



## Tilly explains her '100 Board' fundraising idea for Altitude Shift...

Draw a "100 board" – simply a page with 100 squares or boxes (10 x 10) and number each box from 1 to 100. This can be done with a simple large piece of paper and marker.

Once created, you then *individually* message friends on Facebook or give them a text with the following message (as a general guideline to follow):

***Hey (insert the person's name!)***

***I'm running a cheeky 100 board to raise money for the Altitude Shift - where I leap off a 117 metre building in the CBD to raise money for kids in foster care and was hoping you would be keen to buy a square (or 2?). The prize pool is \$1100 CASH, divided over 5 places.***

***1st gets \$600, 2nd gets \$200, 3rd \$150, 4th \$100 and 5th \$50. Each square is selling for \$20 each. That's a ONE in 20 CHANCE of winning a prize, 1 in 10 if you buy 2!***

***I'd really love your support. Keen?***

The people then nominate the numbered square they want to buy and pay you via cash, PayPal, bank transfer etc. Once the square is paid for, you mark it off. Then post the on-going/progressively filling up board to your FB & Instagram as required.

Then re-touch base with those who said they will buy, remind them the squares are filling and that they need to jump on board. Add cheeky motivators like "what was the last good deed you did? Don't stress, here's one you can get behind and have a pretty good chance of winning some karma cash!"

(Put a disclaimer in that if not all squares sell, the prize pool will be divided into percentages according to amount of sales or however they feel fit. People are always keen to get amongst winning cash!)

Best of luck to all my fellow Altitude Shifters!

Tilly