

# DANCE MARATHON

AT THE UNIVERSITY OF FLORIDA

Benefitting Children's Miracle Network Hospitals at  
UF Health Shands Children's Hospital

# FUNDRAISING KIT

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# INTRODUCTION

Throughout the year there will be countless of 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

# SET A PERSONAL GOAL

Setting a personal goal is hugely important to your success in fundraising this year. If you have a goal in mind, you can break it down to make it more achievable. Publicizing your goal is a great way to challenge yourself and let all the people you know see the great things you are doing FTK and how they can help get you there!

## BREAK DOWN YOUR PERSONAL GOAL

As we learned in 2016, #ItJustTakesOne dollar to make a difference in the life of a child. A big goal is intimidating only until you realize it's just a bunch of smaller ones put together. Let's take a look at an example to illustrate:

Personal Goal: \$50

### **Break Down:**

2 Phone Calls asking for \$10 = \$20

2 Emails asking for \$5 = \$10

3 Texts asking for \$5 = \$15

1 Personal Donation of \$5 = \$5

Grand Total = \$50

This is a simple and fast template for how you should reach out to your donors but it gives you an idea of just how easy it can be by breaking down your goal. Who you contact and what you ask them for will be specific to each of the people you choose to contact. Taking your goal and separating it into these pieces will make your fundraising goal a piece of cake this winter break!

## WHO TO REACH OUT TO

Different times of the year can offer opportunities to increase your fundraising goals. For example, winter break is a giving time of the year. People are in high spirits and much more willing to give to great causes like DM at UF. Did you know that 24% of all money brought in by non-profit organizations happens at this time of year? So, don't be afraid to reach out to people in your network to let them know what a fantastic cause DM at UF and Children's Miracle Network is!

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

This list is a great place to start but there are plenty more people out there just waiting to hear what a great cause you are fundraising for. In addition to this, your contacts will be impressed that you are taking time out of your winter break to fundraise for an unselfish cause, which will in turn show them that this is something you truly care about. The point is to not be afraid to reach out to anyone. The worst thing they can say is, "no," but they will still walk away having learned something about what we do, here, for DM at UF!

## PICKING YOUR MEDIUM

It's important to understand that different people may want to be contacted in different ways. Make sure that you are customizing the delivery of your message to the person you are trying to reach. For instance, you don't want to call your aunt or uncle if you know they are going to be at work--maybe a simple text will suffice and be better received. As we will discuss later, the more personal the medium the better. The general order for medium intimacy is as follows:

- Face to face interaction
- Online Video Chat
- Phone Call
- Text Message
- Facebook Message
- Email
- General Social Media Post

When considering which to use, start at the top and work your way down. With down time during winter break, try to stay as close to the top of the list as possible. People appreciate you taking the time to personally reach out to them, let them know how much you value them by doing so!

## CRAFTING YOUR PERSONAL MESSAGE

This is where your Dance Marathon story can shine. Everybody dances for a different reason and it is these reasons that drive us to fundraise for our amazing cause. Communicating these can be difficult but people will be inspired by your passion for DM and will want to further our cause alongside you! Also, be aware that there are a lot of fun things you can do to encourage people to donate, whether that be to bake people cookies who donate over a certain amount, or to offer to match every dollar donated up to a certain amount, there is no limit to things you can do in return for people's generosity--get creative!

There are a few elements that we recommend you definitely include in your ask:

### **The Cause**

A brief explanation of DM at UF and what we are doing on Transform Today. This gives people the answer to the "Why donate?"

### **The What**

Tell them what you are doing and what you want them to do. Mention your fundraising goal and how it relates to **The Cause** and what you want them to do to support you in your effort.

### **The When**

Your goal is to raise money during Winter Break which ends alongside our incentive on January 3rd

### **The How**

Tell them how they can go about donating that money to you. When doing this, consider what will be easiest for the person you are communicating with. A couple of options are as follows:

- A link to your personal Donor Drive page
- A check written to Dance Marathon at UF with your name in the memo line so it gets credited to your personal page
- Cash that you can turn in via your Overall or a Fundraising Captain
- A delivery of the money to you personally via wire transit, checking account deposit, Venmo, Paypal, etc.
  - You can then turn around and donate this money to your Donor Drive page in their honor!

