



ASU
Miracle Network
Dance Marathon
PCHF Phoenix Children's
Hospital Foundation

FUNdraising Packet

ASU Dance Network Dance Marathon
November 18, 2017





Thank you for your participation in ASU's 6th Annual Miracle Network Dance Marathon! We are so excited you will be dancing FOR THE KIDS! We hope that you will enjoy raising money for this important cause!

The money that is raised at Arizona State University's Miracle Network Dance Marathon specifically benefits the Hope Fund at Phoenix Children's Hospital. The Hope Fund helps launch critical new programs, purchase essential equipment, conduct cutting edge research, provide charitable care and much more. The results of these donations help improve the quality of life of the children and their families, along with providing education and research of current illnesses and future treatments.

As a whole, the ASU Miracle Network Dance Marathon Executive Board has great expectations for itself, the dancers, and the event as a whole. With your help, we hope to have an even more successful year than we did last year. Because fundraising is such a large component of the entire event, we have put together this packet to help guide your fundraising. If you have any questions or need any assistance, please do not hesitate to contact us!

For The Kids,

2017 ASU Miracle Network Dance Marathon Fundraising Committee

[Www.asudm.com](http://www.asudm.com)

[Facebook.com/ASUDanceMarathon](https://www.facebook.com/ASUDanceMarathon)

@asu_DM

#FTK #asudm

Facts & Figures



- Founded in 1983, the *Children's Miracle Network Hospitals* consists of 170 children's hospitals across the United States and Canada.
- **62 children** enter a *Children's Miracle Network* hospital **each minute**, suffering from ailments such as: asthma, broken bones, birth defects, and cancer.
- Donations stay local to help children of the community at the affiliated *Children's Miracle Network* hospital. Locally, funds benefit **Phoenix Children's Hospital**.
- 150,000 unique patients were treated last year during 180,000 physician appointments & 41,000 urgent care visits at Phoenix Children's Hospital.
- More than 50% of Arizona's pediatric care in cardiology, orthopaedics, neurology and oncology is provided at Phoenix Children's Hospital.



- Dance Marathon is a nationwide movement taking place at 150 colleges and universities across the country., to help raise money for their local *Children's Miracle Network* hospital.
- Students fundraise throughout the year for multi-hour Dance Marathons, where students pledge to remain standing the entire time while dancing, enjoying games, entertainment and more.
- The **6th Annual ASU Miracle Network Dance Marathon** will take place on Saturday, November 18, 2017 at Student Pavilion in the Senita Ballroom from 12pm - 6pm, with all proceeds going to help the children and families at Phoenix Children's Hospital.
- Miracle children and their families attend the event, and anyone can dance!

FUNdraising Ideas

Does reaching a goal of \$100 seem impossible? If you are in need of a little Fundraising 101 - look no further! Making miracles **For The Kids** is simple. Check out some of our fundraising methods and you can fundraise over \$100 in no time!

Canning

At ASU Miracle Network Dance Marathon, we believe that if you can, can! Canning is an easy way to raise money **For The Kids**, and usually only requires about an hour per canning trip. Organized canning outings usually occur before home football games and require nothing more than a positive attitude and a ASU MNDM pitch. Be sure to wear ASU MNDM gear.

- * Contact local businesses for permission to stand outside entrances and exits with ASU MNDM cans. Do it in 2 hour shifts with your team and ask customers to contribute their spare change to Dance Marathon as they enter or leave the business.
- * Can at HOMECOMING! (*PCH will provide the change canisters*)

Letter Writing Campaign

Get together with your MNDM Team and write personalized letters to friends, families, and co-workers to help solicit donations for the Phoenix Children's patients and families. You can use the attached form letter to write/email your family & friend (page)

Sporting Events/Tournaments

Ask for a dollar amount as an entry fee.

- * Bowling Tournaments
- * Kickball Tournaments
- * Racquet Ball Tournaments
- * Flag Football Tournaments

Trivia Night

Host a Trivia Night with friends. Ask for a \$1-\$5 donation from each player.

Matching Gift Program

Encourage your donors to inquire if their company has a matching gift program. Matching Gift programs can be an effective way to double the amount of the donations.

Fundraisers at a Restaurant

- * Contact local restaurants to host a night of giving. They can donate a percentage of a certain menu item that is ordered throughout the night.

Chauffeur Friends

Offer to drive your friends for the night for a donation.

Embarrass Yourself

Do something embarrassing for a donation! Examples include, but are not limited to, posting an embarrassing picture, shaving your head, dying your hair, and dressing crazy in public.

FUNdraising Ideas

Sell Your Old Stuff

- * Get together with some friends and have a yard sale.
- * Use auction sites such as eBay®, take old clothes to Buffalo Exchange, etc.

Share Your Fundraising Link

Share your fundraising link on social media, have your friends and family share your link. Share it regularly!

Other Quick Ideas

- * Penny Wars: Encourage competition between different academic classes in your organization
- * Sell Candy Bars: Buy candy bars in bulk and sell them for a \$1.
- * Bake Sale: Everyone loves food! Sell baked goods for a donation.
- * Collect Cans: Collect cans and recycle (good to do after sporting event).
- * Design T-Shirts: Sell the shirts to your team for a donation. This could be a team fundraiser as well.
- * Ask everyone in your organization to bring \$1 to your next meeting to add to your team's total.
- * Carwash: Get your team together and host a car wash. This is a chance to CAN as well.
- * Offer to do yard work for your neighbors.
- * Sell old Textbooks.
- * Mid-Terms & Finals Care Packages: make and sell care packages to your fellow students for a donation.
- * Carnivals.
- * Participate in Case Studies or Grad School Research on Campus.
- * Attend class for someone to take notes.
- * Tutoring.
- * Super Bowl Swear Jar: Put a quarter in the jar every time you or others swear during the game.
- * Ask family and friends to save all of their change for a month and donate it.
- * Throw a party with a cover charge - profits For The Kids!
- * Host Dorm Date Auctions.
- * Host a Card Game Night: players donate 50% of winnings.

Dear _____,

This year, I will be participating in Arizona State University's 6th Annual Miracle Network Dance Marathon (MNDM). Dance Marathon is a 6 hour event where hundreds of students pledge to stay awake and on their feet to raise money and support for the 17 million children who benefit from Children's Miracle Network Hospitals each year. Our Dance Marathon directly Benefits the children and families of the Phoenix Children's Hospital. The date of ASU Miracle Network Dance Marathon 2017 is November 18, 2017 from 12:00pm—6:00pm.

The results of donations to our event help improve the quality of life of the children and their families, along with providing education and research of current illnesses and future treatments. It is my goal to raise money not only for the children, but also for the families and everyone who is affected by pediatric diseases.

I need your help to make Dance Marathon a success this year. With the support of Dance Marathon, miracles can happen for thousands of children treated at Phoenix Children's Hospital each year. I am determined to raise \$100 in an effort to make a difference in the lives of these children. Join the miracle team of physicians, nurses, volunteers, and students like myself who are working to advance the quality of children's health care through Children's Miracle Network Hospitals and ASU Miracle Network Dance Marathon.

Please consider donating so I may reach my goal to support this great cause. Please know that any donation you make would be greatly appreciated and every penny makes a difference.

To make a donation please visit: www.asudm.com and type in my name in the search bar on the "Support a Dancer" page. If you prefer, you can mail a check to the below address. All checks should be made payable to Phoenix Children's Hospital, and my name should be written in the memo line.

Thank you for your support!

For the Kids,

Checks/Cash can be mailed to:

Phoenix Children's Hospital Foundation

Attn: Susan O'Donnell

2929 East Camelback Road, Suite 122