



FUNDRAISING PACKET

2009-2010

In the following pages, you will find some simple ideas for fundraising and some policies that Vanderbilt has for posting flyers, setting up tables in residence halls to advertise or sell goods, and reserving meeting space for your team. Please take advantage of this packet and all that Dance Marathon has to offer to help you meet your fundraising goals! Remember, we're in it for the kids! So if you have any questions or would like some help in setting up a fundraiser, please contact the Fundraising Chair, Brooke Van Dusen at brooke.van.dusen@vanderbilt.edu.

Tips:

- Highlight why you are asking for support-the children and families of Vanderbilt Children's Hospital!! Support your request with a miracle story or hospital information. Contact your Family Relations representative about obtaining "Miracle Stories" which detail the experience of a number of patients.
- Remind friends and family that every single donation, no matter the size, is invaluable to the patients and hospital. (Whether it's multiple donations of \$20 or a few donations over \$100, every little bit makes a difference in someone's life.)
- Utilize the LETTER WRITING CAMPAIGN to reach out to as many people as possible who you think may want to donate in higher amounts by check or are uncomfortable with computers. (See Page 2 for more details)
- Remember your goal AND try and exceed it! Do not shy away from sending as many solicitations as possible!

Helpful Websites:

- Office of Schedules and Reservations
<http://www.vanderbilt.edu/reservations/index.html>
- The Student Organization Manual
http://www.vanderbilt.edu/studentorganizations/manual/0809so_manual.pdf
(The pertinent information from this manual has been pulled and included below, but just in case you want to see what else it has to offer here's the link!)
- Use these two websites to check out other great Dance Marathons from around the country and see how their participants tried different fundraising techniques

- Northwestern DM- www.nudm.org
- Penn State DM- www.thon.org - (they raised over \$6 million last year!)

Corporate Gift Matching

Did you know that **you can double or even triple your gifts** to Dance Marathon and Vanderbilt Children's Hospital? With corporate matching we can multiply our donations to make an even greater impact on Vanderbilt Children's Hospital. Many employers have established gift matching programs for their employees. It is an easy way to increase the magnitude of your donation, and upon submission of the proper paperwork, most employers match or double your donation. We encourage you to speak with some of your friends and family who are interested in supporting your efforts about the prospect. Bring any gift matching forms to the Office of Greek Life for assistance.

Visit www.matchinggifts.com/vanderbilt to see if your friends' companies have a program in place!

Letter Writing Campaign

While donating online is a fast and easy option through www.vudm.org, we realize many people are less comfortable with computers and would prefer to send letters through the mail to their friends and family. Visit www.vudm.org and fill in the LWC form to submit names, addresses, and a personal message that we will then use to send letters. The recipients may donate by sending in a check payable to **Vanderbilt University Dance Marathon**, with your first and last name on the memo line, and mailing to:

Vanderbilt University Dance Marathon
Station B 357727
Nashville, TN 37235

All donations sent through the mail will be credited to your fundraising webpage and count toward your total. The Vanderbilt Office of Development and Alumni Relations-Gift Processing will issue a tax receipt for both types of donations and corporate matching is encouraged if applicable. Please remember that no donation is too small to make a difference in the life of a child!

Fundraising Ideas!

Taken from the best of the best, here's what works! Here are suggestions from all of us and Dance Marathons around the county!

Let's try some of these awesome ideas out!

