



NORTHWESTERN UNIVERSITY DANCE MARATHON

FUNDRAISING GUIDE

GENERAL FACTS AND TIPS ABOUT FUNDRAISING FOR NUDM

FREQUENTLY ASKED QUESTIONS

WHAT DOES THE MONEY I RAISE GO TOWARDS?

All of the money you fundraise each year goes directly to our beneficiaries. This year, our primary beneficiary is Children's Home and Aid and they receive 90% of the final total amount. Our secondary beneficiary, the Evanston Community Foundation, receives 10% of the total amount raised. The registration fee covers the cost of all weekend-of operations, ensuring all fundraising goes directly to the beneficiaries.

WHEN SHOULD I RAISE \$400 BY?

We highly encourage you to have \$400 on your Classy page by **Feb. 26th!** The recommended \$200 checkpoint is **Feb 5th.** If you have raised \$400 by the \$200 checkpoint, you will receive a double block change, which will give you 30 minutes of rest time between two blocks of Dance Marathon as opposed to the usual 15 minutes!

I'VE REACHED MY \$400 GOAL... NOW WHAT?

Increase your goal on Classy and keep fundraising! Keep up the great work and help as many kids as you can!

WHAT IS CANNING AND WHEN CAN I DO IT?

Canning is a great fundraising method where you stand outside in pre-approved locations with a group of friends and ask anyone passing by for donations while pitching NUDM and Children's Home and Aid! Make sure to grab a can and bib from your grouphead or the NUDM office, and pay attention to announcements for canning dates and places! Sign up for a ride to canning at go.nudm.org/canning

Canning is also rewarded with NUDM points!

WHAT IF I'M HAVING TROUBLE FUNDRAISING?

No worries! We're here to help you get started. Email dae@nudm.org and ask to sign up for a 1:1 fundraising chat. You'll be paired with a fundraising mentor who will help you make an action plan, generate creative fundraising ideas, take you canning and more. Just by having this chat you also get \$10 to your fundraising page! You can also sign up by filling out [this form](#).

HOW DO I RAISE MONEY AT NUDM TRIVIA?

At NUDM's weekly trivia, your \$5 entrance fee goes directly back to your fundraising total. So when you go to trivia, you're really putting money towards your fundraising page! Additionally, the winning team receives \$200 to split among their individual fundraising pages. You can make trivia teams with any member of the NUDM community even if they are not on your dancer team! Trivia teams can be made up of anyone regardless of dancer team, even non-dancers can participate!

WHAT OTHER EVENTS CAN I EARN MONEY AT?

NUDM has events throughout the year for dancers to participate in which can contribute to their fundraising goal. These events include NUDM Olympics, Tour de NUDM, and more. NUDM Olympics is a day-long competition of games + sports where the winners receive up to \$300. Tour de NUDM is a week-long fundraising + attendance challenge where the top 3 teams and top 3 individuals receive up to \$1500.

WHAT IS VENMO CANNING?

Venmo canning occurs on certain big fundraising days, like Giving Tuesday. Dancers can post a graphic on their social media asking people to venmo them in order for them to fill up their "Venmo bingo board."

POINTS AND PERKS

WHAT ARE POINTS?

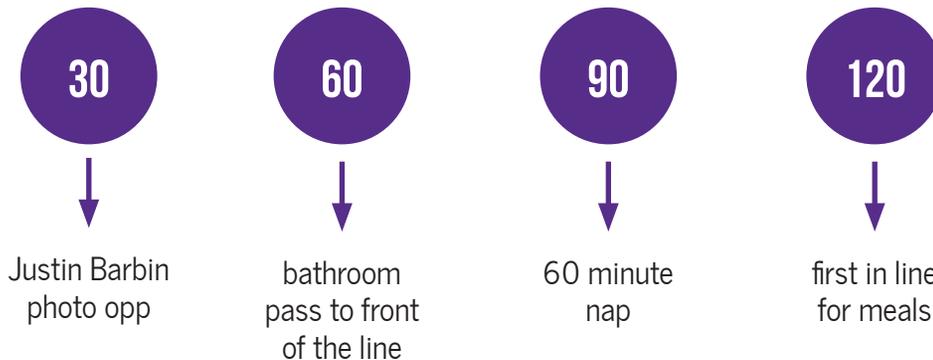
NUDM 2020 is proud to introduce the NUDM Dancer App. Dancers can earn points to gain exclusive perks through the app.

