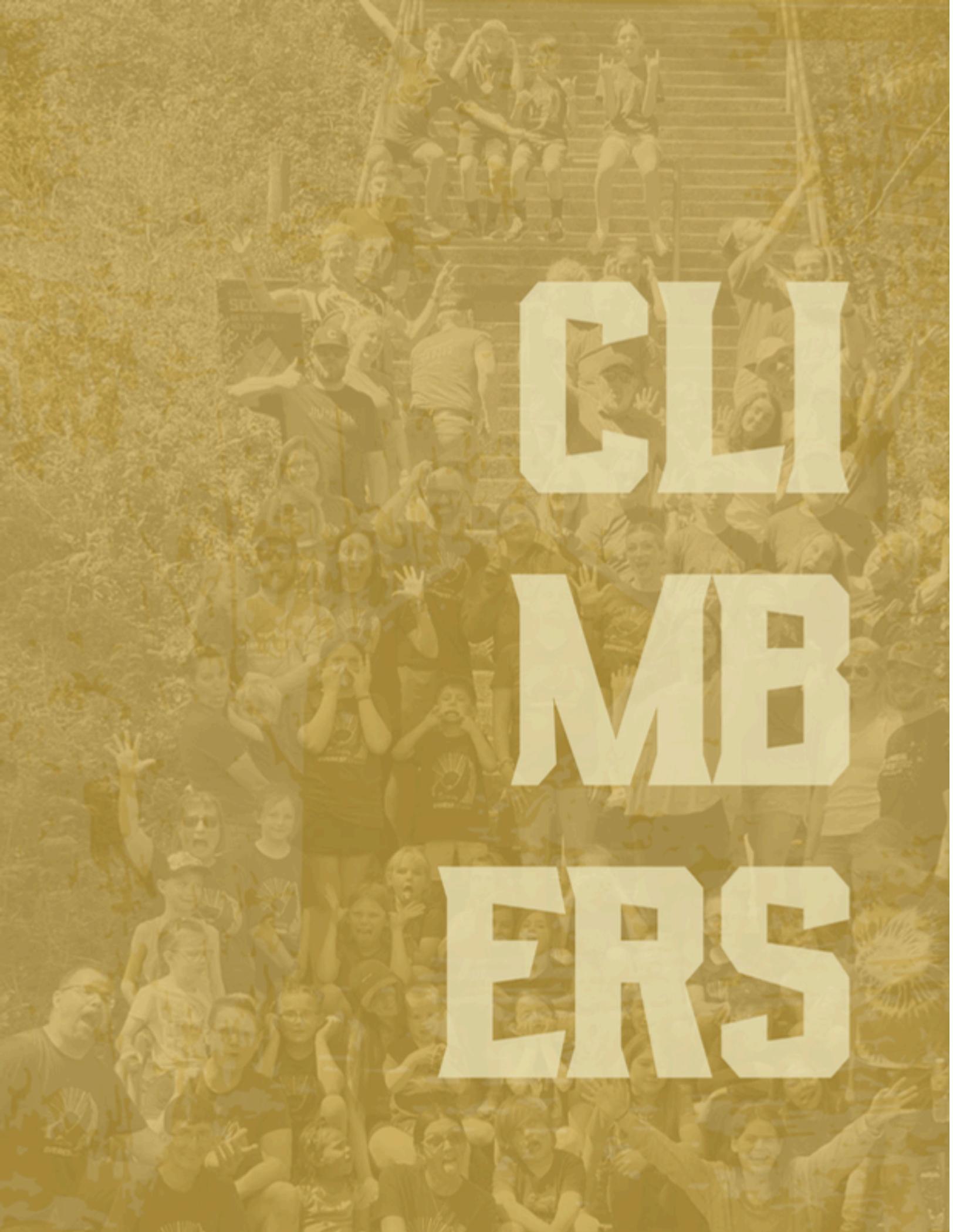
Create a  
**PERSONAL  
PROFILE**  
on Causevox

