Getting Started on Your Dance Marathon

What’s Included Inside:

• The First Steps
• Committee Checklists
• Canning Explanation and Script
• Example Letter
• Other Useful Information

First Steps:

• Find a group of dedicated students
  o Where? Student council, student clubs, callout meeting, one or two interested students who could coordinate a group of students
• Designate presidents/co-chairs
• Form committees (Event Planning, Recruitment, and Fundraising)
• Determine length and date of marathon (generally held in the winter and 4 – 8 hours in length but you have the option to do whatever best suits you!)
Event Planning Checklist:

• Determine location and finalize date with school and determine rules and regulations of using the location
• Create an event schedule: snack times, meal times, line dance, free dance times, guest speakers and testimonies, activities, reveal, etc.
• Line dance: can be created by the morale committee or can use last year’s BuckeyeThon line dance
• Designate color team leaders and each morale committee member’s responsibilities during the marathon
• Obtain food and drinks to be distributed during the marathon
• Find students within the school/district who have personal ties to Nationwide Children’s Hospital who would be willing to speak or whose families would be willing to speak on their behalf
• Arrange others speakers or acts such as local doctors, school bands, school radio station, or faculty members who could provide entertainment or speak on behalf of the hospital
• Obtain kids from Nationwide to attend

Recruitment Checklist:

• Generate student interest via announcements, classroom presentations, designated sign-up periods, school newspaper
• Work with fundraising committee during fundraising activities to recruit dancers
• Convince students to sign up for the dance marathon
• Work with teachers to recruit faculty dancers and volunteers
• Put together an information packet for registered dancers
• Organize dancers into color teams
Fundraising Checklist:

- Organize fundraising activities such as “dine to donates” at local restaurants, spirit days, bake sales, jeans days, etc.
- Organize fundraising competitions such as penny wars, miracle minutes, fundraising king/queen, etc.
- Promote letter-writing and canning by student to raise funds
- Set fundraising requirement for dancers

Entire Group Responsibilities:

- Design t-shirts, logos, flyers
- Reach out to local businesses for corporate sponsorship
- Hand out flyers/posters to be hung in local businesses for promotion
Canning and Letter Writing

What is canning?
Canning is a method of fundraising in which students go door to door explaining the cause and asking for donations. This is a method we find highly effective on both an individual and group wide basis. You are free to use any method of fundraising you would like, but below is an example “script” to help students go canning effectively.

“Script” for Canning

Hello, my name is ______ and I attend ________. This year my school is holding a mini dance marathon in which students pledge to stand on their feet for ____ hours to raise money for Nationwide Children’s Hospital and Children’s Miracle Network. The money we raise will go to help children in the oncology/hematology departments. We are holding this dance marathon in partnership with Ohio State’s dance marathon, BuckeyeThon. Last year BuckeyeThon raised over $222,000 and we hope to break that record this year. Any donation you can give can help make miracles in these children’s lives.

This is just a general script, but to be effective it is important to:
- Explain what a dance marathon is (many people may not understand what this is)
- Mention where the money goes
- Mention the affiliation with BuckeyeThon

What is Letter Writing?
Although it may seem obvious, letter writing is a method of fundraising that encourages students to send written letter to family, friends, and businesses explaining the cause and asking for donations. We also find this very effective, especially for students who may be shy or nervous about going door to door. On the next page a sample letter is provided that may be used by students.
LETTER WRITING CAMPAIGN SAMPLE

Dear _______________

If you saw Luke Torres on the street, you would think he’s a normal eight-year-old boy. His favorite color is orange and he loves the Star Wars movies because the good guys win in the end. His older sister Abby is his best friend. What you wouldn’t know is at the age of 7, Luke was diagnosed with acute lymphoblastic leukemia (ALL). He had a tumor the size of a football wrapped around his heart and lungs. Due to this Luke could not be put under anesthesia when a port was placed in his chest so he could receive his chemotherapy treatment. However, thanks to Nationwide Children’s Hospital, Luke is on his way to conquering this disease.

I have decided to take a step towards conquering pediatric cancer by joining (your High School) in participating in our Mini Dance Marathon. We are partnering with BuckeyeThon, The Ohio State University’s premier student-run philanthropy. Our mission is to financially and emotionally support children, like Luke, on the Oncology/Hematology floor at Nationwide Children’s Hospital. All our work and money raised throughout the year will culminate with a ____ hour Mini Dance Marathon on ___________. By participating in the Dance Marathon, I pledge to stand for ____ hours and raise money for those who can’t!

I appreciate any type of donation you would be willing to make! If you would like to know more information about our Dance Marathon or cause feel free to contact (name of advisor) at (contact information).

“When cancer is cured, we will dance for joy. Until then, we dance for life.”

For The Kids,

Yes, I will support the Mini Marathon at (name of High School) with a donation of $ __________

Name ______________________
Address ______________________
________________________________
Phone ______________________
Email ______________________

Please mail to:

YOUR SCHOOL ADDRESS