



2017-2018
FUNDRAISING
GUIDE



SpartanTHON

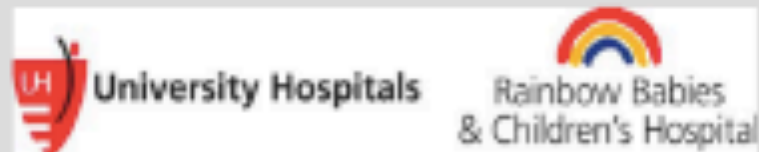
For The Kids

WELCOME TO SPARTANTHON!

Hello SpartanTHON Dancers! Thanks for registering for SpartanTHON's Miracle Network Dance Marathon. Dance Marathon is an organization affiliated with the Children's Miracle Network (CMN) and various hospitals around the nation. CMN was formed in 1983 by the Osmond family, and was designed to help those with children in the hospital. The organization holds fundraising events to help the families and children who are going through trying times. Dance Marathon is just one part of CMN that has hundreds of college campus all over the nation helping to raise money. We are so excited to have you celebrate with us in our fundraising efforts for Rainbow Babies! We have put together this guide to help you continue fundraising toward your goal in the easiest and most fun way possible to help the kids. Thanks for all of your hard work. FTK!

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Fun Facts from Child Life

Our team of dedicated professionals at Rainbow work with children and their families to help them cope with the challenges of hospitalization, illness and disability, making their hospital stay less scary while also providing education about treatment. Rainbow's licensed art & music therapists work with patients and their families to explore, learn and communicate their feelings through personal expression, allowing a healthy outlet for their thoughts and feelings. Each cent you fundraise is kid-spent on programs and services such as these!

Each Year, Art Therapy Uses...

- More than 5,000 markers
- More than 20 gallons of tempura paint
- 100 paint brushes
- 75 scissors
- 25,000 sheets of paper
- Each Art Therapist sees more than 1,000 patients and families!

Our Music Therapists...

- Has more than 50 instruments on their music cart for patients and families to use
- Makes more than 500 CDs with patients and families to use while here and for keepsakes
- Knows and can play songs from 8 different music styles
- Provides more than 150 music groups for patients and families
- Each Music Therapist sees more than 1,000 patients and families each year!

Our Child Life Specialists...

- Provides more than 2,500 preparations to patients and families for procedures every year
- Uses more than 1,000 1 pound tubs of Model Magic every year to create handprints/footprints for keepsakes
- Uses more than 150 board games in the activity centers
- Uses 3,000 Polaroid pictures every year
- Makes 1,000 special event (birthdays, end of treatment, etc) cards every year
- Uses more than 100,000 stickers every year
- Uses more than 1,200 cloth teaching dolls to provide education to patients and families each year
- Approximately 10-15 students are introduced to our School Program each day, with our Certified School Teacher working with over 1,000 patients from Kindergarten through 12th Grade, to make sure they don't fall behind in classes while in the hospital!

Our Family Resource Center...

- Provides more than 2,700 books and reference materials to patients and families each year
- Provides more than 8,000 videos and DVDs to patients and families each year!

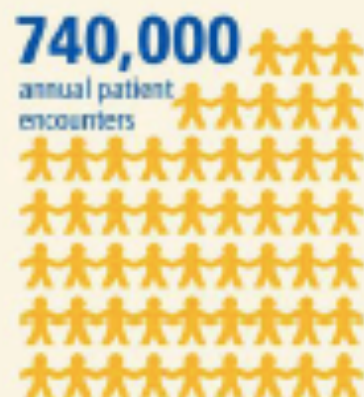
Is she happy? Is he healthy?

With more than 100 locations throughout Northeast Ohio, accessing our expansive network of pediatric care providers and services has never been easier. **To find a doctor or location, visit OnlyOneRainbow.org.**



Rainbow primary care:

More than **200** pediatric and family medicine providers deliver routine care at **83** locations across the region.




