

*USC*  
*Dance Marathon*

**2022-2023**  
**FUNDRAISING GUIDE**

**Instagram: @uscdancemarathon**

**Facebook: USC Dance Marathon**

**Twitter: @USCDM**

**Email: [sodm@mailbox.sc.edu](mailto:sodm@mailbox.sc.edu)**

**Website: [uscdm.org](http://uscdm.org)**

# WELCOME TO OUR DM FAMILY!



*Hey heroes...*



Thank You for joining Dance Marathon at the University of South Carolina. Our mission is to raise money and spread awareness of the Child Life Program at our local Children's Hospital: Prisma Health Children's Hospital-Midlands. Fundraising can be a daunting and challenging endeavor, but luckily we are here to help! This fundraising guide is for every hero associated with Dance Marathon at the University of South Carolina and is here to help you to reach your fundraising goals. It is important to keep in mind that not every fundraising idea in this handbook is possible for everyone, but our goal is to provide you with ideas that have worked for other heroes, like yourself, in the past. Fundraising works best when you evaluate your resources and potential donors and figure out what plan will work best for you. Your active support will help us continue to be the largest donors of the Child Life Program at Prisma Health Children's Hospital-Midlands. Thank you in advance for your dedication and commitment to our program and we hope this packet helps you achieve your fundraising goals.





# What to Mention When Fundraising?

No matter how you are fundraising, here is some of the basic information you should include while asking for donations. Including facts and figures when asking for donations will help demonstrate why the cause means so much to you and help potential donors see why they should help too. You can learn more about our mission, sponsors, and local beneficiaries by visiting [uscdm.org](http://uscdm.org)

## What is USCDM?

Dance Marathon is a YEAR LONG movement that culminates in a Main Event where over 1,500 students stay awake and on their feet all day to raise awareness and funds for Children's Miracle Network and our local Children's Hospital: Prisma Health Children's Hospital-Midlands. Centered around the kids in our community, USCDM is committed to raising funds for children with a need for special pediatric or medical care.

## Why DM?

We would not be a million dollar organization without fundraisers like you! Be sure to explain why you joined this organization and why you continue to be an active participant to potential donors. How are you involved? What aspects of DM have had a special impact on you? Every hero has a different reason they get involved within USCDM and it is important to share that reason with your donors to better connect them to our hospital and organization.

## Where does the money go?

USCDM benefits our local Children's Miracle Network Hospital, Prisma Health Children's Hospital-Midlands, to help fund their Child Life Program. Child Life has four main pillars: Procedure Prep and Distraction, Diagnosis Education, Normalization of the Hospital, and Bereavement. There are so many scary things for kids in the hospital and it can be a very confusing time when something is wrong in their body and they have to go through diagnosis and treatment. Child Life helps kids understand what is happening and helps ensure that the hospital is not a scary place for them. The funds raised by USCDM have gone to benefit the lives of over 150,000 kids across the state of South Carolina.

Including information like this in conversations, emails, Facebook posts, and your own personal Donor Drive page will show donors why Dance Marathon means so much to you AND the children at Prisma Health. You're not just asking for a donation: you're working to change the lives of the kids in our community.

*Dear (insert name),*

**thank you**

Thank you very much for supporting me with your generous donation! Because of you, local hospitals will be able to provide vital services and equipment to families and kids experiencing pediatric injury or illness. You have helped us take a big step in changing kids' health and changing the future - for all of us.

On behalf of the kids and families treated at our local Children's Miracle Network Hospital, Prisma Health Children's Hospital, thank you for your support!

*Thank you & Forever to Thee Kids.*

(INSERT NAME)





*Hi everyone!*

This year I am participating in Dance Marathon at the University of South Carolina! Dance Marathon is a year-long movement that culminates in a Main Event where over 1,500 students stay awake and on their feet all day to raise awareness and funds for Children's Miracle Network and our Children's Hospital: Prisma Health Children's Hospital Midlands.

Centered around the kids in our community, USCDM is committed to raising funds for children with a need for special pediatric or medical care. All of the funds we raise for the hospital allow USCDM to distinguished as the largest donor to the Child Life Program, which is essential to patients and their families. This program focuses on their emotional and developmental needs, including everything from educating children on their diagnoses and treatments to pet therapy. Through the Child Life Program, kids are given the opportunity to just be kids while in circumstances where they are missing out on parts of their childhood.

This year I will be participating as a \_\_\_\_\_ and I have a fundraising goal of \$\_\_\_\_.  
Any amount helps me reach my fundraising goal, but if you are not in a position to donate, please share this message with friends to help raise awareness!



text

*Hi! (insert name).*

Hi (INSERT NAME)! I hope you have been doing well, I just wanted to reach out to tell you that I am trying to raise both funds and awareness for an organization I am involved with at UofSC called Dance Marathon. We raise money for Prisma Health Children's Hospital, located only minutes from campus! I have set the goal to personally raise \$(XXX) this year. If you can support my efforts in any way it would be greatly appreciated. The easiest way to donate is online at (INSERT DONOR DRIVE LINK) or through venmo (INSERT VENMO).

