DM 2015

Dance Marathon at Washington University in St. Louis

FUNDRAISING GUIDE

How to Reach your Fundraising Goal!

Hello Wash U DM Dancers!

Thank you so much for registering for Dance Marathon! We can't wait for you to join in our celebration of year-long fundraising efforts for two of our local children's hospitals, SSM Health Cardinal Glennon Children's Hospital, and St. Louis Children's Hospital! In order to have the most fun possible at Dance Marathon, we'd love for you to work towards your fundraising goal to help us support some truly amazing kids! We know that fundraising can be a little intimidating, so we've put together this guide to make it as easy, fun, and stress-free as possible! Here you'll find some creative fundraising tips and suggestions that will help make your DM experience even more rewarding! Thanks in advance for all your hard work, you guys are awesome!!

Happy Fundraising, and as always, FTK!!!

Letter Writing

As always, one of our most profitable fundraising strategies comes from asking friends and relatives for donations. The average letter brings in **$30**, so just by sending a few letters you'll start working towards your goal. Handwritten letters are a great personal touch, however, to make things even easier, you can send e-mails right off your DonorDrive page! We even provide you with a sample letter to help get you started!

You can access DonorDrive @ events.dancemarathon.com

- The Do's and Don'ts of letter writing:
  - DO:
    - **Include a greeting**. For example: "Dear Aunt Jane and Uncle Sam" or "Hey Sophie!"
    - **Explain Dance Marathon.**
    - **Make it personal**: share why YOU DM. Connect it to you by including an experience, personal story, or why you support the cause. This is the most important part of your letter because you are inspiring others to donate on your behalf.
    - **Say where the money goes**: Children's Miracle Network Hospitals of Greater St. Louis (specifically St. Louis Children's Hospital and SSM Health Cardinal Glennon Children's Hospital).
    - **Say when the event is**: November 14th, 2015!
    - **Personalize** the message to your recipient.
      - For example: "Hey Sophie, great job at your half marathon over the summer! I'm so glad I was there to support you. I hope you can support me at my marathon, Dance Marathon! Help me reach my own goals and donate to my page!"
    - **Thank them** in your letter for their support! If people don't respond to your emails, you can send individual follow-up emails to remind them about Dance Marathon and donating to support you.
  - DON'T:
    - Make the letter too long
    - Forget about ANYONE: teachers, friends, family, coworkers, neighbors, your dog, employers, your doctor, etc. You never know who will want to support you, so be creative with who you send letters/e-mails to!
    - Wait until the last minute!

How to Fundraise w/o Asking for Money

Social Media

- Post the link to your DonorDrive account (events.dancemarathon.com) on Facebook! You'll be surprised who might donate!
- Dares for donations – challenge a friend to a (safe) dare in exchange for donations. If they complete the challenge, donate a set amount to them. If they don't, they must donate double that amount to you! (Ex: Posting embarrassing pictures on Facebook)

Challenge Yourself

- For 1 month, donate $1 for every minute you are late to class. Daring? Make it seconds!
- Challenge yourself to cancel Netflix for a few months and instead put that money towards your goal!
- Put away $10 each weekend until DM.
- Donate $1 to yourself for every day you skip working out, or for every question you miss on an exam!
- Don't purchase coffee on Tuesdays and Thursdays and donate that money to yourself.
- Be the Designated Driver for a night in return for donations.

Start a change jar in your suite!!!

Activities

- **Sign up for canning (See next page)**
- Offer to clean your rommate's/hallmates'/suitemates' rooms for donations!
- Do a friend's laundry for a donation in return!
- Babysit for "Free" and donate what you earn!
- Volunteer yourself as a taxi service for your friends!
- Earn money by participating in psychology experiments!
- Out to dinner? On a donut run? Ask you friends if they want you to bring them something back and have them donate to you as a delivery charge!

Ask your parents if they (or any of their friends) work for a company that's willing to match donations!

Canning

Be on the lookout for Facebook posts and e-mails that include sign-ups for canning, a super easy way to work towards your fundraising goal! Canning involves standing outside of local grocery stores with a group of 2-3 other Wash U students in order to ask for and collect donations, and is easily one of our simplest and most profitable fundraising strategies! Canning for a few hours will regularly bring in over several hundred dollars!!

Here's a graphic that describes the whole process!

Visit dm.wustl.edu/canning for more helpful tips, and a link to our canning Googledoc to sign up!!!

Share your fundraising with us and hear about events and new fundraising tips:

Dance Marathon at Washington University

@wustl_dm

@DMWUSTL

Questions?

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Check out our Website!

dm.wustl.edu