

INTRODUCTION

Throughout the year there will be countless opportunities to fundraise for Dance Marathon at The University of Florida. Here is a General Fundraising Kit to help you reach your Fundraising goal.

SUMMARY

Prepare for your fundraising now so that you can go in knowing you have done everything you can to be a part of this amazing initiative. Generate a challenging and achievable goal and break it down to smaller, more attainable parts. Don't be afraid to reach out to anyone and everyone! The only way you'll know if somebody wants to donate to you is if you ask, and even if he or she says no, they will still become a part of our movement as we raise funds and awareness FTK! Lastly, have fun. Dance Marathon is an incredible event and something you will remember for the rest of your life. Get out, and be a part of the activities we have planned for the year and enjoy yourself!

Things to Prepare Before Beginning Fundraising

- Personal Fundraising Goal
- Break down of goal into manageable pieces
- Templates for posts on social media (Twitter, IG, Facebook, etc.)
- Templates for emails to be sent out to potential donors
- Templates for Text Messages to be sent out to potential donors
- A phone call script for calling those potential donors
- A list of people to contact
 - Via Email
 - Via Text Message
 - Via Phone Call