



Northwestern University Dance Marathon 2013 Request for Proposal

Dance Marathon Mission Statement

To unite Northwestern University's Campus, the Evanston Community, and greater Chicagoland area in philanthropic fundraising and education

Application Process

Dance Marathon is an exciting, entirely student-run, year-long fundraising effort that has raised around \$500,000 in recent years, most of which is donated to the Primary Beneficiary which is chosen that year. We are so excited to see you apply!

This form will be your guide to submitting a proposal to be considered as a choice for Primary Beneficiary for Dance Marathon 2013.

We request a \$10 application fee with the Proposal you submit; please include the check with your proposal and make it out to "Northwestern University". Please do not hesitate to call us with questions, and best of luck!

Materials to Include

- A clear statement of your organization's mission and purpose. Feel free to include any background information that you feel will help us in our evaluation.
- A detailed description of how you would use the funds provided by Dance Marathon. Include in this how Dance Marathon will contribute to your organization's mission and how your organization will contribute to the mission of Dance Marathon. You can find more information about DM at our website, www.nudm.org.
- A copy of your latest annual report, including a 501(c)(3) letter, audits and a list of every organization your charity is associated with (including companies, religious and political groups), and the nature of that association.
- Volunteer opportunities for our 1000+ dancers and committee members, both single event opportunities and long-term options.
- The name and biography of the person who will act as the Dance Marathon liaison.
- Finally, tell us why Dance Marathon should select your organization as our primary beneficiary for DM 2013.

* Please Note: We will be **unable to return** any submitted materials, including supplemental materials you choose to send.

Information to Consider As You Apply

The Dance Marathon Primary Beneficiary will be required to pay for set up costs at the beginning of the school year. These costs cover our leadership retreat, stationary, press kit, corporate proposals, and cans and bibs that students use to fundraise, along with any other miscellaneous costs required to plan Dance Marathon. These expenses come to around \$5,000 – however, your organization should still apply if you cannot pay these costs.

The liaison that we request from your organization is **one of the most important parts** of the selection process. He or she will be the primary communicator between the students and the charity. The liaison will be required to attend weekly Executive Board Meetings, typically helps on Sunday evenings, which will last from 1 to 3 hours. Furthermore, the liaison should be competent in dealing with a college fundraising organization, and capable of professional, yet fun interactions with our students. The liaison will work intimately with the students of Northwestern University and help provide motivation on the charity's behalf.

The Decision Timeline

Friday, April 6th, 2012:

Postmark deadline for all proposals from potential beneficiaries.
Deadline to register your organization online at nudm.org/community/prospective.php

Mid-April to Early-May 2012:

The Dance Marathon 2013 Executive Co-Chairs will review all proposals and select approximately five to ten organizations for an interview during the months of April and May.

Mid-May 2012:

The Dance Marathon 2013 Primary Beneficiary will be announced.

Before you can be named the DM beneficiary, your organization must sign a contract with Northwestern University stating that you will not hold Northwestern nor Dance Marathon responsible for lost funds in the event that DM does not raise the amount of money that it normally does and that DM can remove your organization from beneficiary status at any time if the DM Executive Board no longer feels your charity is an appropriate match for Dance Marathon's mission. If you are completely forthcoming about your organization in the application then such a scenario is unlikely, but in the event that it does happen you cannot hold Northwestern or

Dance Marathon responsible for any losses, financial or otherwise. Once the contract is signed, Dance Marathon will announce the 2013 beneficiary to the public.

Information Session

During the weekend of DM 2012, we will host an information session for representatives from organizations interested in becoming the DM 2013 beneficiary. This session is tentatively scheduled for 10:30AM, Saturday morning, March 3rd, 2012, in Dittmar Gallery in the Norris University Center. This session will give our potential beneficiaries an opportunity to see what Dance Marathon is all about and ask any questions concerning DM or the proposal. Check our website, nudm.org/community/prospective.php, for finalized times and locations before arriving.

Sending Your Application In

Mail two hard copies of the application with your \$10 application fee to:

DM 2012 Executive Co-Chairs
Kunal Joshi and Scott Ritter
1999 Campus Drive, Box 50
Evanston, IL 60208

Questions?

Call or E-mail the Dance Marathon 2012 Executive Co-Chairs:

E-mail: exec@nudm.org

Phone: 773-980-NUDM (6836)

Submission Checklist

- Register your organization online for consideration
- Submit your grant proposal, postmarked by Friday April 6, 2012, to:
Dance Marathon 2012 Executive Co-Chairs
Kunal Joshi and Scott Ritter
1999 Campus Drive, Box 50
Evanston, IL 60208
- Include a check for \$10 made payable to "Northwestern University"

Best of luck! And don't hesitate to reach out to us with any questions!

Kunal Joshi and Scott Ritter
Dance Marathon 2012 Executive Co-Chairs