



WINTER BREAK FUNDRAISING GUIDE



Some quick & simple ideas to help you fundraise during Winter Break!

Contact ideas: Parents, friends, siblings, (parent's) co-workers, grandparents, aunts/uncles, cousins, high school teachers, coaches, college professors, neighbors, extended family

**** Make sure to personalize the following ideas before sending to your contacts!! ****

1. Email

Dear [xxx],

Happy Holidays! I'm writing to you today to tell you about Dance Marathon, a student organization here at the University of Iowa that provides support to pediatric oncology patients and their families. I've chosen to get involved with this organization because I want to do something impactful with my time at the University of Iowa. So far this year I have [include any information about what you've done with DM so far. Attended monthly meetings, group socials, any other events, etc.]. I have also had the chance to hear personal family stories and with the holidays coming up I am feeling very fortunate that I get to spend my holiday season with friends and family in my own home. For many of our Dance Marathon families, this time is spent in a hospital room.

In order to help out families like these, I am hoping to raise [\$xxx] by February 2nd. This is the date of our 24 hour Big Event where myself, along with 2,500 other students, will not sit, sleep, or drink caffeine in order to honor the fight of children battling pediatric cancer. Last year alone the organization was able to raise **\$2,572,130.23 all FOR THE KIDS!!** With your donation, Dance Marathon can provide even more resources for families treated at the University of Iowa Stead Family Children's Hospital. Your donation goes directly to families treated in Iowa City and helps pay for things like food carts, playtime activities, medications, and the UIDM Pediatric Oncology Targeted Therapy Program.

If you are interested in donating, you visit {insert personal online giving page link} and click the "Donate Now!" button. A new page will appear where you can make a quick and easy credit card donation.

From the bottom of my heart, **thank you so much** for considering donating to me and helping support these children and families! I hope you and your family have a great holiday season!

Best,

[Your Name or signature]

2. Text / Facebook Message

Hey ____! This year, I am involved in an organization at school called Dance Marathon! It is an organization fully dedicated to providing emotional and financial support for pediatric cancer patients

and their families at the UI Stead Family Children's Hospital. This year, I am hoping to contribute to this effort by raising _____. Please consider donating, any amount would be greatly appreciated! The link to my online giving page is _____. Thank you so much for your consideration and happy holidays!

3. Embarrassing Pictures

Collect all of the terrible pictures of yourself & make a FB post with one selected picture that says, "Happy holidays! [Today/this week/during break] I am trying to raise as much money as I can for Dance Marathon, an organization that support kids undergoing cancer treatment at the UI Stead Family Children's Hospital. As an incentive for my fundraising, I will post an embarrassing picture/video of myself for every \$___ donated to my account." (YOUR GIVING LINK HERE)

4. Sponsor Hours

  			
Hour 1	Hour 2	Hour 3	Hour 4
Hour 5	Hour 6	Hour 7	Hour 8
Hour 9	Hour 10	Hour 11	Hour 12
Hour 13	Hour 14	Hour 15	Hour 16
Hour 17	Hour 18	Hour 19	Hour 20
Hour 21	Hour 22	Hour 23	Hour 24

Ex: "Hey! I am raising money for UI Dance Marathon, an organization that supports children undergoing cancer treatment at the UI Stead Family Children's Hospital. In February, we will stand on our feet for 24 hours to honor these kids. My goal is to raise _____, and I was wondering if you'd be interested in sponsoring mile _____?"

Filling up this chart is super easy and will raise over \$300!

Email dm.fundraisingchair@gmail.com for a copy of this template **

5. Venmo Request

Go on Venmo and in a private request ask people for \$2.40...Get it? **24 hours— DM 24.** Something you could say: "I am raising money for UI Dance Marathon today and was wondering if you would be willing to donate \$2.40, which is less than the price of a cup of coffee, to kids undergoing cancer treatment?! Thanks for your consideration!"