- **Quad Coffee Program:** Have a Coffee House night in your residence hall where you can have people sign up to perform (sing, read poetry, etc.). Make money by serving baked goods, coffee (from Starbucks), tea, and hot chocolate. Also, talk with your RAs and make it an official Quad Program so you are eligible for some funding to cover the cost of the food. With the proper publicity, this could raise a ton of money!!!
- **Exam Survival Kits:** At the end of November, advertise Exam Survival Kits to RAs and VUceptors (and VUcept Professors!) to buy in bulk for their groups. VUcept professors could be all over that and put things in them like snacks, pencils, EasyMac, and maybe even a Blue Book.
- **Spirit packs:** Go hall-to-hall selling bags during basketball season! They can have gold beads, candy, and maybe some other basketball-related items. Order the beads from the Oriental Trading Company, which should be cost efficient. You can even consider making t-shirts or other souvenirs.
- **Bake sale:** Package your treats in Ziploc bags or saran-wrap and sell individually on the wall, in your residence halls, wherever! If you need to reserve a space, make sure to sign up early.
- **Laundry for cash:** Offer to do the laundry for your friends, including hand washed items! Work out a pricing scheme that reflects the time and energy spent washing in addition to the nominal machine fees.
- **50/50 Raffle or Pot O' Gold:** Organize a raffle! Half the proceeds go to the winner and half go to the Children's Miracle Network! Get tickets from an office supply store or if you are creative make your own!
- **Pinata Party!** Buy some piñatas, or make them, and have a party to de-stress and eat some delicious candy. Fill the piñatas and charge a price to have people take a certain number of swings. Right around finals or midterms is a great time for throwing this party. You can advertise to your residence hall or to a larger area of campus.
- **Date Auction:** Again, it can be done on a small scale or large scale. Recruit guys or gals to be auctioned off. Prepare a mini-bio for them just like in real bachelor auctions. I've even seen this one done as a picnic basket auction, where the date is actually bidding on a picnic basket and they don't know who the person who comes with the basket is until they have made their winning bid. Who knows, sparks may fly, but for sure you will have a new bit of revenue for Children's Miracle Network!
- **Canning:** You have to sign a liability waver for this one, then get some cans and the bibs that go along with it and stand at a local business corner asking for donations. Works well at a train station as well, or gas stations. This fundraising idea is the one most frequently used by Dance Marathoners to raise their donations, so it's

- tried and true! If you need our help thinking of good places do not hesitate to ask!
- Trivia Night: Organize a trivia night at the Pub or CT West or somewhere that people are naturally drawn to. Charge an admission price or a price to form a team, have the winning team get half the proceeds and Children's Miracle Network collect the other half. The trivia can be Vanderbilt-y to make it extra fun!
 - Massages to relieve stress over exams
 - Do a compatibility test for your hall and the one below you or above you. (This actually sounds like a sweet idea!!)
 - Be a personal chef for someone (think breakfast or late night snacks?)
 - Hot chocolate sales in residence halls-think the Wall or Commons on a cold day!
 - Get people to be guinea pigs for psych experiments or grad school research. You make a few bucks for a few minutes of your time. The psych research website is: http://www.vanderbilt.edu/psychological_sciences/ResearchParticipation
 - Sell links of a paper chain weeks before DM weekend. Buyer writes an inspirational quote or a dancer's name. Then the chains will decorate the gym the night of DM!
 - Pancake Breakfast (hey, you could offer to grill pancakes for fraternities)
 - Take orders for bagels each weekend in residence halls and charge 50 cents per delivery
 - Ask family and friends to save their change for a month and donate it
 - Sell homemade greeting cards
 - Host a cookie contest
 - Collect soda cans and turn them in for cash
 - Do a turn down service: make the beds, fluff the pillows, turn down the covers and leave a piece of chocolate on the pillow
 - Sell slices of pizza late night in residence halls, especially on the weekend
 - How many pieces of candy are in that jar? You guess and win the candy.
 - Host an eating contest with a cover charge. The restaurant may pay for the food too
 - Sell homemade stress balls during finals and midterms

In order to plan a successful fundraiser, you need to know who to contact around campus to make sure you have everything you need. Visit the Office of Schedules and Reservations at www.vanderbilt.edu/reservations/index.html or visit 100 Sarratt Student Center for more info. Or, as always, contact your DM fundraising executives for help!