Northern Ohio's **ONLY Level I Pediatric Trauma Center** at UH Rainbow Babies & Children's Hospital

More than **1,300** pediatric specialists in



16 pediatric medical subspecialties and




11 pediatric surgical subspecialties



17 Rainbow Specialty Care Clinics





WHAT DO
OUR FUNDS
HELP PAY
FOR?

COST OF CARE TIPSHEET

- \$0.42:** One **Wee Pee sized diaper**, for neonates weighing less than 800 grams. (\$150.48/1 case, case=360 diapers)
- \$0.50:** One **Preemie sized diaper**, for neonates weighing up to 4 pounds.
- \$1.08:** One **Size 1 blood pressure cuff** for the smallest children in our care.
- \$4.00:** One **baby blanket** in the Neonatal and Infant Critical Care Unit.
- \$100:** One **guitar or keyboard** for the Music Therapy Program
- \$500:** One **fetal heart monitor**, which monitors the condition of a baby's heart as it grows inside of the mother.
- \$1,000:** One **pulsoximeter**, which measures the oxygen saturation in the blood. This is important to keep track of and dramatic drops in blood oxygen levels can be catastrophic.
- \$1,500:** Three sets of **exercise mats, medicine balls, bolsters and other rehabilitative equipment**, which help children re-learn movements after a serious trauma or illness.
- \$3,500:** Five **electroanalgesic transcutaneous nerve stimulators**, which can help mediate pain in children suffering from chronic conditions or post-surgical rehabilitation.
- \$5,000:** Three **pediatric wheelchairs**, specially made in many different sizes for kids of all sizes and abilities.
- \$6,500:** One **medical grade swinging light for pediatric trauma room**. Lighting is critical to determining and treating a trauma, and the light is one of the most critical features of a trauma room.
- \$8,500:** Two **ventilators**, which assist children who can't breathe on their own.
- \$10,000:** One **critical care crib**, specially designed for children in critical care to limit movement in order to keep infants and toddlers safe while allowing comfort and access for medical equipment.



FUNDRAISING IDEAS

IDEAS UPON IDEAS

Sell Candy Bars

Buy Candy Bars (or donuts or slices of pizza) in Bulk and sell them for \$1

Host an Event

Host game nights, sports bracket challenges, dinners, etc.

Embarrass Yourself

Do something embarrassing such post a picture, dye your hair, dress wacky, or shave your head

Sell Your Old Stuff

Use auction sites like eBay or sell old clothes back to stores like Plato's Closet or have a yard sale

Start a Piggy Bank

Start a change jar and save any loose change you have and donate it to your donor drive- or even take \$5 out of every pay check and donate it to yourself!

Writing Letters

You can write a letter or send an email to friends, family, professors, coworkers, and send it through snail mail.

Run for Donations

Run a 5K, Mini-Marathon, Marathon, or other organized run and ask for donations for each mile that you run

Offer Services

Turn household chores into a fundraising technique. You can babysit, walk dogs, shovel snow, mow the grass, rake leaves, give rides to class, give friends sober rides, clean houses, or tutor

Uber or Ask Tinder Matches

Use apps to your advantage!

Share Your Fundraising Link

Share your fundraising link on social media such as Facebook, Instagram, Snapchat, or Twitter, and have your friends and family share your link. Share it regularly!

Have a Bake Sale

Bake goods and sell them to your peers and donate the money you make!

IDEAS UPON IDEAS

Have a Party

Throw a (legal) party and charge people to get in or participate

Elevator Pitches

Text (or Facebook message) everyone you know and tell them your elevator pitch!