6. Facebook Giving-link Post

Friends & Family,

This year I have the opportunity to participate in University of Iowa Dance Marathon, an organization that provides emotional and financial support for pediatric cancer patients at the UI Stead Family Children's Hospital! I am hoping to raise \$_____ to support some of the bravest & most inspiring kids I've had the opportunity to meet. Whatever you are willing and able to donate makes a huge difference, and 100% of every dollar raised goes to the most deserving families fighting pediatric cancer. Thanks for your consideration & Always FTK! (YOUR GIVING LINK HERE)

7. Family— Share Giving-link Post

My [son/daughter/granddaughter/grandson/cousin] (pick what applies) is raising money for children undergoing cancer treatment at The University of Iowa Stead Family Children's Hospital. They are trying to raise as much money as they can for these kids and any donation amount would be greatly appreciated. In February (YOUR NAME HERE) will be on his/her feet for 24 hours in support of these kids. Click on his/her giving link below to learn more and donate! (YOUR GIVING LINK HERE)

8. Have a bake sale!

This is a super easy fundraising idea & has potential to raise a lot of money, especially around the holidays!! Create a Google form to post on Facebook with the treat you will sell (e.g. #ForTheKids Fudge) & set your price (e.g. \$15 for one pan, \$25 for two!!) Make sure the form includes responses for name, phone number, & anything else related (pick up/drop off, additional comments/requests, etc.) Make sure to include your online giving link for donation purposes☺ Example—

Do you need a dessert item to take to Christmas? Do you love chocolate and want to share some of the most delicious fudge with others? Do you want to help support U of I Dance Marathon? If you answered "YES" to any of those questions, then this tasty treat that helps support pediatric cancer patients and their families at the University of Iowa Stead Family Children's Hospital is for you!! [Treat/price]

Dance Marathon is a student run organization that provides year round support to youth cancer patients and their families. To date, we have raised over \$21 Million dollars all FOR THE KIDS! For more information, you can visit [insert giving link]. Thank you!

9. Host a Community Day!

Community Days are a great way to raise money for Dance Marathon and promote the organization to local businesses and community members. With a little planning, it is easy to set up a community day in your hometown!

Note: Please refrain from contacting businesses in downtown Iowa City/Coralville, as many of them already support Dance Marathon and host Community Days for us throughout the year.

1. Decide where and when you want to have the Community Day and contact the manager several weeks ahead of time. Restaurants are great places to host Community Days, so start there! When you first make contact with a business, explain what Dance Marathon is and why you are raising money for the organization.

"Hi my name is _____ and I am with the University of Iowa Dance Marathon. We are a student-run philanthropy that provides emotional and financial support to pediatric cancer patients and their families at the University of Iowa Stead Family Children's Hospital. I am calling to see if your business would be willing to host a Community Day to support Dance Marathon and help me reach my fundraising goal of \$_____."

2. Once you contact the manager, let them decide what percentage of the proceeds will be donated, and if they want the Community Day to be all day or only for a set amount of time. If they aren't sure what people usually donate, suggest 10% or whatever they are willing to donate. Every little bit makes a difference for our kiddos!

3. Decide with the manager what people will have to do for the proceeds to be donated to Dance Marathon. Are all sales included? Do people need to bring in a flyer? Do people need to mention Dance Marathon?
4. Advertise, advertise, advertise! Make a Facebook event, use social media, ask for permission to hand out flyers at your high school, put flyers on bulletin boards around town. Get the word out, but make sure that if you are passing out flyers or using bulletin boards you have permission to do so!
5. Host the Community Day! You definitely don't have to be there the whole time, but maybe stop in just to see how things are going and to thank the employees and manager for supporting Dance Marathon. Drop off a self-addressed, stamped envelope that the business can send you the check in.
6. Send a thank you card. It is so important to thank donors that have supported you in reaching your fundraising goal. Let them know how much they are appreciated!
7. Deposit check, raise money FTK, and have an amazing time at the Big Event! You guys are seriously awesome. Thank you for your dedication to Dance Marathon and for spreading your lime to your hometown!

If you have any questions, please don't hesitate to contact the Community Relations Chair, John Hart, at dm.commrel@gmail.com

For Tax ID questions, please contact our Sponsorship Director, Hayden Bevelacqua, at dm.sponsorship@gmail.com

10. Letter Writing Submissions

Fill out the information in these forms to have letters sent to your friends, family, or even hometown businesses! Super simple & only takes a couple of minutes— no limit on how many letters you can send!

Friends/family: <https://goo.gl/forms/mNMf0DjOOqteSMzJ3>

Local Businesses: <https://goo.gl/forms/f8LBkzDh8pP1xmR43>

****Thank you for all your hard work & support for Dance Marathon! Contact Kylie at dm.fundraisingchair@gmail.com if you have any questions!****