



Dear Dance Marathon participant,

Thank you so much for registering for Vanderbilt University Dance Marathon! We can't wait for the event on February 17th – 18th, and we're so happy you have decided to be a part of it! This year will be Vanderbilt University Dance Marathon's **10th anniversary**, and we have raised **over \$1 million** to date.

REMEMBER— all of the money you raise will go directly to the **Monroe Carell Jr. Children's Hospital** at Vanderbilt. The effort you put into raising money will be worth it in the end because it's **FOR THE KIDS**.

Don't let the name of the event scare you! You will not be dancing for 13.1 hours straight. There will be dancing, but there will also be music, food, games, entertainment, inflatables, and theme hours— basically **constant excitement!** You will also have a chance to meet some of the children who benefit from your fundraising efforts!

There are many ways you can fundraise to reach your goal. Anything from letter-writing to bake sales with your team can help you make progress and be successful. *You are not in this alone!* You have the support of your team, the Dance Marathon Executive Board, and your liaison from the Fundraising Team!

This packet includes information about the fundraising incentive system, ideas for group and individual fundraising, and a tutorial on Donor Drive. If you have any additional questions, please contact your Fundraising Liaison.

We can't wait for Dance Marathon 2012. Let's make our 10th anniversary bigger and more successful than ever!

Feel free to visit the official DM Website, www.vudm.org, where you can:

- Find more information about the cause we support
- Meet the Miracle Families and read the children's stories
- View picture from our 5K fundraiser
- Make donations
- Visit your personal fundraising page where you can raise money and monitor your progress

For the Kids,

Aaron Nehamkin
Fundraising Chair
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The Incentive System

This year we will have an incentive system in place to encourage groups and individuals to **fundraise throughout the year**. At three points throughout the year, we will check fundraising totals and determine winners in four categories.

Incentive Categories

- Greek Chapter
- Student Organization
- Unaffiliated Team
- Individual

Fundraising totals will just be **assessed within the fundraising period to reward groups that make a strong showing each month**. At the actual event in February, the groups and individuals with the highest totals will receive prizes.

Fundraising Periods

- October 18th to December 3rd (at noon)
- December 4th to January 21st (at noon)
- Total amount raised by February 17th

**Prizes will only be given if groups have raised over \$1,500 in the timeframe and individuals have raised over \$500.



Fundraising Ideas

Bake Sale – Set up a table on campus to sell homemade treats.

Canning – Head to the mall or other shopping areas to can for donations. Be sure to tell potential donors about Dance Marathon and Children’s Hospital. Contact your fundraising liaison for additional information and supplies.

Caroling – Round up a group and go house to house singing Christmas Carols for donations.

Collect loose change – Ask your roommates! Ask restaurants and stores if you can put a change jar by the cash register! Get creative – small change adds up quickly.

Help promote restaurant night – Your fundraising liaison can help you set this up. Please let him or her know if you are interested.

Letter writing – Send letters to friends and family to explain your involvement in Dance Marathon and request a donation. Make sure to explain how to donate on Donor Drive.

Sell snacks in front of Branscomb – Your fundraising liaison can help you set this up. Please let him or her know if you are interested.

Shoveling/Raking – Offer to rake lawns or shovel driveways throughout the community for a donation to Dance Marathon.

Feel free to come up with your own creative ideas to raise money FOR THE KIDS!



Donor Drive Tutorial

How to edit your profile:

- 1) Log onto donor drive
- 2) Click the “My Profile” link in the left-hand column
- 3) Edit profile information
- 4) Click the “Update Profile” button at the bottom of the page

How to edit your fundraising page:

- 1) Log onto donor drive
- 2) Click “Edit Fundraising Page” in the “My Events” box
- 3) Create a personal URL address, personalize the image and message, etc.
- 4) Click the “Save Changes” button at the bottom of the page to guard your changes.
- 5) View what your Fundraising Page looks like by clicking “View your fundraising page” at the bottom of the page.

How to send a form email:

- 1) Log onto donor drive
- 2) Click “Send Donor Invitations and Updates” in the “My Events” box
- 3) Add recipients
 - You can add the recipients manually or import them from your email contact list
 - To import: Click “import from Webmail” and then choose your email service provider
- 4) Personalize the subject and message of your email
- 5) Click the “Send Message” button at the bottom of the page.

*If you have any questions, please contact your fundraising liaison!

