



DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

# FUNDRAISING TOOLKIT

 DANCE  
MARATHON  
AT THE UNIVERSITY OF FLORIDA

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# INTRODUCTION

Dance Marathon at the University of Florida is a yearlong effort involving community, hospitality, and marketing events at local businesses that culminate in our event each spring where students remain on their feet for 26.2 hours for those who can't. Dance Marathon at UF is one of the five founding Dance Marathon programs in the nation, and since our start, we have raised more than \$21.5 million for the kids at UF Health Shands Children's Hospital, our local CMN Hospital. Everything we do is For The Kids!

## THIS KIT WILL PROVIDE YOU WITH:

**Method** for breaking down your personal fundraising goal

**People to contact** and how to contact them

**Information and fun facts** about Dance Marathon at UF

**Fundraising templates**

## EMPLOYER MATCHING:

Did you know that a lot of employers will match donations made by their employees? This means that if somebody donates \$100, their employer would donate another \$100 turning their donation into \$200 FTK! Most of the time it is as simple as filling out 1 form. This could make a huge difference and literally double your fundraising efforts.

Visit <http://floridadm.org/employee-matching> for a quick and easy guide on this topic.

# PERSONAL GOALS

Your personal fundraising goal should be a number that is meaningful to you. Your goal should represent a piece of your commitment to making a change in the lives of others. Take time to think about how impactful your efforts can be and then determine a suitable goal!

## BREAKING DOWN YOUR PERSONAL GOAL:

Every moment starts with a single step. Breaking your goal into smaller chunks will help you achieve it and remove the obstacle of a seemingly large number. Here is an example to give you an idea.

## EXAMPLE: FUNDRAISING GOAL OF \$1,000

### BREAK DOWN

- 3 video chats asking for \$100 = \$300
- 4 phone calls asking for \$50 = \$200
- 5 emails asking for \$50 = \$250
- 5 Facebook messages asking for \$25 = \$125
- 2 hours of canning = \$25
- 5 favors for friends for \$5 = \$25
- 1 personal donation = \$75

**“The best way to find  
yourself is to lose  
yourself in the service  
of others.”**

**-Mahatma Gandhi**

This is not a foolproof formula, but this should give you an idea of how to divide an ambitious goal into doable steps.  
Feel free to be creative and incorporate who you are!

# YOUR PERSONAL MESSAGE

## WHAT IS DM AT UF?

Dance Marathon at the University of Florida is a yearlong movement that strives to bring together the campus and community to raise funds and awareness For The Kids at UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital. Because of the funds that Children's Miracle Network and Dance Marathon at UF have provided, UF Health Shands Children's Hospital serves children with pediatric illnesses from all parts of our nation. Our efforts culminate into a 26.2-hour event in the Spring where almost 1,000 students stand for those who can't.

## YOUR MIRACLE STORY

Example: This is my second year participating in Dance Marathon at UF, first as a Dancer, and now as an Emerging Leader. As an Emerging Leader, I am instrumental in the creation and implementation of unique projects to help spread awareness for our organization and raise funds for our hospital, while also developing leadership skills that will allow me to further grow within the UF community. My most impactful moment with Dance Marathon was hearing Nate's Miracle Story at the event last year. Seeing Nate's vivacious personality despite his challenges with Mitochondrial Disease encourage me each day to be the best version of myself.

### The unpredictability and devastating effects of childhood illness

No parent ever expects their child to be taken from them in its first minutes because it needs desperate medical attention. No parent envisions the first weeks of their child's life spent in a hospital, and then returning to the hospital constantly to receive care that is unable to be found elsewhere. Parents and families across the southeastern U.S. have come to UF Health Shands Children's Hospital to receive life-saving treatment that would be inaccessible elsewhere. Your donor's child, their nephew, their cousin could be saved by advancements made possible by you, by DM at UF, by their donation.



**How are you involved?**

**Why do you participate in DM at UF?**

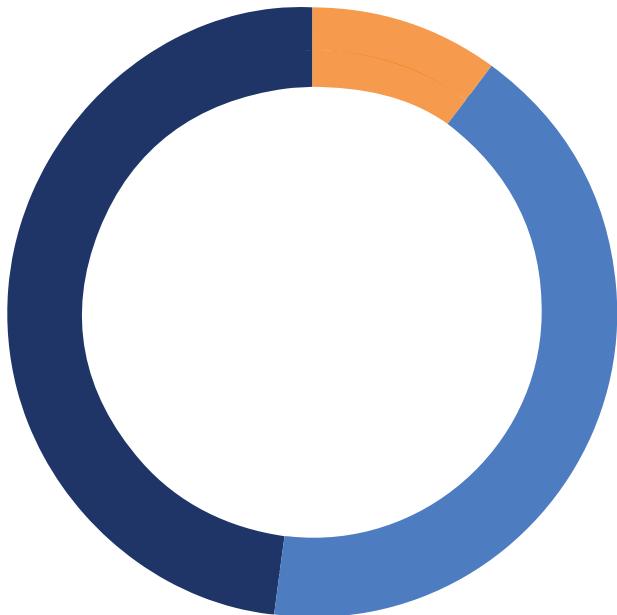
**What aspects of DM have impacted you specifically?**

**How do you plan to continue shaping this organization?**

### The beauty in contributing to a cause that is bigger than yourself

Last year, Dance Marathon at UF was comprised of 30,000 donors, 6,000 student participants including 825 Dancers, 400 Captains, 200 Emerging Leaders and 19 Overall Directors. By joining in our cause, you become one unique part of the thousands who have chosen to stand alongside children as we fight for a better tomorrow.

