

Dear Northwestern Community,

It goes without saying that the need for community and working together is more important right now than ever before. As an organization, we acknowledge the past shortcomings of NUDM in creating a space on campus that is accessible to all. Therefore, to make NUDM as accessible as possible and allow everyone to participate in such a strong community on campus, we are making the \$400 fundraising goal flexible. We believe that this effort will further NUDM's effort in achieving many of our core values, including accessibility, awareness, and philanthropy. NUDM wants anyone and everyone to be able to support Compass to Care, the Evanston Community Foundation, and future beneficiaries. We know how special the 30-hour celebration is, and we want as many students to share in that experience as possible.

In the past, there has been some confusion surrounding the ability of a dancer to participate in the 30-hour event if they weren't able to raise \$400 for the beneficiary. The \$400 goal has existed to optimize fundraising for our beneficiaries, but we recognize that this goal may not be a realistic one for all who hope to partake in NUDM. This year, we are excited to embrace all who fundraise as part of our community. We would also like to make it clear that every dollar fundraised goes directly to the beneficiary, and that all effort is greatly appreciated. In other words, not raising \$400 will not inhibit anyone's ability to participate in NUDM.

If a dancer feels that fundraising \$400 is potentially unattainable, they are still highly encouraged to register and indicate fundraising concerns on their registration form. Any dancer who expresses concern about reaching that total will receive instructions on how to change their fundraising goal on Classy (our central fundraising platform). They will also have the option to connect with one of our amazing fundraising mentors. Fundraising mentors have been trained to work with dancers to optimize their fundraising potential and help break down daunting goals.

Our language throughout the year-long effort will also be changed to reflect this. Rather than reminding dancers of the \$200 and \$400 deadlines, we will be encouraging dancers to meet percentage benchmarks rather than specific monetary values.

In an effort to make NUDM as accessible as possible, we will have more programming to support our dancers financially, including revamped fundraising chats for both groups and individuals, a stronger emphasis on creative fundraising, and more small team and NUT fundraisers.

Feel free to reach out to dae@nudm.org, exec@nudm.org, or finance@nudm.org for any questions regarding fundraising or NUDM 2021.

Sincerely,
Jess, Dan, and the NUDM 2021 Executive Board