# IMPORTANT Fundraising NOTES

## THE IMPORTANCE OF BRINGING IT BACK TO THE CAUSE

The goal of all of our fundraising is to raise awareness about what we do for UF Health Shands Children's Hospital. Regardless of whether the person you contact decides to donate or not, they should leave your conversation knowing that we are FTK. Don't just ask for a donation, explain where the money goes and who it will benefit. UF Health Shands Children's Hospital is one of the best children's hospitals in the state, and even children from other states get sent here to benefit from our specialists, right here, in Gainesville. Each donor has the ability to positively impact a child's life. An easy way of doing this is to talk about your team's Miracle Child and a piece of equipment that DM has funded that has positively impacted his or her life.

## THE IMPORTANCE OF A PERSONAL MESSAGE

It is important that you put your passion on display when reaching out to people for donations. It is also important to remember that many people you contact may not know about DM or how important it is to you--this is your opportunity to be an official ambassador for our cause! When you explain what you are raising money for, this is a good time to talk about your team's Miracle Child and how the money we raise has impacted them (refer to our guide for this at the end of this Kit). The more personal you make your message, the more your passion will shine through to those you speak to. We know how much you love DM, now it's time to tell everyone else!

## THE IMPORTANCE OF A PHONE CALL

Calling someone to ask for a charitable donation can be an intimidating idea. What you have to understand, however, is that no email or text message is ever going to convey the passion you have like a simple phone call will. Taking the time out of your day to make a personal phone call shows people how passionate you are and allows them to get a better idea of all the amazing things we do as an organization.

## THE IMPORTANCE OF DONOR MATCHING

Did you know that a lot of employers will match donations made by their employees? This means that if somebody donates \$100, his or her employer would donate another \$100 turning the donation into \$200 FTK! Most of the time it is as simple as filling out a form. This could make a huge difference and literally double your fundraising efforts. To be clear, all dollars matched on donations will go to your personal fundraising page! Visit <http://foridadm.org/employee-matching> for a quick and easy guide on this topic.

## THE IMPORTANCE OF SAYING THANK YOU

So often we forget what is arguably the most important part of our fundraising efforts, and that is saying thank you to our donors. These are the people who supported you and your efforts. Make sure you give them a call/text/email and let them know how much you appreciate them!



# TEMPLATES

## PHONE CALL SCRIPT

*\*Exchange greetings\**

**You:** So I don't know if you saw my Facebook status from earlier but I am a part of an organization called Dance Marathon that benefits UF Health Shands Children's hospital here in Gainesville, and this holiday season we are fundraising in honor of those kids stuck in the hospital at this magical time of year. I love this organization because *\*Insert your personal miracle story\**. Today, I am working with *\*Insert Team Miracle Child\** to raise *\*Personal Goal\** because the money we raise has helped our Miracle Child through *\*Insert specific equipment related to miracle child from list\**. Would you be willing to support me and my team in this effort by donating *\*Specific Amount\**?

**Them:** Respond yes/no/maybe later

**You (Yes Response):** That's awesome, I really appreciate it. Here are a few ways you can donate (see above), let me know if there is anything I can do to help.

**You (maybe later Response):** Alright awesome, if you have any questions about our cause or what we do, please feel free to reach out to me any time.

**You (No Response):** Alright well I realized *\*Specific amount from earlier\** is pretty high, would you consider donating *\*Lesser amount\**?

**Them:** Respond yes/no/maybe later

**You (Yes Response):** see above

**You (Maybe Later Response):** See above

**You (No response):** Alright well thanks for taking the time to talk and have an awesome day, keep us in mind up here at DM at UF as we fight to raise funds and awareness for our amazing kids!

# TEMPLATES (cont.)

## EMAIL

Dear \*Insert Name Here\*,

I am a part of an organization called Dance Marathon that benefits UF Health Shands Children's hospital, here, in Gainesville. We are making an effort to raise money for children stuck in the hospital this holiday season. I love this organization because \*Insert your personal miracle story\* . I am working with \*Insert Team Miracle Child\* to raise \*Personal Goal\* because the money we raise has helped our Miracle Child through \*Insert specific equipment related to Miracle Child from list\*. Would you be willing to support me and my team in this effort by donating \*Specific Amount\*?

Every dollar donated is tax deductible and has a direct impact on the lives of children treated here at UF Health Shands.

If so, the easiest way to donate is to do it directly to my online fundraising page at \*Insert Donor Drive Link\*

A couple other ways to donate are \*Insert options you think they would use from above\*

### **\*\*Potentially relevant, include if you think possible\*\***

Did you know that many employers will also match your donation and double the amount you can donate just by filling out a single form? Visit <http://floridadm.org/employee-matching> to find out if your employer offers this!