# THE MONEY



**48%**  
RESEARCH  
**42%**  
PATIENT CARE  
**10%**  
EDUCATION

**100%**  
of funds raised each year  
go to **UF Health Shands  
Children's Hospital**

## WHO TO ASK

- Family Friends
- Current/Former Employers
- Coworkers
- Professors
- Friends
- Immediate Family
- Parents
- Siblings
- Grandparents
- Aunts & Uncles
- Nieces & Nephews
- Cousins

## HOW TO DONATE

- Share your Donor Drive personal fundraising page link
- Submit a check written to Children's Miracle Network with your name in the memo line so it gets credited to your personal fundraising page
- Turn in cash via an Overall Director or Fundraising Captain

\$35 CAN PROVIDE A COMFORT ITEM FOR A PREMATURE INFANT TO HEAL AND GROW

Extracorporeal Membrane and Oxygenation machines cost **\$250,000**  
UF Health Shands Children's Hospital has been able to purchase 5 of these lifesaving pieces of equipment!

Each year, **\$40,000** is used to purchase meals for patient families in the hospital

UF HEALTH SHANDS CHILDREN'S HOSPITAL TREATS PATIENTS FROM 43 STATES

**34,000 ER VISITS LAST YEAR**

**38 GIRAFFE BEDS NOW IN THE ICU**  
Last year, there were over **29** PICU visits at UF Health Shands Children's Hospital

U.S. News & World Report ranked Cardiology and Heart Surgery **24TH NATIONALLY** in its annual Best Children's Hospitals rankings

NATE GETS **50** INFUSIONS EACH YEAR DUE TO HIS IMMUNE DEFICIENCY

LAST YEAR, YOUR SUPPORT RESULTED IN **39** RESEARCH PILOTS

**\$30,000** IS THE COST OF NEW INFUSION CHAIRS FOR OUR INFUSION CLINIC

In 1986, UF Health Shands conducted the first pediatric heart transplant! To date, there have been **252** heart transplants for pediatric patients.

The average cost for Child Life Services is **\$42,000** a year.

**28 NICU MONITORS** HELP PROVIDE VITAL SIGNS FOR OUR TINIEST PATIENTS

**\$41 DONATION** CAN HELP BUY DIAPERS FOR PREMATURE BABIES IN THE NICU LIKE JUDE AND OLIVER

# TEMPLATES

## EMAIL

Dear [INSERT NAME],

As you may know, this year, I am participating in Dance Marathon at the University of Florida. DM at UF is a student-run philanthropy that raises funds for the children at UF Health Shands Children's Hospital, Gainesville's local Children's Miracle Network Hospital. Every single dollar goes to helping these kids by funding research, facilities, and equipment to help them better their illnesses or injuries. At the main event in the spring, thousands will stand and dance for 26.2 hours for those who can't, fundraising to create miracles for these kids

Please consider donating to my fundraising page to help me reach my goal, For The Kids. I am confident that with your support, and the support of others, we can meet our goal and help change the lives of those who need it most. Every dollar counts. For many children their journey in the hospital battling childhood illnesses last much longer than 26.2 hours, but today we can make that journey much brighter!

Thank you so much for your time and donation For The Kids!

[INSERT FUNDRAISING PAGE LINK HERE]

The more personal your ask, the more likely you are to receive a donation! Don't be afraid to turn that text into a phone call and share your story. There is nothing to lose by reaching out!

## TEXT/MESSAGE

Hey [INSERT FRIEND/FAMILY MEMBER'S NAME HERE]! As you may know, I am part of Dance Marathon at UF, a student-run philanthropy that raises funds for kids at UF Health Shands Children's Hospital. My goal is to raise [INSERT GOAL HERE] and with the help of people like you, I will reach it. Please consider supporting me and DM at UF by donating to my fundraising page! Thank you! [INSERT FUNDRAISING PAGE LINK HERE]

## SOCIAL MEDIA POST

Friends and family, I am currently raising money for Dance Marathon at the University of Florida, an organization that benefits the Children's Miracle Network at UF Health Shands Children's Hospital. My goal is to raise [INSERT GOAL HERE]. From the emergency responders to the nurses, surgeons, and child life specialists, not to mention the family members, no child will ever fight alone. Please consider visiting my fundraising page at the link below to donate For The Kids! [INSERT FUNDRAISING PAGE LINK HERE]

# SAYING THANK YOU

“Thank you” is an incredibly powerful statement and an essential part of fundraising. Everyone wants to feel appreciated, so a little goes a long way when someone offers up a genuine thank you. Even if it is something they expected to hear, such a simple message can mean a lot.



**A donor who receives a formal “thank you” is more likely to donate to you in the future.**

Our organization is founded on the principle of giving back. The best way to give back to your donors is to let them know how much you appreciate them and how much of an impact their donation makes. Keep them updated with how your year is going. Show them the updates to the hospital that they are helping to fund. Make sure they know that they are a part of your DM at UF experience. Feel free to send pictures of your exciting experiences as a part of DM at UF.

## WAYS TO SAY THANK YOU

- Send a handwritten “Thank You” letter
- Send a personal text message upon immediate receipt of donation
- Follow up with sharing pictures or videos of your experience
- Post on social media recognizing your donors
- Share information about how our funds have impacted UF Health Shands Children’s Hospital
- Share updates on the health of our Miracle Children and experiences you enjoy with them

# CONTACT US

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