Create a  
**TEAM  
PROFILE**  
on Causevox

Share your  
**TEAM  
LINK**  
with others

- Set up both your personal and team causevox profiles before inviting others to join you
- Participate in the team leader text thread for regular support/updates
- Create a group text thread for your team of 8-10
- Take pictures of your own experience to inspire your team
- Schedule times to meet up to do the stairs together as a team
- Share your fundraising successes and tips with each other
- Talk about what it'd take to climb Everest collectively as a team

**TIPS**  
FROM THE PROS



# CLIMBERS



## **FITNESS CHALLENGE**

**Climb mountains, earn badges, and compete for prizes in this stair-climbing challenge.**

Each individual is challenged to "summit" at least one mountain on their own (see graphic at [everest.causevox.com](http://everest.causevox.com)). And each team is being challenged to make at least 492 cumulative trips up/down the stairs . . . the distance equivalent to summiting Mt. Everest at 29,029 feet!

**GOAL = PICK YOUR MOUNTAIN**

## **NONPROFIT FUNDRAISER**

**Invite people to donate toward your "climbing expedition" by making a donation to Kind at Heart.**

This unique stair-climbing, crowdfunding event supports the needs of the aging and mobility-impaired in our area. Because while some of us are able to climb step after step, there are others who are fighting the daily, uphill battle to simply navigate their homes safely.

**SUGGESTED GOAL = \$ 300+**

# CLIMBING GEAR

## CAUSEVOX

**THIS CROWDFUNDING WEBSITE** is where you can find general info on the *Everest Challenge* (details, rules, and prizes) and "JOIN THE CLIMB."

### TO GET STARTED . . .

- Visit: [everest.causevox.com](http://everest.causevox.com)
- Take 5 minutes to create a personal login, join a team (as applicable), and set your goals for the Challenge
- Start sharing your personalized link with others so they can donate toward your fundraising goal

## EVENT TEXTS

Once you sign up on Causevox, you will automatically be added to our Everest Challenge text thread (expect 1-2 per day).

Daily Challenges, announcements/updates, special event info, and tips on meeting your goals will be shared.

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*You will NOT be subscribed to receive Kind at Heart texts outside of this Challenge. You can unsubscribe at any time.*



## **SOCIAL MEDIA**

### **BEGINNER LEVEL**

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Be sure to "LIKE" and "FOLLOW" both Kind at Heart and Upward Fitness on social media. Photos and videos will be abundant and you'll be invited to share your own!

### **EXPERT LEVEL**

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Use your own social media to share your fundraising link, tell the story of your Everest Challenge experience, and elevate special seniors who have impacted your life.

## **RELATIONSHIP**

Word of mouth will ALWAYS be the most powerful form of advertisement! People will "show up" simply because you've made that personal connection.

Invite others to join you for a round of stairs. Text your Causevox fundraising to friends/family. Share your story and the stories of impactful seniors in your life. It all makes a world of difference!





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## AIN'T NO MOUNTAIN HIGH ENOUGH

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Many climbers are surprised to find themselves **completing more sets of stairs than imagined.** Start with climbing the smallest mountain, but prepared to be amazed!

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## TELL YOUR STORY

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The best way to connect people to the Everest Challenge and Kind at Heart mission is to **share your story.** Share why you are participating and tell the story of seniors who have impacted/inspired you to join the climb.

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## FIND YOUR AUDIENCE

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Take some time to decide how you will invite others to **donate to your campaign - think methodology.** In addition to social media, consider reaching out via email, texts, phone calls, and other traditional methods.



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## FOLLOW UP

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In today's busy world, it's likely you won't capture **everyone's attention the first time around.** Don't be afraid to ask again or reach out to folks in a different way, as they may have had intentions to donate but just need a little reminder.

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## THANK & RECOGNIZE

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Make sure your donors know how much you appreciate **their support.** As soon as they make a donation, thank them with a personal message and share the potential impact of their donation. If you can, find ways to recognize them on social media.



**JOIN  
THE  
CLIMB**

