Hello Fundraisers!

We are so excited that you have decided to join our Movement this year! We know that fundraising can be challenging at times, so we have created this guide to help you reach your goals. DM at FSU would not be what it is today without your help. Thank you in advance for all your hard work and we hope this guide equips you with the tools to meet your fundraising goal!

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**What to Mention when Fundraising**

**What is DM at FSU?**

Dance Marathon at FSU is a year-long effort that culminates into an annual 40-hour event where more than 1,800 students stay awake and on their feet to raise money and awareness for our local beneficiaries. Our mission is For the Kids with a commitment to raising funds for children in need of specialized pediatric and medical care that otherwise are not available to them locally.

**Why do you DM?**

Dance Marathon would not be what it is today without amazing fundraisers like you! So be sure to vocalize why you are a part of this movement. You want to include how and why you got involved with DM, and why you stand For the Kids!

**Where does the Money go?**

DM at FSU benefits our local Children’s Miracle Network hospital, Shands Children’s Hospital, and the FSU College of Medicine’s Pediatric Outreach Programs. We are one of five-founding Miracle Network Dance Marathon programs in the country and we have raised nearly $10 million dollars since 1995.

Whether you are canning, writing a letter or trying to get someone to sponsor you, here is some basic information you should include when asking for donations. If you would like more information about DM at FSU and our local beneficiaries, check out the ‘About’ section on our Website!
A Roadmap to Donations

$25
FTKab for the night for friends

$20
Participate in the Letter Writing Campaign during Miracle Week

$10
Keep a jar and collect loose change until the Marathon

$30
Ask for DM donations as your presents

$45
Post your DM account all over your social media

$50
Use the FUNdraising campaign to fuel your status

$50
Do something funny in public when you raise $50 in one week

$100
Send out emails to family, friends, coworkers, roommates, and family friends.

$15
Sell study snacks or sweet treats

$50
Send 10 texts asking for a small contribution ($5)

$40
Host a FTK dinner & charge $5 per person

$40
Go canning at Wal-Mart with your friends

Donations
$450
### Effective Media

**Facebook**
- Going live while at Dance Marathon to show people what you do and who you do it for!
- Facebook message every friend and family member.
- Facebook events work if you are trying to raffle something off or have a personal challenge and want to catch the attention of others.

**Instagram**
- Video or post a picture describing DM at FSU and why you are a part of this organization.
- Include your DonorDrive link in your profile bio.

**Twitter**
- Quote tweet Dance Marathon at FSU’s tweet or use your own tweets to get your followers’ attention.
- Include your DonorDrive link in your profile bio.

**DIY**
- Make your own graphics using Canva or a similar resource to post on your social media accounts.
- Set a personal goal and use a graphic, or even a hand drawn template. This can showcase your progress and shoutout all of your donors.

**Email**
- Use the template provided on the fundraising webpage, or compose your own!
- Writing your own email gives you the opportunity to be more personal.

**Letters**
- Don’t let your emails get lost in the spam section, so be sure to try out our Letter Writing Campaign. This allows the recipient to read how passionate you are about DM at FSU.

**D-Mail**
- Go through your fundraising account to directly send out an email to potential donors.
Thank you for taking the time to read this letter on behalf of Dance Marathon at Florida State University. As Seminoles, we are fortunate to have worked together over the years to create miracles for our local Children’s Miracle Network Hospital, Shands Children’s Hospital in Gainesville, and FSU’s College of Medicine’s Pediatric Outreach Programs. The funds raised through DM at FSU make the difference in providing the medical care, treatment and research needed at our local beneficiaries. As an organization, we have provided nearly $10 million in funding since 1995 and as we go into our 23rd year we hope to do more For The Kids.

Dance Marathon at FSU is the fourth largest Miracle Network Dance Marathon program, and the largest student-run philanthropy and the highest fundraising Dance Marathon program in the southeastern region of the United States. As a part of one of the most prestigious philanthropic movements at FSU, I am proud to pledge myself to stand for 20 hours in honor of those children who can’t the weekend of March 2nd-March 4th alongside more than 5,000 of my fellow Seminoles. During these long hours, we will be raising awareness and funds for children’s health issues in hopes of changing a family’s life that weekend. I will be actively fundraising from now until the total reveal at the Marathon on March 4th. Last year, we fundraised a remarkable $1,830,167.28 -- much of which was one dollar at a time. I hope that you will join me in raising funds and helping me reach my personal goal of $__________ by giving a tax-deductible donation, providing children and families invaluable hope and miracles.

For the Kids,

Please mail your donation to:
PO Box 14205
Tallahassee, FL 32317

Please put my name in the notes field of your check so I receive credit to my account for your donation.

If you prefer not to be contacted by UF Health Shands for future fundraising activities, please notify us by calling 1-866-682-2372 or visiting http://giving.ufhealth.org/opt-out. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.
Dear [FRIEND’S NAME]

I’m reaching out to you today because I am participating in Dance Marathon at FSU this year, one of the largest student-run philanthropies in the nation. DM at FSU is a year-long movement that is dedicated to raising funds for our two beneficiaries: Shands Children’s Hospital, our local Children’s Miracle Network Hospital, and FSU’s College of Medicine’s Pediatric Outreach Programs. Over the years, these programs have been a key component in supporting medical research and training both locally in the Tallahassee area and at Shands Children’s Hospital in Gainesville. Dance Marathon at FSU is part of the Florida State culture, and is proud to be the fourth largest Miracle Network Dance Marathon program in the nation.

This year I am participating as a __________ and my personal goal is to raise $_____ For The Kids. I will be actively fundraising from now until the total reveal at the marathon on the weekend of March 2nd - March 5th! I will be awake and on my feet for 20 hours that weekend standing for those who can’t.

I am taking a stand to be a part of something bigger than myself. Please consider taking a look at my fundraising page and donating today! I hope you join me in fighting for more tomorrows.

*insert your DonorDrive link here*

For The Kids,
[YOUR NAME]
FUNdraising

- Post funny pictures of yourself for donations
- Have a bake sale
- 50/50 raffle at a TV show watch party
- Sell late night snacks at your dorm
- Wrap gifts around the Holiday season for a donation
- Deliver coffee or late night snacks for your friends
- Save your loose change
- Be the FTKab for the night
- Ask for a DM donation as your birthday present
- Sell homemade crafts for DM donations

Try this!

To the left is a creative graphic that can be made to promote fundraising while recognizing your donors!
Every donation makes a difference at Shands CMN Hospital and FSU’s College of Medicine, so make sure to make each donor feel like the Miracle Maker they are! Whether you send an email, a letter, a Facebook message, or even thank them in person make sure they know you are thankful for their support!