Posting Guidelines and Policy

Please follow the appropriate posting guidelines when advertising for your fundraiser. It is very important that you represent Dance Marathon in a positive way. Please make sure all correspondence uses the following language:

Remember, when communicating who your money is benefitting, please use the following terminology:

- Monroe Carell Jr. Children's Hospital at Vanderbilt (preferred) and Children's Miracle Network (CMN)
- Vanderbilt Children's Hospital (VCH) and Children's Miracle Network (CMN)

Student Organization Manual 2008-2009

Where to Set Up

A) Sarratt Promenade

Current registered student groups and University organizations may use the Sarratt Promenade for events such as information exchange, program promotion, ticket sales, voting, and limited fund raising (see Student Organization Manual, p. 22-23). Fee structure and guidelines are as follows:

1) Fee structure for Registered Student Groups and Office of the Dean of Students:

- a) No fees will be charged for student organizations and departments within the Office of the Dean of Students.
- b) Exceptions include those programs that involve major set-ups (\$20 fee per set-up).

2) Fee Structure for Administrative and University Departments (Non DOS):

- a) \$75 minimum for up to 4 hours including set-up and tear down.
- b) \$150 for the full day including set-up and tear down.

3) Guidelines:

- a) **Central Promenade -** Reservations will be made through the Office of Schedules & Reservations (OSR). During the hours of 8 am to 8 pm, groups may request a table for set-up in front of the large stairs in the Central Promenade area. Reservations will be limited to a maximum of 2 tables during any given hour. A group may reserve a table up to a maximum of 5 consecutive days. Tables will

be picked up and returned to the Sarratt Welcome Desk. Sarratt Facilities Management Team must approve special requests.

- b) Approval for food service in the Central Promenade will be required by the Sarratt Facilities Management Team, because of restrictions on the quantity of food and space limitations.

B) Rand Wall and Bookstore Lobby

Current registered student groups may use the Rand Wall and Bookstore Lobby within the following guidelines:

1) Fee structure for Registered Student Groups:

- a) No fees will be charged for student organizations.

2) Guidelines:

- a) **Rand Wall -** During the hours of 11 am to 2 pm, nine groups per day may request a table for use at the Rand all. A group may only reserve a table up to a maximum of 10 consecutive days per month. Reservations should be made through OSR a minimum of 3 days prior to request. Tables will be picked up and returned to OSR.

- b) **Bookstore Lobby -** During the hours of 11 am to 2 pm, groups scheduled for Table 1 and Table 2 may be inside near the Bookstore or outdoors on Rand Wall (all other groups scheduled for Tables 3-9 must be outdoors on Rand Wall). The tables must be located on the wall next to the Rand Dining Hall. Groups should not tape posters on any walls or windows in the Rand Bookstore or Copy Center areas. Use of boom boxes or other amplification is prohibited.

C) Vaughan Lobby

The Vaughan Lobby is available for use within the following guidelines:

1) Fee structure for Registered Student Groups and Office of the Dean of Students:

- a) No fees will be charged for student organizations and departments within the Office of the Dean of Students.

2) Fee Structure for Administrative and University Departments:

- a) \$50 minimum for up to 4 hours including set-up and tear down.
- b) \$100 for the full day including set-up and tear down.
- c) Special fees will be charged for large events.

3) Guidelines:

- a) The exhibit on display in the Sarratt Gallery takes precedence over other programs. Should the exhibit include extremely fragile, large, or pedestal mounted material, use of the Vaughan Lobby area will be limited. Approval for use will be required by the Sarratt Facilities Management Team.
- b) A maximum of two (2) tables for information exchange or refreshments may be set up in front of the doors leading to the Courtyard.
- c) All programs that include food service will require a work order for cleaning and trash removal. Approval for food service in the Vaughan Lobby by the Sarratt Facilities Management Team will be required.
- d) Only one (1) 5 ft. table may be used directly in front of the Cinema. Additional tables are in violation of the fire code.