Host a Car Wash

Set up a car wash and charge per car that comes in

Delivery Person

Be the delivery person for the night and bring friends food or coffee while studying

Hour by Hour

Ask 12 family and friends to donate \$10 to sponsor you for every hour of the Marathon

Spare Change

Put a bucket outside your work for spare change donations (with permission)

Laundry Duty

Do your friends' laundry for a small fee

The Artist

Artistic? Make personalized items and sell for a donation

Bye-Bye Books

Sell back your old textbooks and donate the money you make

Gift the Children

Ask for donations on behalf of the holidays and your Birthday

Corporate Donation

Ask companies if they will match how much you fundraise within a certain period of time or donate in kind

Tweet at Celebrities

Tweet at your favorite celebrities and ask them to donate to SpartanTHON

Chain Reaction

Ask friends/family/old teachers to send a mass email/post on their Facebook pages on your behalf

IDEAS UPON IDEAS

Passion Pitch

Share your story and let people know why you are passionate

Dare Me

Ask for "dare donations" and allow your friends to dare you to do something if they donate a certain amount

Share Your Talent

Talented? Write a song, perform a rap, write a poem, or perform a dance move for every donor who donates to your page and post it on social media

Goal Driven Fundraising

Set a fundraising goal and if it is reached set out a challenge that you will do (such as run a marathon)

Daily Savings

Save \$1 every day leading up to the marathon

Caroling

Go Holiday (or any other time) Caroling for donations

Grades with Goals

Make a deal with your parents for every 'A' you receive on a test, quiz, paper, etc. they will donate a certain amount to your account

Fundraising Games

Hold some sort of challenge (corn hole, baking, etc.) with a fee to participate and the winner receives the money entered to win into their fundraising account

Expert Challenge

Challenge an 'expert' (or self-proclaimed one that is well known) to their expert activity. Have people 'vote' for who they bet will win/ or want to win with a donation

Guess the Age of Your Teacher

Organize an event in which students pay to guess the age of your professor. Obtain approval from your teacher first!

International Dinner

Have people from various ethnic origins cook traditional foods, and then charge admission to an international dinner.

IDEAS UPON IDEAS

Beat the Goalie

Pick the best hockey or soccer goalie you know and invite people to try to score a goal for a prize. Every participant has to pay to take a shot.

Jellybean Count

Fill a jar with jellybeans and have people pay to guess how many there are in the jar.

Facebook "likes" Donations

Ask a local business if you can help them increase their Facebook following. In exchange for bringing more "likes" to their page, you receive a donation.

Puppies for a Price

If you have a friendly pet, take him/her (if they are okay with it) to campus or a well traveled area and allow people to play or pet your animal in exchange for a donation

Truth or Donate

Make cards with embarrassing tasks on them and give them to people with the option to do the dare on the card or donate a dollar or two to get out of it

Offer to Pass Out Flyers for Donations

Many small local businesses are in need of marketing help. Ask if you can hang door hangers or pass out flyers in exchange for a donation to your drive.

Wrap Gifts for Donations

Many bookstores, malls, and other retail establishments allow you to wrap gifts for donations during holidays. Some even provide the paper and all the tools you need in exchange for your time volunteering. Check with your local bookstore or mall and ask if they have a program.

Restaurants Jars

Check around at pay-at-the-counter restaurants and ask if you can place a spare change jar in the store

Printer Cartridges

There are numerous places that pay for used printer cartridges.

Recycle Phones

Research places that recycle phones for cash

Baby Photo Contest

Have participants display their baby pictures and collect \$1 votes for the cutest baby

IDEAS UPON IDEAS

Penny Wars

Teams compete by decorating and filling jars with pennies with the object of collecting the most pennies. Competitors can throw other coins (and bills) in competing jars to throw off the penny total. The team with the highest penny total (minus the other change) wins!

Get in Shape

Get sponsored for every pound you lose and donate the money you raise.

Treasure Chest

Fill a chest with donated prizes and sell keys to open the chest

Board Game Tournament

Host a tournament for all your Dungeon Masters, Super Settlers, or Monopoly Junkies and charge for entry

Volunteer to Sell Concessions

Volunteer at a concession stand and donate the money you make from doing that

Eat My Meals


Use your meal plan to swipe people in at dining halls in exchange for donations

Show Your Pride

Design tshirts or hats for your team and sell them

Recycle Away

Collecting pop cans from friends and people in your neighborhood or apartment community