# TEMPLATES (cont.)

## TEXT/FB MESSAGE

Hello! I am a part of an organization called Dance Marathon that benefits UF Health Shands Children's hospital here in Gainesville and we are fundraising in honor of those kids who won't be able to make it home for this holiday season. I love this cause and it means a lot to me because \*insert personal reason\*. I am trying to do my part by raising \*Personal Fundraising goal\*, would you be willing to support me by donating \*Specific Amount\*?

## SOCIAL MEDIA TEMPLATE

Friends & Family,

As many of you know, DM at UF is a cause close to my heart, this holiday season we are raising money in honor of kids stuck in the hospital who don't get to be home for the holidays this year. I am doing my part by trying to raise \*Personal Fundraising Goal\* for \*Team Miracle Child\*. Whatever you are willing and able to donate makes a huge difference, and every cent raised goes to the most deserving families fighting childhood illness and disease. Please consider donating to my personal fundraising page and supporting our efforts to raise money #FTK \*Insert Personal Link\*

# ITEMS YOU CAN REFERENCE

## UNIT

### 44/45 PEDS

Most of our patients have benefited from Child Life, Arts in Medicine, Guest Services, and Diversion Items. The social workers are responsible for handing out the food vouchers, and a lot of them go to our underprivileged families who can't afford to continue to buy hospital food.

### 41 PEDS INFUSION

Several of our oncology miracle children get or received routine infusions of chemo in the infusion room including Veronica Dillow, Elyse Hancock, Mazzy Jester, Luke Lambert, Madison Greene. There are also new vein illuminators purchased by CMN funds in the PICU, 44, NICU and the ER.

### 42 PEDS IMMUNOCOMPROMISED

WOW scanners are the portable work stations that nurses can take into the rooms and scan medication codes, report vitals on patients, etc. Any child admitted on 42 has benefited by these. Most of our oncology miracle children have been admitted on 42 at one point or another.

### PEDS SURGERY

The Pediatric Surgical Center is an outpatient surgery building. The stretchers and CSC scopes are there. A lot of minor surgeries like ear tubes, tonsillectomy, port removal can be done there.

## GOES TOWARDS

- Arts in Medicine program - \$30,000 per year
- Special Needs Car Seat - \$10,000 per year
- Healthy meals for kids in hospital (often times this is the only healthy meal a child/family might get). - \$40,000 per year
- Infusion Chairs - \$30,561.44
- Vein Illuminators - \$22,000
- WOW Scanner and RFID Tags - \$43,294
- Peds Cystoscope - \$14,903
- Pediatric Stretchers - \$77,893.68
- C-Arm - \$150,064

# ITEMS YOU CAN REFERENCE (cont.)

## UNIT

## GOES TOWARDS

### NICU

tJude and Oliver Sleeper and Lucy Jane Horton have benefited by donations to the NICU (the giraffe beds they were in were purchased by CMN funds). Also, Reilly Rogers was in the NICU for a few days before being transferred to the CICU.

- ROP Retinopathy Prematurity services- \$70,000
- Neonatal Pediatric Pumps for the helicopter (ShandsCair) - \$40,860

### 10-2 PEDS CARDIO

All of our heart kiddos and several of our non-heart kiddos have used that same ECHO machine. For instance, most of our heart kids have routine echos every few months (Camden, Miss K, Bennett Jefferson, Anna Rose, Genevieve Haesler, Kirstyn Tripp, Mateo, McKenna Brown, Owen, Nathan Wells, Sage, Wyatt). But then many of our other miracle children have echos done every year or so to check the function of their heart in the midst of chronic illness.

- Peds Echo Machine - \$272,813

### 10-4 PICU

PICU also has sleeper-sofa beds, a vein illuminator, a new Ultrasound Machine (~\$50,000), Transport Monitors that were funded by CMN. Nate is a patient in the PICU when he is hospitalized.

- Provided housing to families with chronically ill children (children who will pass away)- \$15,000
- Bereavement support for families who lose a child- \$10,000 per year
- Burn Compression Garments- \$15,000 per year

### PRIVACY CURTAINS 42,44,45

Powie Patterson and Alyssa Mann are patients on these floors.

- New privacy curtains for 42, 44 & 45 - \$90,351

Contact us or send donations to:

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## CONTACT US FOR MORE INFORMATION

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