D) Skylight Lobby

This lobby is located on the third floor of Sarratt and is

not a reservable space unless approved by the Sarratt Facilities Management Team

E) Stonehenge Lounge

This lounge is located on the first floor of Sarratt and is available for very limited programming and receptions within the following guidelines:

1) Fee structure for Registered Student Groups and Office of the Dean of Students:

- a) No fees will be charged for student organizations and departments within the Office of the Dean of Students.
- b) Exceptions include those programs that require major set-ups involving the removal of tables, chairs, couches, etc., from the Stonehenge Lounge. Either Sarratt room 116 or 189 must be available for storage of these furnishings. A set-up fee of \$70 will be charged.

2) Fee Structure for Administrative and University Departments:

- a) \$75 for four (4) hours for rental of Stonehenge Lounge.
- b) \$150 for the full day.
- c) In addition, if programs require major set-ups involving the removal of tables, chairs, couches, etc., from the Stonehenge Lounge, either Sarratt 116 or Sarratt 189 must be available for storage of these furnishings. Rent for one of these rooms will be charged and a \$70 set-up fee will be charged.

3) Guidelines:

- a) Stonehenge Lounge is only reservable for Fridays after 4 pm and all day Saturdays.
- b) The Stonehenge Lounge can only accommodate a maximum of 75 people as dictated by fire code. Approval for use by the Sarratt Facilities Management Team will be required.
- c) All programs that include food service will require a

work order for cleaning and trash removal.

d) The removal and/or repositioning of any furniture is prohibited. The removal or repositioning of any furniture must be done by the building manager on duty and must be scheduled beforehand through OSR.

PLEASE NOTE:

- A work order for cleaning these areas may be deemed necessary and will be requested via OSR on an as needed basis.
- Failure to work within the boundaries of this policy may result in loss of table or programming privileges.
- All groups using these areas must work within the publicity and posting guidelines specified in the Sarratt Posting Policy. As with all areas of the Sarratt Student Center, use by registered student organizations, and the Office of the Dean of Students takes priority over non-affiliated or non-Vanderbilt groups. Campus departments such as University Events or the Chancellor's Office also have priority in scheduling. Only with the approval of the Sarratt Facilities Management Team will events be scheduled in these areas during mid-terms and finals, as Sarratt is a hub of study activity during these times. Please contact the Office of Schedules and Reservations with any questions or reservations at 615.322.2448.

Student Life Center

The Student Life Center does not charge Student Organizations for rent in the SLC. Groups are charged for set up/tear down, housekeeping, and audio visual. Please see the Student Life Center webpage for all rates and policy guidelines at www.vanderbilt.edu/studentlifecenter.

Posting Guidelines and Policies

Sarratt Student Center and Student Life Center

It is the goal of Sarratt Student Center and the Student Life Center to provide a venue for student groups and Vanderbilt departments to promote events and happenings on the Vanderbilt Campus. We have developed a group of policies designed to promote a fair and equitable use of space within Sarratt and the Student Life Center. Should you have questions about the policies please Student Activities at 322-2471.

1. All postings must be approved and stamped at the following locations: Sarratt Student Center Information Desk or Student Life Center Front Desk.
2. Any posting not endorsed with a date stamp from the Sarratt Student Center Information Desk or Student Life Center Front Desk will be removed.
3. Approved postings include those from student organizations or university departments for programs benefiting the Vanderbilt community. No commercial materials may be posted in the student centers.
4. All posting must identify the event, the event sponsor, and the time and date of the event.
5. Posting is only permitted on bulletin boards within the Sarratt Student Center and Student Life Center. No posting is permitted on any painted surface, glass surface (including mirrors), door, or windows.
6. Maximum number of posters for each area is limited to one of the following:

