Thank you for your commitment to fight with us by hosting a Mini Dance Marathon fundraising event! Through the University of Iowa Center for Advancement, the University of Iowa Dance Marathon (UIDM) provides year-round financial and emotional support to pediatric oncology and bone marrow transplant patients and their families as they undergo treatment at the University of Iowa Stead Family Children’s Hospital.

In this toolkit, you will find tips and tricks for hosting and planning your event, UIDM’s promotional and financial guidelines, as well as all the resources available to you as Mini Dance Marathon through UIDM. Please read the information carefully.

Please do not hesitate to email Natalie Wirtz at dm-minicochair@uiowa.edu with any questions pertaining to High School Events or Claire Stufflebeam dm-minidmcochair@uiowa.edu at with questions pertaining to Elementary & Middle School events. We hope you find this toolkit helpful for planning your event and we look forward to helping you create a successful Mini! We are so glad your school wants to join the fight against pediatric cancer!

Sincerely,
Natalie Wirtz & Claire Stufflebeam
Mini Dance Marathon Chairs

University of Iowa Dance Marathon 26
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The University of Iowa Dance Marathon is the largest student-run organization on campus, providing year-round emotional and financial support to pediatric cancer patients and their families treated at the University of Iowa Stead Family Children’s Hospital. Our organization hosts many events each month in our surrounding communities, including family events, fundraising and dancer events, all which culminate with our big event. The Big Event in February is a 24-hour Miracle Network Dance Marathon where over 2,500 students come together to celebrate the survivors, remember those who have passed away, and continue the fight against pediatric cancer. For the duration of the event, participants do not consume caffeine, sleep, or sit (if able), in order to raise money and awareness for pediatric cancer. At the Big Event, our dancers, leadership members, and, most importantly, our Dance Marathon families assemble in unity with each other and stand strong in this ongoing fight.
MISSION STATEMENT
The mission of the University of Iowa Dance Marathon is what UIDM looks to in order to guide decision making and growth for the organization year after year. Our mission statement is as follows:

The University of Iowa Dance Marathon creates and sustains special projects to provide emotional and financial support and services for pediatric oncology and bone marrow transplant patients and their families treated at University of Iowa Stead Family Children’s Hospital.

DM26 VISION STATEMENT
Each year, the executive council for UIDM comes together to create a vision for the year. This is what shapes the year for that dance marathon, and what the organization strives to achieve. This is the vision statement for Dance Marathon 26.

Leading with unyielding bravery, Dance Marathon 26 will celebrate our differences to ignite as one. By embracing inclusion, empowering individuals, and fostering community, we commit to the relentless pursuit of our mission. In a collective effort, we will reflect the resilience of our families to ensure they never fight alone.

CALENDAR
Suggested Due Date for Mini Agreements - 9/27
UIDM Mini Leadership Conference - 10/6
UIDM Big Event 2/7 & 8

UNIVERSITY OF IOWA ACADEMIC CALENDAR*
Home Football Games: Aug 31; Sept 7, 28; Oct 12, 19; Nov 16, 23
Iowa vs Iowa State Football Game: Sept 14
Thanksgiving Break: Nov 23 - Dec 1
December Finals: Dec 16 – 20
Winter Break: Dec 21 - Jan 20
Big Event: February 7-8
Spring Break: March 13 - March 22
May Finals: May 11 – 15

*These are times when it could be potentially hard to send volunteers from UIDM to your event.
Before You Begin

It is important to be transparent about fundraising for donor intent purposes. When marketing & promoting your event, be clear that funds raised will be donated to the University of Iowa Dance Marathon.

UIDM greatly appreciates your gift of time and talents however, because of limited staff and resources, and not to associate liability*, we are unable to:

- Share patient and patient family contact information
- Provide insurance coverage, permits, or licenses for your event
- Provide funding for your event
- Provide venue, DJ services, food, prizes, merchandise, chaperones, etc.
- Promote and/or generate publicity on behalf of your mini dance marathon, nor provide photos to be used on promotional materials
- Secure sponsorships for your event

*Neither University of Iowa Dance Marathon, University of Iowa, nor the University of Iowa Center for Advancement, assume liability for the planning or execution of your mini dance marathon.

