



2024

HISTORIC MILWAUKEE RAPPELLING EVENT HANDBOOK

Historic Milwaukee will host a unique rappelling event to commemorate our organization's 50th anniversary. The event is held in partnership with Over The Edge, a special events company who will provide a team of Certified Rope Access Technicians to help participants rappel. We are thrilled to host the event at the historic 13-story Milwaukee Athletic Club located in downtown Milwaukee.





Thank you for registering to rappel in support of Historic Milwaukee and Doors Open Milwaukee on September 22! You are in for the experience of a lifetime when you rappel down the side of the historic Milwaukee Athletic Club in the heart of Downtown.

In order to reach the summit – a.k.a. the top of the Milwaukee Athletic Club – each rappeler must raise \$500 to help support Historic Milwaukee. Together, it's our goal to raise \$50,000 to support Historic Milwaukee's mission to promote our city's architecture, history and neighborhoods. At Historic Milwaukee, \$500 can help:

- Keep Doors Open free – this annual open house event invites thousands of visitors to experience iconic and lesser known Milwaukee gems.
- Create a new app tours highlighting Milwaukee's neighborhoods, offered in multiple languages and centering voices from our community.
- Invest in Historic Milwaukee's future programming and efforts to promote our city's rich architecture, history and neighborhoods.

In this handbook, you'll find tips on how to raise \$500 (or more!) to support Historic Milwaukee, fundraising incentives you'll receive for your efforts, info about the Milwaukee Athletic Club, what to expect on the day of your rappel, and more. All of this information is also available online at historicmilwaukee.org. Questions, comments, or just want to chat about how nervously excited you are for your rappel? Give us a call or an email! We can't wait to see you on top of the Milwaukee Athletic Club in September!

A handwritten signature in black ink that reads "Stacy Swadish".

Stacy Swadish
Executive Director

A handwritten signature in black ink that reads "Grace Fuhr".

Grace Fuhr
Events Director



FUNDRAISING TIPS

Start early!

It may seem like you have all the time in the world, but Sept. 22 will be here before you know it. The sooner you start, the more money you'll raise for Historic Milwaukee – and the sooner you'll reach your goal. Awesome fundraising incentives await, too!

Get help from your support system

Share, share, share! Share your personal fundraising page, photos and videos to promote your efforts and your progress.

Social media is an excellent tool to spread the word about your fundraising efforts to go rappel the Milwaukee Athletic Club. Your personal fundraising page also has an email system built in that you can use to contact your friends, family members and colleagues and ask them to donate.

Don't sleep on handwritten notes! Handwritten requests for support are awesome motivators, and thank you notes will mean a lot to people who've donated to your page.