Point opportunities include:

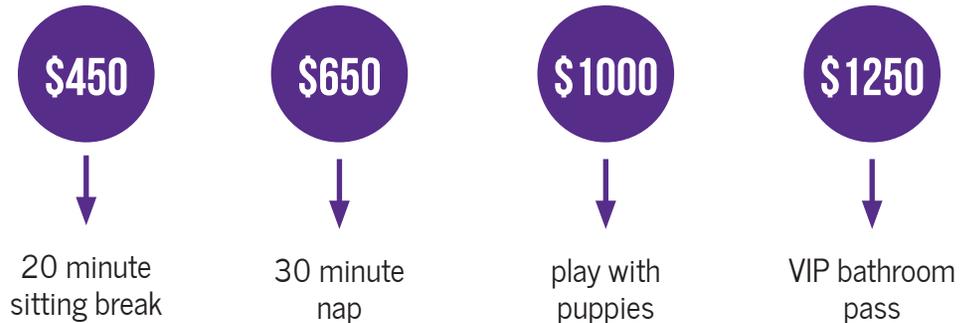
- Attend a BUILD event
- 1 hour of service
- Creative fundraising
- Attend a speaker event
- Go canning
- Attend a special event
- Go to trivia
- Go to office hours
- Committee meeting attendance
- All dancer meeting attendance
- Share on social media

EXCLUSIVE POINT PERKS

These perks can only be earned through points! Points will be tracked and submitted through the app.



FUNDRAISING PERKS



GIVING TUESDAY PERKS

Raise \$90 or receive 6 donations and get a limited edition NUDM laptop sticker.



\$400 BY \$200 PERK

Raise \$400 by the \$200 deadline and receive a Double Block Change (30 minutes of rest between two blocks instead of the usual 15)

FUNDRAISING IDEAS



REACH OUT TO
FRIENDS + FAMILY



WALK DOGS



BABYSITTING



KELLOGG STUDIES



GO CANNING



TUTOR



CONCESSION STAND
AT NU SPORTS GAME



POST CLASSY LINK
ON SOCIAL MEDIA



TRIVIA



PSYCH STUDIES



BE A NOTE TAKER
FOR A CLASS



MEET WITH A
FUNDRAISING MENTOR



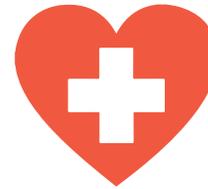
CLEAN A
FRIEND'S ROOM



BAKE SALE



TAXI SERVICE /
RIDES TO AIRPORT



BLOOD DRIVE



SELL TEXTBOOKS



SELL CLOTHES

FUNDRAISING TEMPLATES



LETTER WRITING

The letter writing template can be downloaded online at go.nudm.org/template and is personalized for first-time dancers, returning dancers and committee members! You can download and personalize these templates and then mail or email the letters to your friends and family! Some people even take the initiative to hand write the letters in order to give them a more personalized feel.



FACEBOOK POST

Hi everyone! This year I have decided to dance for 30 straight hours in Northwestern University Dance Marathon (NUDM), one of the largest student-run philanthropies in the nation. The NUDM 2020 primary beneficiary is Children's Home & Aid, a non-profit dedicated to recovering neglected and abused children's health, hope, and faith in the people around them! Specifically, we're raising money for their Daniel F. and Ada L. Rice Child + Family Center, a foster shelter located in Evanston, which children with counseling, expression therapy, and mentor programs that will eventually lead to a permanent home placement. I have pledged to raise at least \$400 dollars and would appreciate any support you can provide through my donation page at this link: [\(INSERT LINK\)](#). Just \$30 provides a full week of expressive group therapy for a child in foster care with the goal of returning them to a safe and loving permanent home.



CANNING PITCH

Would you like to donate to Northwestern University Dance Marathon? This year I'm going to be dancing for 30 hours to support Children's Home & Aid's Evanston location, the Rice Center, a non-profit dedicated to helping neglected children find permanent homes through various therapy styles.

MANAGING DONATIONS

1

SET UP YOUR CLASSY PAGE

Claim your fundraising page and personalize your story with photos and why you've decided to dance! Also, make sure to set a personal fundraising goal. The fundraising goal of \$400 is a great start, but many people set an even higher bar. Don't be afraid to be ambitious!

2

PUSH YOUR CLASSY PAGE FOR ONLINE DONATIONS

By using the Classy platform, you can track your progress in real time and share your page via email and social media with friends and family to help meet your fundraising goal!

3

BRING CHECKS TO NUDM OFFICE

Drop off checks at the NUDM Office (Norris Third Floor Office E). The best time to do so is during any NUDM Co-Chairs' office hours, which can be found on nudm.org on the About Executive Board page. Make sure checks are made payable to Northwestern University with the dancer name on the memo line.

4

BRING CASH TO THE CASHIER'S OFFICE

To drop off cash donations from canning and other fundraising efforts, bring your donation to the cashier's office on the First Floor of Norris from 9:00am - 4:00pm, Monday through Friday. Make sure your name is on the deposit slip so the money can be allocated to your Classy page!

QUESTIONS?

Executive Co-Chairs:

Eliana + Rachel
exec@nudm.org

Finance Co-Chairs:

Lucie + Scott
finance@nudm.org

DAE Co-Chairs:

Alec + Regina
dae@nudm.org