Per donor request, UIDM can:

- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide tax receipts* to donors who make checks payable to “UI Children’s Hospital” or “UI Dance Marathon” (when donation is unrelated to receiving something in return)

*Tax receipts are only required when donations exceed $250
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GETTING STARTED

STEP 1: Contact the Mini Dance Marathon Co-Chairs to register your mini
For Elementary and Middle Schools, email Claire Stufflebeam (dm-minidmcochair@uiowa.edu)
For High Schools, email Natalie Wirtz (dm-minicochair@uiowa.edu)
The Mini Co-Chairs will then get your event confirmed with the University of Iowa Stead Family Children’s Hospital.

With any questions about our relations with the hospital please contact Megan Frischmeyer at megan.frischmeyer@foriowa.org or Courtney Blind at courtney.blind@foriowa.org.

STEP 2: Determine Event & Event Planners
There must be a staff/faculty member to serve as an advisor & a contact person between the school and UIDM
High Schools and some Middle Schools have student leaders to plan the event. Schools either utilize their student council, NHS, etc. or form a new group to do this
Choose the type of event you will be executing, and event specifics such as: date, time, and location

STEP 3: Submit Mini Agreement Form
For Elementary and Middle Schools, email Claire Stufflebeam (dm-minidmcochair@uiowa.edu)
For High Schools, email Natalie Wirtz (dm-minicochair@uiowa.edu)
If possible, submit your agreement form by 9/27/19
Your mini will be contacted within one week of receiving your Mini Agreement

STEP 4: Plan Your Mini
Start the planning process early! It is helpful to establish a timeline for your planning to keep you on track and not fall behind throughout the process
Secure your local sponsorships, volunteers, and the location of your event
Sponsorships can be monetary or in-kind donations (such as food/items for your Mini)
Promote and publicize your event
Send invitations, use social media platforms, share your online giving page, put up posters at school or in your community, etc.
Utilize UIDM Volunteers for your event
You can request UIDM Volunteers on your Mini Agreement or any time throughout the year
UIDM Volunteers can work admissions, concessions, game stations, or simply dance and hang out with students

Take Advantage of the resources offered by UIDM (pg. x-x)

STEP 5: Execute Your Mini
ENJOY YOUR MINI! Make sure to congratulate yourselves on all your hard work and dedication
**STEP 6: Submit Your Money**
Submit funds to UI Dance Marathon within 30 days of the event to make sure your Mini’s hard work and tote board are recognized at UI’s Big Event.

*Please send your checks to:*

UI Dance Marathon  
Attn: Tracey Pritchard  
157 Iowa Memorial Union  
Iowa City, IA 52242

**STEP 7: Follow Up**
Acknowledge and thank your donors, participants, volunteers, and all who contributed! We recommend sending emails and handwritten notes. You can never thank your donors enough!

If you and your students are interested, plan on attending the UI Dance Marathon’s Big Event on Saturday, February 8, 2020 to help present the “Mini Tote board” and see what all your hard work goes toward!

We will send out invitations in January to the Big Event. So, be on the lookout then to get signed up!
Choosing a Fundraiser

Your Mini Dance Marathon can be any type of fundraiser that you can think of. It is important to keep in mind that the fundraiser should be one that fits your community and school. You can even host multiple fundraising events throughout the year. The following is a list of suggestions - the sky is the limit when it comes to fundraisers!

**Miracle Dance**

Most Common Fundraiser for mini DM’s

The Miracle Dance is modeled after UIDM’s Annual Big Event - Check out DM 25’s Highlight Video on YouTube for inspiration.

Schools host a school dance, and have games, crafts, snacks or other activities going on.

Schools have multiple options for fundraising with a Miracle Dance:

- **Charge an admission fee**
- **Students sign up as “Dancers” who fundraise a certain amount of money ($25 - $50 typically) to participate in the dance**
- **Sell concessions or charge for different activities at your event, for example: Bingo, Ring Toss, or Video Games!**

**Game Night**

This can be board games, “Minute-to-Win-It” games, giant jenga, or video games such as PlayStation or Xbox.

Charge an entrance fee or sell tickets to play certain games.

You can make it a competition with prizes (donated gift certificates, etc.)

**Penny Wars**

Each class has a change bucket in their room, and each penny put in the bucket counts for one point, and nickels, dimes and quarters each count for a certain number of points subtracted from that classes total.

Example: A class’s jar contains 5 pennies, 1 nickel, and 1 dime. The point total for this class would be: 1+1+1+1+5-10 = -10

The class with the highest point total at the end of a certain period of time is the winner!