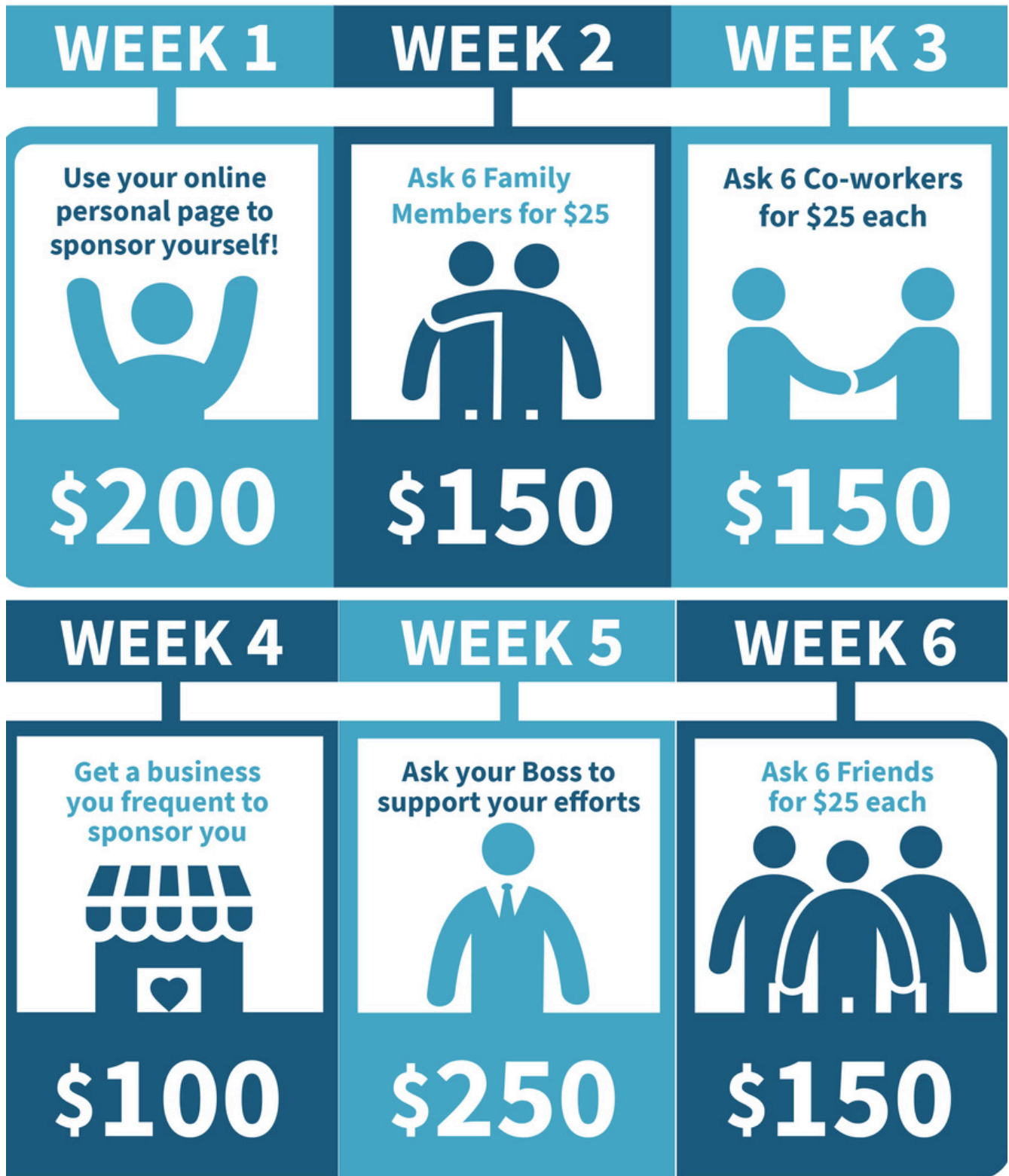
Does the company you work for match charitable contributions? Ask your human resources department if your company will match your donations or the total funds you raise!

Get creative with your asks

- Visit the Milwaukee Athletic Club and take a photo or video panning up from the street and share it along with a request for support.
- Take a tour with Historic Milwaukee and take photos or videos to share.
- Share what your supporters' donations will do for Milwaukee:
 - Keep Doors Open free
 - Create a new app tours highlighting Milwaukee's neighborhoods
 - Invest in Historic Milwaukee's future programming and efforts to promote our city's rich architecture, history and neighborhoods.
- Divide your fundraising total by the number of floors (13) you're rappelling. This helps people understand how much their support can help you reach your goal. For example: For every \$77 donated, I get one floor closer to the top of Milwaukee Athletic Club!

FUNDRAISING TIPS

Use these tips to raise \$500+ and reach your goal in the coming weeks!





Milwaukee: City of Neighborhoods



Skyline T-shirt
Rendering



Rockwell Clocktower
Tour for \$2000 Raised



City Hall Bell Tower
Tour for \$1500+ Raised

FUNDRAISING PERKS

Fundraising Perks: Raise the following amounts for these awesome perks!