- Two (2) 8.5" X 11" OR
 - One (1) up to 11" X 17"
- OR
- One (1) large poster (no larger than 2' X 3').
7. Only thumbtacks are permitted on the bulletin boards - no staples, tape, or sticky tack please.
8. Please be respectful of one another in the posting process. Please do not cover other's flyers; if there are old postings on the board, groups may remove them to hang new ones.
9. Posting is permitted beginning 2 weeks prior to the event date unless specifically approved by the facility staff.
10. All postings must be removed by the sponsoring organization no longer than two days after the event. All postings not removed by the organization or department will be removed by the facility staff.
11. If an organization or group continually violates the posting policy, it may lose the privilege of posting in Sarratt and may incur further sanctions through the Office of Student Activities.
12. Only approved banners may be hung on the outside of Sarratt
- Please stop by the Sarratt Student Center Information Desk or 207 Sarratt (Student Activities) for the complete Banner policy.
13. Bulletin boards are located in the following areas:
- Sarratt Student Center*
- Bulletin Board 1 - on the 1st floor, outside of room 116.
 - Bulletin Board 2 - on the 3rd floor, between the East and West wings.
 - Bulletin Board 3 - on 3 upper, outside of the Overcup Oak on the landing.
 - Bulletin Board 4 - on 3 upper, just inside the Overcup Oak doors.
- Student Life Center*

- Bulletin Board 1,2,3 - on the 1st floor, outside of Board of Trust room. We appreciate your respect and support of this policy. Any questions or concerns may be directed in person to Sarratt 207 or by phone at 322-2471.

Sarratt Center Poster Room

Guidelines

- An individual or group must sign in at the Sarratt Welcome Desk before using the poster room.
 - The building manager will escort the individual or group upstairs to the Poster Room - located on the 3rd floor in the East Wing - and unlock the door.
 - The individual or group is responsible to maintain the order and cleanliness of the poster room.
 - Please refrain from writing on the walls and ceiling tiles.
 - Please put away supplies in an orderly fashion and throw away the trash.
 - Please only use the poster room and not the carpet outside the poster room or the tables in the meeting room next door.
 - Anyone, not with your group, who wishes to use the poster room, needs to come downstairs to the Sarratt Welcome Desk and sign in.
 - After the individual or group is finished with the poster room, they must come downstairs and sign out.
 - If an individual or group has misused the poster room, their approval to use it again will be forfeited. If you have any questions, please contact the Sarratt Welcome Desk at 322-2425 or the Asst. Director at 322-3798.
- #### **Distribution of Printed Announcements by Campus Mail**
- Registered student organizations may use the

campus mail service without paying postage. Items must have four straight sides and be no smaller than a post card and no larger than a 9" x 12" envelope. Unaddressed notices, leaflets, pamphlets, and heavy packages will not be distributed through campus mailboxes.

Authorization for the limited distribution of unaddressed mail may be granted for the activities of governmental and other organizations that have a broad public purpose, provided the exception is not simply for the purpose of advertising an event or party. Groups seeking such authorization should apply five days in advance to the supervisor of the Station B Post Office. Mailings of more than 25 pieces must be arranged by box number in numerical order. All campus mailings of 250 pieces or more should be in Station B one week before the expected delivery date to ensure timely receipt.

Carmichael Towers Tunnel Publicity Policy

The tunnel that connects Carmichael Towers East and West running underneath 24th Avenue South is a popular way for student groups to advertise their organizations, programs, activities and events by painting areas with publicity. In an effort to maintain the tunnel as a walkway and provide as many organizations as possible the ability to advertise in the tunnel, the Office of Housing and Residential Education through the Assistant Director of Carmichael Towers West must approve all advertisements. Generally students or groups of students who wish to advertise in the tunnel must contact the Assistant Director of Carmichael Towers West

no later than three business days before they wish to advertise. Since there are numerous groups who wish to use this form of advertisement it is suggested that groups reserve space early. However, reservations will be taken no more than two months in advance. Student groups may obtain applications at the Towers West Front Desk or by contacting the Office of Housing and Residential Education at 322-2591 (see Forms for sample application).

Posting in Campus Facilities

The following is a checklist of University regulations with reference to the posting of notices on University bulletin boards and similar facilities. All such policies are set forth and explained in the *Student Handbook*. In the following list, the word "poster" is used to denote any type of notice, including banners and flyers.

