

dance marathon  
at the University of Michigan

dancer fundraising guide

2020-2021



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# mission statement

Dance Marathon at the University of Michigan (DMUM) supports children with disabilities and illnesses by raising funds and generating awareness for pediatric rehabilitation therapies at C.S. Mott Children's Hospital.



# fundraising FAQs

Where does the money go?

We support pediatric rehabilitation programs at C.S. Mott Children's Hospital through therapies such as tree climbing, bowling, yoga, creative coping, and so many more. The therapies help kids have unique experiences beyond what they may encounter every day and help them hone in on skills to enhance their day to day lives.

Do I have to raise a certain amount of money to go to VictorThon?

We encourage dancers to set a goal for themselves, whether it be \$200, \$300, or even \$500. Dancer captains are encouraged to raise at least \$350, and members of leadership are encouraged to raise at least \$600. We provide countless resources throughout the year to help you reach your goal. If you have any questions about any upcoming fundraisers, or want to make a personalized fundraising plan, feel free to reach out to your Dancer Fundraising Coordinator and they can provide you with more resources!

How do I set my fundraising goal?

Dancers are encouraged to set their own fundraising goal. Your goal can be an arbitrary number, or it can have a more personal meaning. For example, you may want to raise \$500 because last year you raised \$400, or you may want to raise \$520 to send 10 kids to tree climbing!

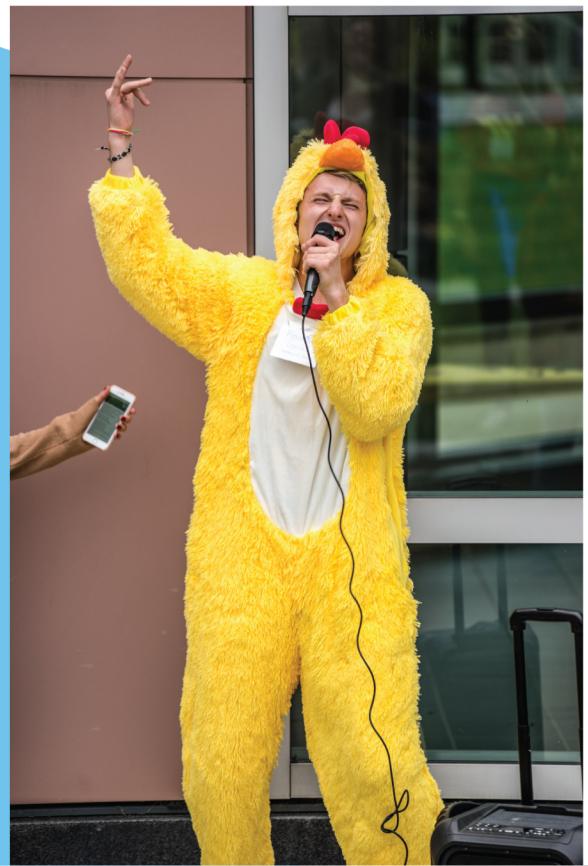
# fundraising FAQs

## How do I sign up to fundraise?

There are many opportunities for you to fundraise throughout the year. To see what opportunities are available, go to [dmum.org](http://dmum.org) and click on the **“Fundraising Events & Resources”** page located under the **“Dancers”** tab. All current fundraising opportunities will be listed for you to sign up for. Make sure you check this site often, as new opportunities will appear throughout the year!

## How do I thank my donors?

Thanking your donors throughout the year is a vital part of fundraising. Not only does it make donors feel more engaged and appreciated by the organization, but it also makes them more likely to donate again in the future! Additionally, repeat donors are more likely to increase their donation amount if they feel it has been appreciated. When thanking your donors, try to avoid sending an email if possible, as hand-written notes or phone calls are more meaningful. Most importantly, be sure to mention the various therapies that their donations support, as they will be able to see the impact of their donation.



# fundraising FAQs

Do I get prizes for reaching a certain amount of money?

We love to reward DMUM dancers who are going above and beyond with respect to fundraising. Below are some ways in which we reward those dancers:

**VictorThon Incentives:** At VictorThon, you will receive certain prizes based on what fundraising level you reach by the end of the year. The graphic featured on **page 7** shows what you will receive at each fundraising level!

**Fundraising Checkpoint:** At the end of the fall semester, there will be a designated Fundraising Checkpoint Day, in which we will reward dancers who have raised at least half of their fundraising goal. For accomplishing this, you will receive a DMUM phone wallet!