GENERIC LETTER WRITING CAMPAIGN

LETTER WRITING

The average letter brings in \$30 dollars. Handwritten letter tend to be the most personable and effective. If email is more you style, you can send letters straight from you DonorDrive page. Here are some tips when setting up a letter campaign:

- Use a personalized greeting
- Explain what dance marathon is
- Include that the overall goal and your personal goal donations go directly to Rainbow Babies
- Make it personal: Why do YOU dance???
- This is the part where you pull on heartstrings and inspire others to feel the same way you do about the organization
- Say when the event is/what it is
- It is a celebration of the successful fundraising events throughout the year, as well as a final push to reach our goals. The Miracle families are invited and they are the real stars. It is on Saturday, February 11, 2016.
- Include your donor drive link/information
- Ask for any amount, whether it be \$1 or \$100! Any and all amounts help!
- Thank them for their support
- Write them a thank-you and follow up of the event/ money raised/ where it went after the event if they donated



INDIVIDUAL LETTER EXAMPLE

SAMPLE LETTER

Dear _____,

I am writing to ask for your support as I participate in SpartanTHON's 6th annual Dance Marathon on February 11, 2017. Dance Marathon is a fundraiser where Case Western Students pledge to remain standing for 12 hours to raise money for children in the hospital. 100% of the funds raised by these dedicated dancers will benefit Children's Miracle Network Rainbow Babies and Children's Hospital located right next to Case's campus in Cleveland, Ohio.

Dance Marathon is a nationwide tradition that has raised millions of dollars for Children's Miracle Network hospitals. Currently over 400 schools internationally participate in dance marathon.

The funds that are raised for SpartanTHON through contributions such as yours are used by Children's Miracle Network to provide care for the children at Rainbow Babies and Children's Hospital. The money raised provides funding for pediatric research, patient care, state-of-the-art equipment, patient education, and diversionary activities for children who must endure long hospital stays. As part of the Children's Miracle Network's alliance with premier hospitals throughout the US and Canada, Rainbow Babies and Children's Hospital helps thousands of children and their families each year.

While Dance Marathon is an enjoyable event for me, the miracle children are at the heart of experience. The 12 hours I remain on my feet is nothing compared to the hardships that many of these children have endured. While each dancer is being asked to raise \$50, my personal goal is to raise _____. (Add personal connection or story here) Will you help me exceed my fundraising goal? Please go to www.events.dancemarathon.com and "search for a fundraiser" Then, type in my name, _____, into the participant search box and click donate to this participant.

Please remember that every donation will truly make a difference in the life of a child!

For all the right reasons,

(Your Name)



WHO TO ASK

WHO TO ASK?

Your family

Your friends

Your parents' and siblings' friends

Your doctor

Your dentist

Your chiropractor

Your orthodontist

Your physical therapist

Your hairstylist/barber

Your insurance agent

Your lawyer

Your neighbors

Your religious leader

Your extended family's neighbors

Your old teachers

Your current teachers

Your boss

Your coworkers

Your old coaches

Your current coaches

Your siblings' coaches

Your hometown's businesses



FUNDRAISING TL;DR

FUNDRAISING TL;DR

1. Talk about DM. Talk about our impact locally at Rainbow Babies, meeting the miracle families, events we host, and what the money we raise goes to!
2. Explain DM. If people haven't heard about DM, explain it! Take a look at the language on our flyers, brochure, or website and see what an elevator speech might look like.
3. Post about it on social media! Show your friends and family what a difference you are making in our community and spread awareness of DM!
4. Show off your swag! Wear your DM shirt around campus, share our flyers, and our graphics on your social media!
5. Print out flyers and brochures
6. Email or send letters
7. Offer incentives in exchange for donations! Bake cookies, rake some leaves, or even make a craft
8. Be persistent! Even if you get turned down, that doesn't mean the next person will say no! Ask someone for their spare change, to volunteer, or even to share our message with their friends!
9. Ask again! Be sure your message is getting out through email, letters, and social media!
10. Be clear, concise, credible, and **DO IT FOR THE KIDS!**

