



Summer Fundraising Packet (2010 Issue. 4th ed)

Hey Dancer!!

The 2009-2010 school year is over and summer is well on its way! I hope your year was filled with countless, wonderful memories, including Dance Marathon. We are so excited for DM 2010 and cannot wait to share some ideas on how to get the ball rolling toward your fundraising goal! By starting your fundraising early, we can make DM bigger and better than ever!!

The earlier you start, the easier it will be to reach your fundraising goal! Fundraising early is also a good way to spread the word about Dance Marathon to other parts of the country and raise national awareness about Children's Miracle Network. Summer fundraising can be a great addition to fundraising during the fall, when you will be busier with academic obligations and the flurry of a new semester. Hopefully, this packet will help you get a jump-start on what you can do to raise money this summer! Don't feel limited by this packet's ideas- we know that your minds are incredibly creative and we appreciate any and all fundraising efforts! Just make sure they present Dance Marathon and Children's Miracle Network in a great light!

Continue to have a great summer and get excited for an amazing fall semester full of friends, fun, and Dance Marathon!

DM Love,

Jacob Lenard and Merrill Rudd

Your 2010 St. Louis Area Dance Marathon Fundraising Co-Chairs

Before you get started, some tips for all fundraising:

- Simply ask for a donation of your donor's choosing. Usually, you'll end up with more money if you ask for an unspecified donation than if you ask for a specific amount.
- As you fundraise and raise awareness of Dance Marathon, people around you might take interest in what you do. In that case, it might be helpful to have a couple quarter sheets with basic information of the organization and the website address. A sample quarter sheet is available at the end of this packet.
- Avoid using abbreviations like "DM" and "CMN" at first without explaining to your audience first
- What should I say about Dance Marathon and Children's Miracle Network?:
 - St. Louis Area Dance Marathon strives to raise funds for and awareness of Children's Miracle Network of Greater St. Louis
 - Tell them about your personal experience at past Dance Marathon events!
 - Dance Marathon is a yearlong effort which culminates in a twelve hour event to celebrate the efforts of each dancer, and the children who could be with us today because of CMN.
 - Over 1000 WashU students, as well as St. Louis community members come and participate in the event
 - Children's Miracle Network is a non-profit organization that raises funds for children's hospitals all over the country.
 - Children's Miracle Network hospitals help sick and injured kids in local communities by fundraising and collecting donations to fund medical care, research and education that saves and improves the lives of 17 million children each year.

Let's Get Started!

1. Mowing Lawns
2. Washing Cars
3. Babysitting
4. Bake Sale
5. House Sitting/Plant Sitting
6. Dog Walking
7. Neighborhood BBQ
8. Garage Sale
9. Recycle
10. Ping Pong Tournament
11. Keep the Change (Donation Box)
12. Local Newspaper Ads and Bulletin Boards
13. Jewelry Making
14. Carpooling

1. Mowing Lawns

Who: Individual

Where: Anywhere

What: Offer to mow your neighbors' front lawn or backyard. Even ask your parents if they'll pay you to do it!

2. Car Wash

Who: Group

Where: Anywhere

What: Call a gasoline station and see if they'd be willing to sponsor a carwash for you or even do it in your own neighborhood! Then, get a group of friends together for a day full of water, sun and fun!

****Tips**** The busiest hours are between 10am-2pm.

3. Babysitting

Who: Individual

Where: Anywhere

What: Offer to babysit neighbor's kids when the parents need a night to relax or run errands. Babysit multiple families' children at once for more fun and FUNdraising!

4. Bake Sale

Who: Individual or Group

Where: Anywhere

What: People always appreciate homemade goodies! Use your favorite recipes and sell individually wrapped packages either in your neighborhood, at your summer job, to your friends and family, or anywhere else you can think of! Local festivals and community centers might allow you to set up a booth- all you have to do is ask!

****Tip**** If you're doing a booth, make a catchy sign. It might not even be a bad idea to have quarter sheets to let people know about your cause as well!

5. House/Plant Sitting

Who: Individual

Where: Anywhere

What: Are your neighbors going out of town? Advertise that you'd be willing to house-sit or water their plants while they're gone!