1. Posters must provide information regarding student activities. Give information of an academic nature, or make announcements pertinent to the business of the University.
2. Posters must carry the name and telephone number of the responsible campus organization, department, or person.
3. Students who wish to act as the on-campus agent of any commercial enterprise must receive prior authorization for such activity from the Assistant Vice Chancellor of Housing and Residential Education.
4. Commercial advertising matter unrelated to the University is prohibited unless specially authorized.
5. Members of the University community who wish to

advertise special services to students (such as typesetting or sale of books) may post small notices on University bulletin boards without authorization.

6. The use of tape and nails on the Vanderbilt University campus to attach posters to anything is prohibited. Staples may only be used on bulletin boards. Thumbtacks may be used to attach posters to bulletin boards and kiosks. Posters may not be affixed to windows or doors. Posters must be tied to tree trunks with string; staples, nails, and thumbtacks are forbidden. Stakes bearing signs may not be driven into the ground.

7. Chartered student organizations and University departments and offices may post notices on bulletin boards in University residence halls, without specific authorization. However, students who represent private enterprises must have specific authorization for such postings.

8. *POSTERS MUST NEVER BE ATTACHED TO DOORS, WINDOWS, EXTERIORS OF BUILDINGS, INTERIOR WALLS, FLOORS, OR CEILINGS.*

9. Posters, and the string used to attach them, must be removed within three days after the event advertised.

10. **Residence Hall Lobbies:** Special displays may be allowed in residence hall lobbies with the authorization of the appropriate Assistant Director, and at her or his discretion with regard to appropriateness. Such displays must be removed immediately after the event. Failures to abide by any of these policies will result in all posters being removed from the campus and the offending persons charged for the

removal. Loss of the use of University facilities and the privilege of posting notices will also result. Individuals as well as organizations are subject to disciplinary action.

Residence Hall Campaigning

As a general statement, the residence halls are not places where campaigning of any type is permitted. **Room-to-room solicitation or campaigning is specifically prohibited.** As a practical matter, campus-wide elections generate more posters than can be accommodated on residence hall bulletin boards. The internal and external use of residence hall windows and walls is not permissible. The only exception to this policy is for the election of the residence hall president and the judicial vice president, since their constituency is exclusively composed of the residents of their building. In that instance, a poster may be placed on each of the residential floors, provided it is attached by means of the message clip or the use of a white putty adhesive. Posters should be no larger than 11" x 17". In the lobbies of certain residence halls, it is appropriate to hang banners of campus-wide interest. In these lobbies, candidates running for campus-wide offices may hang banners. These include the Branscomb lobby, the Gillette lobby, and the lobbies of Carmichael Towers East and West. Banners should be limited to three (3) feet in width and five (5) feet in length. Candidates wishing to use those lobbies to hang banners must call the appropriate assistant director for permission and guidance.

Request for Authorization for Residence Hall Charity Drive

Organization name: _____
Contact: _____
Contact's phone number: _____
Contact's email address: _____
Dates of drive: _____ Purpose of drive: _____

Types of materials collected in drive:

Building Lobbies in which drives will be conducted and group contact for each location:

<i>Location</i>	<i>Contact</i>	<i>Contact Phone Number</i>
-----------------	----------------	-----------------------------

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

My group and I agree to the following conditions:

- Each collection box will be labeled with the name of the sponsoring organization, the types of material that are being sought and the charity for which they are being collected
- Each collection box will be placed in an appropriate site and will be labeled with a contact name and phone number
- Each collection box will be checked and emptied each day of the drive
- The student group is responsible for removing unwanted material from the collection boxes and disposing of it
- Each collection box will be promptly removed from the lobby at the end of the drive
- Should the conditions not be followed, the Office of Housing and Residential Education may end the drive and dispose of all collection materials.

Contact Signature _____ Date _____

Approved Signature _____ Date _____