All levels include one rappel down the Milwaukee Athletic Club on Sept. 22

\$500

- John Gurda's Milwaukee City of Neighborhoods book
- Milwaukee Skyline Shirt

\$1,000

- All \$500 perks
- Family Membership to Historic Milwaukee

\$1,000

- John Gurda's Milwaukee City of Neighborhoods book
- Milwaukee Skyline Shirt
- Family Membership to Historic Milwaukee

\$1,500

- All \$1,000 perks
- 2 tickets to tour the City Hall Bell Tower during Doors Open Milwaukee on September 28, 2024

\$2,000

- All \$1,000 perks
- 2 tickets to tour the Rockwell Clock Tower during Doors Open Milwaukee on September 28, 2024

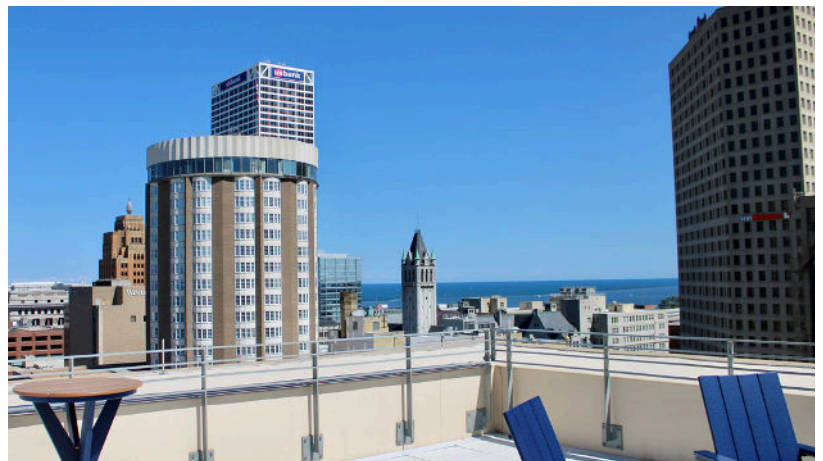


THE BUILDING: MILWAUKEE ATHLETIC CLUB



758 N. Broadway St., Milwaukee, WI 53202

The Milwaukee Athletic Club recently concluded an extensive renovation maintaining the building's historical character top-to-bottom with renovation by J. Jeffers & Co. Offering the best rooftop views in the city, a state-of-the-art fitness center, premier dining and event spaces, this is an ideal location for rappellers to experience Milwaukee. The Milwaukee Athletic Club formed in the 1880s and found their home at the current Broadway location in 1917.



Experience stunning views from the roof of the Milwaukee Athletic Club!



FREQUENTLY ASKED QUESTIONS

Who can rappel?

Almost anyone who has registered and raises \$500 by September 22! No prior rappelling experience is needed. Our technicians will provide all of the training and support you need to rappel. Rappelers must weigh between 100 and 300 pounds to ensure their safety while rappelling. Anyone can participate and rappel, regardless of age. The only restriction is that anyone under the age of 18 requires a parent or guardian's signature on the legal waiver. All participants must be able to climb stairs and ladders to access the rappelling point.

Weather Contingency

The rappelling event will happen rain or shine. In the event of extreme weather like storm with lightning, the rappel will pause until the weather improves. Rappelling will continue on Monday, Sept. 23 in the event of extreme weather on 9/22.

When will I rappel?

Friday, Sept 20 is reserved for sponsors and media, and all other rappelers will rappel on Sunday, Sept 22. Once you get close to your fundraising goal, we'll reach out to you to schedule what time you'll be rappelling.

What time will I rappel?

Rappel times are assigned in the order that the participant raises \$500. The sooner you reach the minimum fundraising goal, the more rappel times you will have to choose from. About the fundraising minimum: If you don't raise the minimum by Sept 22, Historic Milwaukee's mission will still benefit from your efforts to raise any amount. All donations are final and refunds will not be issued if you do not hit the \$500 fundraising goal required to rappel.



WHAT TO EXPECT RAPPEL DAY

What to Wear



Sneakers

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



Hair tied back

All long hair should be securely tied back.



Fitted clothing

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

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



WHAT TO EXPECT RAPPEL DAY

Rappeler Check-in

- Arrive at the Milwaukee Athletic Club no later than 1 hour before your scheduled rappel 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.

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...

Time to Rappel!

- Take in the amazing view of Milwaukee, and catch your breath. It's time to go rappel!
- With support and guidance from the Over The Edge rope technicians, you'll rappel 13 stories down the side of the Milwaukee Athletic Club. We'll be cheering for you all the way down!
- When you reach the sidewalk along Broadway, high fives and hugs will be aplenty. And, you'll know you've made a huge impact for Historic Milwaukee. Thank you!