**Comma Club:** If you've raised at least \$1,000, congratulations! You've made it to Comma Club! For being a member of this exclusive club, you will receive a DMUM Comma Club sweatshirt.

**Top Fundraiser of the Month:** Each month, we recognize DMUM's top fundraiser for that given month. This applies to the member who raised the most amount of money FTK during that month alone, not to the member who has raised the most amount up until that point. The top dancer fundraiser and the top leadership fundraiser for that month will receive an exclusive DMUM sweatshirt!

# VICTORTHON

## 2021

### \$300

- Invitation to Victorthon 2021
- Victorthon t-shirt

### \$500

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 4 tickets
- 1 skip the line pass

### \$1000

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 12 tickets
- 2 skip the line passes
- Comma Club swag bag
- 15 mins in the FTK Lounge
- Comma Club medal

### \$1500

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 20 tickets
- 3 skip the line passes
- Comma Club swag bag
- 1 hour in the FTK Lounge
- Comma Club medal

### \$400

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 2 tickets

### \$750

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 8 tickets
- 2 skip the line passes

### \$1250

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 16 tickets
- 2 skip the line passes
- Comma Club swag bag
- 30 mins in the FTK Lounge
- Comma Club medal

### \$2000

- Invitation to Victorthon 2021
- Victorthon t-shirt
- 30 tickets
- 3 skip the line passes
- Comma Club swag bag
- 1.5 hours in the FTK Lounge
- Comma Club medal
- Victorthon fundraising trophy



# fundraising FAQs

What do I say when I am making a Facebook post or sending an email to my network?

If you don't know what to say in a Facebook post or email, don't worry! We have some templates that you can use when drafting a post or email.

**First Year Dancers:** First Year Dancer Facebook Post & First Year Dancer Email

**Returning Dancers:** Returning Dancer Facebook Post & Returning Dancer Email

**Steering/CPT Members:** Steering/CPT Facebook Post & Steering/CPT Email

What if my friend sent me their donation via Venmo?

It is very common for students to donate via Venmo rather than via Flipcause. When this happens, be sure to donate the amount that your friend Venmoed you to your Flipcause page. For example, if your friend donates \$5 to DMUM to your Venmo account, then you would go onto your personal Flipcause page and donate \$5 to yourself.

I want to go bucketing, but I don't have anyone to go with. What should I do?

If you sign up for one of the bucketing events on dmum.org, such as Bucketing with Leadership or Bucketing Weekends, you will be paired with another member of DMUM who will go bucketing with you! If you want to go bucketing on your own time, consider joining the DMUM Buddy System, where you are paired with another member of DMUM who wants to fundraise too! Lastly, reach out to your Dancer Fundraising Coordinator, as they are always eager to help you fundraise FTK!



# easy ways to fundraise

## Go Bucketing

Bucketing is an easy way to make money while also connecting with others in DMUM. During bucketing, you will go out into the Ann Arbor community, around downtown, grocery stores, and sporting events asking for donations and spreading awareness of our cause. We hold multiple bucketing weekends and events each semester and everyone is encouraged to participate. Be sure to check the bucketing sign ups regularly to sign up for these events.

## Send Emails

Send emails to your professors, colleagues, family, and friends explaining what DMUM is, why you are fundraising for DMUM, and what the donations fund. Be sure to include your personal Flipcause link so that your network can easily donate to you!

## Use Social Media

Reaching out to your friends and family via social media is a great way to fundraise FTK! Some extremely effective ways to do this is to make a post on Facebook about why you're involved in DMUM and what the organization means to you. You can also post a poll on your Instagram story asking people to Venmo you their donation.

Don't be afraid to get creative! Regardless of the platform you use, make sure you include your personal Flipcause link or Venmo handle so that your donors have a way of donating to you!