Class winners can be given prizes or incentives (for example, a pizza or ice cream party).
BAKE OR CRAFT SALE
Have the students make some sort of crafts (drawings, paintings, etc.) and sell them at parent-teacher conferences or other events.
Ask students/parents if they would be willing to make baked goods to sell at a school event with the proceeds going to Dance Marathon.
Ask the school about restrictions on what types of foods can be brought in before deciding to host this type of event.

TALENT SHOW
Let your school show off their talents, while fundraising for the kids!
You can charge admission, sell concessions or a meal, or have entrance fee for participants

RUN/WALK/RACE
Charge a fee for runners to participate.
Sell shirts, water bottles, and other types of merchandise.
You can sell concessions and provide a meal afterwards.

COIN DRIVE
Have students bring in spare change on a certain day or week
This change can be collected in a school office, homerooms, or designated places around the school

WIPE OUT CANCER STARS
Make a poster with the word “CANCER” on it in large letters
Sell Stars for $1 each, and “wipe out” cancer by placing the stars over the word
You can have students, staff, parents, etc. write their names on the stars as well.

SPORTS TOURNAMENT
Host sporting tournaments such as baseball, dodgeball, badminton, bowling, flag football, basketball, or even a 1/2 court shot challenge.
Get volunteers for umpires, have donated door prizes, and sell concessions for the event.
Admissions and other proceeds can benefit Dance Marathon.

MERCHANDISE SALES
Sell merchandise to staff, students, and community members, representing your school’s Mini Dance Marathon
Merchandise can include t-shirts, rubber bracelets, drawstring bags, water bottles, etc.
Your school is welcome to use the Mini Dance Marathon Logo made by UIDM for merchandise

HOLIDAY EVENT
Host a St. Patrick’s Day Party, sell candy & cards for Valentine’s Day, Halloween Pumpkin Carving, etc.
Charge admission with proceeds going to Dance Marathon.
Dance Marathon provides financial support for the kiddos and families in so many amazing ways. Here are some of the ways the money that your school raises will be used:

- $7 Pays for a meal at the hospital
- $11 Pays for a “Cancer Fears Me” chemotherapy cap
- $15 Pays for one overnight stay at the Ronald McDonald House
- $20 Pays for DVD’s and video games to fill the unit playrooms
- $75 Pays for playtime activities in the hospital for 12 patients
- $150 Pays for the monthly meeting of the Sibling Support Group
- $250 Pays for a new wig for a child who has lost his/her hair
- $425 Pays for a pediatric cancer patient to attend a special summer camp designed specifically for them
- $1,000 Pays for pharmacy medications for one patient for one year
- $1,500 Pays for a semester scholarship at the University of Iowa for a cancer survivor
- $5,000 Pays for funeral expenses for a child who is now “Dancing in Our Hearts”
In addition to everyday costs for our families, UIDM also allocates funding for many large-scale projects, in collaboration with the UI Stead Family Children’s Hospital. Here is just a glimpse of recent projects UIDM has funded:

**The 11th Floor of the UI Stead Family Children’s Hospital**
UIDM allocated 5 million dollars to completely fund the completion of the oncology and bone marrow transplant unit in the new hospital which opened in February 2017. The 11th floor is now named The UI Dance Marathon Pediatric Cancer Center.

**UI Dance Marathon Pediatric Oncology Targeted Therapy Program**
$2.2 million dollars was allocated to establish this cutting-edge research program that provides specific and individualized treatment to each patient based on the genealogy of their oncology.

**Chair in Pediatric Oncology, Clinical, and Translational Research**
We allocated $2 million to establish the first student-funded Chair established at the hospital. This brand-new position takes patient care to the next level at the UI Stead Family Children’s Hospital.

**MRI**
UIDM contributed over $650,000 to fund a 3 Tesla Magnetic Resonance Imaging (MRI) Machine. The addition of this machine in the hospital will allow children to be treated and taken care of more quickly, more efficiently, and with the best technology available.

**Child Life Specialist**
UI Dance Marathon recently endowed $2.2 million to create the UI Dance Marathon Child Life Specialist Fund. This fund guarantees that the Child Life program, which provides ongoing care to our families, will remain fully funding. Child Life provides unending support to our families, and this endowment ensures that will always continue.
Last year we were able to implement a High School Leadership Conference for our Mini Dance Marathons. The event was very successful, and we felt that the high school leaders and advisors were able to take a lot of good ideas from this conference and utilize them in their own event planning. This conference is for the core group of leaders of your High School Mini Event, as well as your advisors. We will be hosting our second annual Mini Conference on Sunday, October 6th.