****Tip**** You can also Pet-sit. Refer to #6, Dog Walk.

6. Dog Walk

Who: Individual

Where: Anywhere

What: If your neighbors are too busy to take their dog for a walk or are out of town for the weekend, offer to walk their dog for them! You can even walk multiple dogs at one time for more money towards your own fundraising goal!

7. Neighborhood BBQ

Who: Individual or Group

Where: Anywhere

What: Do you have a close knit neighborhood or have always wanted to get to know that new family down the street? Bring your neighborhood together for some great food and company. Advertise and host a neighborhood BBQ that will bring people together and raise money for a great cause! Charge a small fee to cover supplies or make it a potluck! Ask for a donation from everyone who comes and make sure to advertise Children's Miracle Network and Dance Marathon!

****Tips**** If outdoor fires are allowed, roast marshmallows for s'mores later on for a fun and summer-y dessert! Have your parents or friends help out too!

8. Garage Sale

Who: Individual

Where: Anywhere

What: Whether you are cleaning out your closet or finally getting rid of some of those childhood toys, garage sales can earn a lot of money- especially if you advertise who you are fundraising for! You can make some money for DM and yourself, and your old items can find a new home!

9. Recycle

Who: Individual

Where: California and some other states

Some states will give you money in exchange for aluminum cans or plastic water bottles. Start collecting around your house or organize a recycling drive in the neighborhood!

****Tips**** Check with your local Recycling Center before you get started and ask about their exchange rates. Some places pay by the can while others by weight.

10. Ping Pong Tournament

Who: Individual or as many as you want

Where: Anywhere

What: Know of a local recreation center? Have a ping pong table in your basement? Why not organize a ping-pong tournament for your community? Ask for a donation for each entry team or player and advertise for Dance Marathon and Children's Miracle Network while you're at it!

11. Keep the Change (donation box)

Who: Individual

Where: Anywhere

What: Always go to a small convenient store? Or know the cashier? Why not ask them to set up a donation box for Dance Marathon where customers can drop the change! Or ask the cashier to ask customers if they want to participate in a keep-the-change campaign for Dance Marathon!

12. Local Newspaper Ads or Bulletin

Who: Individual

Where: anywhere

What: If there's a local or community newspaper or a bulletin board near your house, ask them to place a caption or ad about Dance Marathon. It's a good opportunity to ask for donations while telling them a little about what you/we do.

****Tips**** A supermarket bulletin board may be good too! If you need a blurb about DM, let us know!

13. Jewelry Making

Who: Individual or Group

Where: Anywhere

What: Get together with some friends or family and make cool lanyards, bracelets, or necklaces and sell them in a public space or your neighborhood. You could even make the jewelry in your favorite DM colors: pink and green!

14. Carpooling

Who: Individual

Where: anywhere

What: Picking kids up from day camp can be a great way to make some great money in a short period of time. Go to local families around the neighborhood and see if they need a friendly neighbor to pick up their children from day camp for a small fee and a great cause!

Sample Quartersheets:

Print some out and have it with you while fundraising and help spread awareness!

Did you know...



- The St. Louis Area Dance Marathon strives to raise funds for and awareness of Children's Miracle Network of Greater St. Louis, which benefits two local children's hospitals.

- 4919 dancers have participated in Dance Marathon at Washington University since 2000, helping raise \$937,512.**

- Dance Marathon has helped support children like Branden, who was diagnosed with liver disease and hepatitis, and lived thanks to a successful liver transplant performed by doctors at the St. Louis Children's Hospital.



...And you helped make it happen.

Thank you, Wash U!

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•**4919 dancers have participated in Dance Marathon at Washington University since 2000, helping raise \$937,512.**

•Dance Marathon has helped support children like Lindsay, who was diagnosed with liver disease and survived thanks to a gracious donation and successful liver transplant performed by doctors at the St. Louis Children's Hospital.



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happen.

Thank you, Wash U!

As always, be creative in your fundraising efforts and let us know about your great ideas! We are here to help you be as successful as possible, so don't hesitate to email us with questions all year at fundraising@dmstl.org!

DM Love,

Jacob Lenard and Merrill Rudd
Fundraising Co-Chairs
St. Louis Area Dance Marathon 2010
fundraising@dmstl.org