*Thank you for your consideration!*



*Dear (insert name),*

email

I am reaching out to you today to tell you about a cause that is very important to me. This year I am participating in Dance Marathon at the University of South Carolina. Dance Marathon is a year-long movement that culminates in a Main Event where over 1,500 students stay awake and on their feet all day to raise awareness and funds for Children's Miracle Network and our Children's Hospital: Prisma Health Children's Hospital-Midlands.

Centered around the kids in our community, USCDM is committed to raising funds for children with a need for special pediatric or medical care. All of the funds we raise allows USCDM to be distinguished as the largest donor to the Child Life Program, which is essential to patients and their families. This program focuses on their emotional and developmental needs, including everything from educating children on their diagnoses and treatments to pet therapy. Through the Child Life Program, kids are given the opportunity to just be kids while in circumstances where they are missing out on parts of their childhood.

This year I will be participating as a \_\_\_\_\_ and I have a fundraising goal of \$\_\_\_\_. Dance Marathon has given me the opportunity to be a part of something bigger than myself and enhance my college experience. Please consider visiting my fundraising page and donating today to join me in supporting Prisma Health Children's Hospital.

(insert personal donor drive link)

*Thank you & Forever to Thee Kids.*

(INSERT NAME)





# Ways to Fundraise:

- Driving for donations
- Selling Clothes/Closet Cleanout
- Donating Plasma
- Host Raffles (50/50 or Gift Cards)
- Have a Yard Sale/Bake Sale
- Donate part of your paycheck/tips
- Babysit/Housesit/Petsit
- Make and sell DIY projects/crafts
- Hold a percent night at a local business
- Do yard work for donations
- Deliver food and run errands for people
- Take online surveys
- Have someone sponsor you for donations  
(Instagram post, Run X amount of miles, etc.)
- Collect your loose change



# Applying Social Media



Create a Facebook Fundraising Page and invite all your friends and family to follow it!

Share about your fundraising, push days, and raffles + post pictures and videos from DM events + Miracle families so donors can see where their money is going!

Spread the word! Ask friends + Family to reshare your posts.



Use Instagram stories to update people on your fundraising and how close you are to your goal! Tell them about our push days, challenges (DOM, FTTK, etc.)

People like to have an impact, **SHOW IT TO THEM!** Share our USCDM graphics that show where their donations go.

Advertise fundraising ideas like baking, driving, doing yard work, raffles, personal challenges and more for donations!

Get a sponsor for an instagram post!

EX: For every like this post gets my parents will donate \$0.20 to my Donor Drive).

Use a story poll to ask if its ok to venmo request your friends. This simplifies the process, making it more likely they'll donate.



# Applying Social Media



Sending emails is a great way to reach out to people that are not on social media. Think of your teachers, older family members, past employers, family friends, etc. Email them telling them about DM, why you do it, and ask for a donation.

Personalizing each email definitely pays off! For instance, with high school teachers, write about how much you enjoyed their class, how you've applied what you learned, and update them on where life's taken you since graduation.

Include pictures, videos and some of your favorite memories from DM so potential donors can see why we do what we do!

Be really clear about what exactly DM is and what our fundraising goes towards. People are much more likely to donate to a cause if they are familiar with its mission/goal and they can see how it benefits others.



# Applying Social Media



Similar to FB and Instagram, tweet about what DM is, why you do it, your fundraising goals and the different challenges throughout the year (FTTK, DOM, etc)

Be sure to be clear about why you have joined DM, what we are fundraising for and how exactly donations help our miracle kids and families.

Be sure to retweet and share USCDM's tweets to stay up to date on what we are doing for our miracle families (@USCDM)



## WHAT NOT TO POST

With each post, keep in mind that our Miracle Children, Child Life Specialists, and their families are people too! These families have gone through a lot, as have the specialists, and are some of the strongest and most passionate people we know - Lets depict them as such!



# Applying Social Media



**TikTok**

ANY TIKTOK CAN GO VIRAL! It never hurts to share on TikTok why you got involved in USCDM and why you love this organization. It spreads awareness for our hospital and our mission to a new audience.

Put your Donor Drive link in your bio to streamline the donation process.

Be Creative! If you have some sort of talent like making arts and crafts (Or anything else), use that to your advantage and tell your followers what DM is, and sell items to raise money for DM.

If you have any sort of following on TikTok, donate a portion of your creator fund to USCDM. This is an easy way for your followers to support your endeavors without directly donating money.



# THANK YOU!

It is with your support that we are able to be the largest donors of the Child Life Program at Prisma Health Children's Hospital-Midlands.

The donations we receive are every bit as important as spreading the message of Child Life to our family, friends, and community.

Make sure that all of your donors know just how much their support means for Prisma Health Children's Hospital-Midlands. No matter how you thank them, whether it be an email, card, or a phone call, make sure your thank you is personal!

University of South Carolina Dance Marathon wishes you the best of luck in all of your fundraising endeavors this year.

We hope that this guide gives you ideas and ways to approach fundraising that helps make fundraising a little easier. Remember that not every idea in this guide will work for everyone, but they will help you get started.

Though this guide is comprehensive, please don't hesitate to reach out with any questions or concerns you might have. We're all one team working together to make an impact on the children of our community.

**Forever and Always to Thee Kids**