**WHAT TO EXPECT AT THE CONFERENCE:**

- Time to brainstorm ideas within your leadership group
- Interaction with other schools to see what has worked for them in the past
- Time to listen to the ideas of other High School leadership groups
- Creation of your vision statement for your High School Mini Dance Marathon
- Opportunity to meet with representatives from UIDM Leadership
- Tour of the University of Iowa Stead Family Children's Hospital

Our hope is that this conference exposes you to new and different ideas for your Minis! It’s a unique environment to be able to interact with other students from different schools across the state and to learn new ways to ensure success at your own Mini DM. You can sign up for the conference [here](#). Please contact Natalie Wirtz, dm-minicochair@uiowa.edu, if you have any questions about this year’s High School Mini Conference.
Here are other resources that your mini can take advantage of.

**VOLUNTEERS**
Volunteers can come and interact with your students and take part in your event, or to do specific tasks such as helping with check-in, selling treats, and more.

You can also specially request for some of our Morale and Lime Captains to come and do our Morale Dance!

We will ask if you would like college student volunteers from UI Dance Marathon at your event in your Mini Agreement Form. However, if you change your decision at any time please contact your UIDM Outreach Representative.

Please note that we can’t guarantee college student volunteers for every event due to your distance from Iowa City, and the date of your event in relation to our academic and Dance Marathon calendar, but we will do our very best to provide you with volunteers if you request to have some.

**CONSULTATIONS**
We want to make reaching out for help as easy as possible. This year we have a consultation request form that you can sign up with. With this form, you can set up a in person or over skype meeting to help you through any questions or concerns you may have. This is available anytime throughout the year.

Once you have filled out the form, we establish a meeting time within two weeks.

*Sign up for a consultation [here.](#)*

**FACEBOOK**
Interact with other UIDM Mini Dance Marathons on a group Facebook page. Feel free to join and ask questions to us and other mini programs to help your planning process. We will also share UIDM updates within this group. You can access the Facebook page [here.](#)

**GROUPME**
Want to communicate be able to communicate quickly with UIDM? We can create a GroupMe Chat with your student leaders/advisors and our Outreach Team & advisor.

Let us know in your Mini Agreement Form or email your UIDM Outreach Representative.

Incorporate your program into UIDM Events

We want to continue to incorporate your Mini Program into UIDM events throughout the year. Things that you can be a part of are our Campaign Kickoff Event, our big push-day - “Day to DM”, and more!

**ONLINE GIVING PAGES**
UIDM can provide an Online Giving Page (OGP) which can be used to collect online donations. This will be a page for your entire school and can be sent to donors. You can give the link to everyone participating in your event to help them raise funds. We can provide your OGP link at any time throughout the year however, we will ask in your Mini Agreement if your school would like one. If you decide after that your school would like one, please reach out over email.
BEING INVOLVED WITH UIDM WHILE IN HIGH SCHOOL

High School Students are also able to participate in UIDM by being a Dancer, along with participating in their High School Mini Program. Participating in UIDM is a big responsibility and requires you to do several things:

- Raise a Minimum of $500
- Attend Monthly Dancer Meetings (on either Monday or Tuesday nights) at the Iowa Memorial Union
- Attend the Big Event on February 7th - 8th, where you can’t sit (if able), sleep, or drink caffeine for 24 hours
- You are also encouraged to do other things such as attend events with your Miracle Group as well as Family Events.

If you do participate in UIDM, please join Group 10. Along with this, please contact Natalie Wirtz at dm-minicochair@uiowa.edu to inform us of your participation. By joining this group, you will be with Captains that are prepared to work with High School Students.

Your personal fundraising through UIDM can also be counted towards your High School Program’s Fundraising Total, so your extra hard work can also be reflected by your school. To do this, you can add your personal Online Giving Page total to your school’s total for your reveal and public fundraising number.
THANK YOU!

We are looking forward to working with you and your school. Please contact us with questions or concerns!

Alex Anderson
Outreach Director
dm-outreach@uiowa.edu

Claire Stufflebeam
Mini Co-Chair – Elementary & Middle Schools
dm-minidmcochair@uiowa.edu

Natalie Wirtz
Mini Co-Chair – High Schools
dm-minicochair@uiowa.edu

Mailing Address:
UI Dance Marathon
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157 Iowa Memorial Union
Iowa City, IA 52242

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