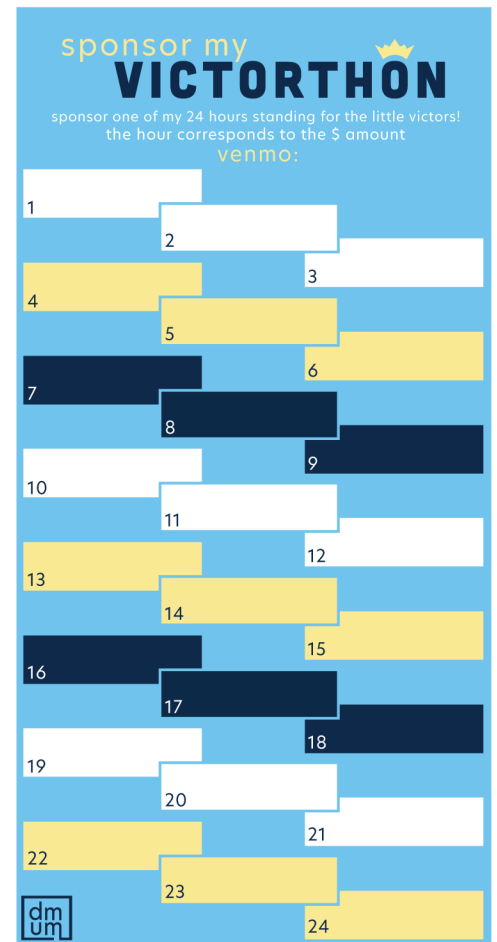
# easy ways to fundraise

## Post Sponsor My VictorThon

Post the Sponsor My VictorThon graphic to various social media platforms encouraging donors to sponsor a specific hour of your VictorThon! When someone wants to sponsor an hour, they donate the corresponding dollar amount. If you get all hours of your VictorThon sponsored, then you've raised \$300! This is an extremely effective and useful way to kickstart your fundraising efforts! Don't know what to say? Check out these templates! **SMVT Facebook Post & SMVT Email**

## Host a Can Drive

Another easy way to fundraise FTK without directly asking people for money is to host your own can drive! Collect cans from your friends and family, return them at a participating location, and donate the profits to DMUM! Everyone uses cans, and people will be very willing to donate their cans to you.



# fundraising success stories

some fundraising tips from our current DMUM leaders!

"Fundraising is not as hard as it looks! Don't be scared to post on social media and ask for donations from friends and family. People are always willing to donate to a good cause like DMUM! Fundraising events are also great ways to get involved, including bucketing and food sales, and you can do them with your friends!"

*Maddie Saft, Dancer Fundraising Coordinator*

"Putting a poll on your Instagram story is very effective! If you put two small amounts on there, maybe even \$1 or \$3, it adds up quickly and makes a dent in your fundraising goal. If you don't like asking friends and family for money, participating in fundraising events is a great and easy way to help reach your goal without doing so. Also, try to attend events and therapies! It better connects you with our cause and allows you to see exactly where the fundraised money is going. If you take pictures at the event and show them to friends and family, they will better understand our cause and will be more likely to donate."

*Molly Reynolds, Dancer Relations Coordinator*

"Go with your friends, and don't be afraid to ask anybody and everybody! People are very giving, you just have to ask."

*Nick Jaison, Dancer Fundraising Coordinator*

"Take advantage of bucketing! Bucketing was my most successful way of fundraising."

*Heather Foxworthy, Family Relations Co-Chair*

"Don't worry about meeting a goal. Just try to raise as much money as you can and utilize all of the resources that DMUM has for you. Every dollar helps these kiddos and these therapies!"

*Bailey Jacks, Engagement Events Chair*

"Fundraising can seem really scary at first, but once you start, you realize that it's not that bad! I tend to focus my fundraising efforts on social media. My favorite thing to do is to post an embarrassing picture of myself every time someone donates to DMUM on my behalf. This strategy has been extremely successful for me, as my friends love to see my embarrassing pictures from 10 years ago. I've also found bucketing to be an extremely effective way of fundraising. It only takes a couple hours out of my day, and I tend to make somewhere between \$30 and \$60 each shift!"

*Elizabeth Victor, Dancer Fundraising Chair*

"Facebook and Instagram stories worked best for me. I was surprised by how generous my friends were! I also sold football squares and volunteered at fundraising events such as food sales, which put a lot of money into my account! If you aren't getting a response from people you know by posting on social media, fundraising events on campus are really useful and you earn money really quickly from them!"

*Brianna Murphy, Dancer Fundraising Coordinator*

# Thank you!

Every donation we receive makes a difference for our "Little Victors" at C.S. Mott Children's Hospital, so don't forget to make sure your donors understand the impact they are making!

Thank you so much for fundraising and don't forget to have fun!

Don't hesitate to reach out to [dmum.df@umich.edu](mailto:dmum.df@umich.edu) with any questions.

