Fundraising Guide

GENERAL FACTS AND TIPS ABOUT FUNDRAISING FOR NUDM!
NUDM seems awesome, but I have a lot of questions about fundraising...

A lot of people have questions! What do you want to know?

“What does the money I raise go toward?”

All of the money you fundraise each year goes directly to the NUDM final total; 90 percent of which goes to this year’s primary beneficiary, Cradles to Crayons and 10 percent of which goes to the Evanston Community Foundation. The fee you paid during registration covers the cost of all 30-hour weekend operations, ensuring that all your fundraising goes directly to the beneficiaries.

“When do I have to have raised the $400 by?”

You have to have the entire $400 raised by Feb. 26th in order to dance. The recommended half money deadline (when you should have $200 raised by) is Jan. 26th. If you have all $400 raised by the half money deadline, you will be awarded a double block-change, meaning you’ll have double the rest time between two blocks during Dance Marathon.

“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 Cradles to Crayons! Make sure to grab a can/bib from your group head or the NUDM office and pay attention to announcements for canning dates and places.

“Can I raise $400 without letter writing?”

Absolutely - tons of dancers do it every year! There are so many creative ways to easily reach your fundraising goal from canning, to psych studies, to hometown company sponsorships, and matching grants.

“Can I raise money at NUDM trivia?”

Yes! 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.

Click here for more info on canning!
What is the Grant Program and how can I be a part of it?

The Grant Program is a pool of money raised through selective alumini outreach as well as corporate sponsorships that have been allocated to support the personal NUDM fundraising efforts of dancers. By applying to the SES One form through Student Enrichment Services, students receiving financial aid will have the opportunity to receive up to a $200 match towards their fundraising efforts. The form will open on January 8th.

What incentives are there to fundraise?

Involvement Perks:

You get to choose! There are two ways to get perks, through service and fundraising. If you reach a perk tier through fundraising or service you get to choose a perk from that tier (and one from all lower tiers). If you reach a level from both, you get to choose two.

Example: Willie raised $650 and did 6 hours of service. He gets to choose two Gold level perks and one Platinum level perk.

Gold: $450 or 5 hours of service
- JBarbs photo opp
- Vote on songs
- 1 game of chance tickets

Platinum: $650 or 10 hours of service
- 45 minute nap
- Surprise Visitors
- 5 game of chance tickets

Diamond: $1200 or 15 hours of service
- 90 minute nap
- Bathroom during block change
- Meal of Choice
- 25 game of chance tickets

Other Perks:

$50 by Giving Tuesday
- Free Limited-Edition NUDM Sticker!

$400 by $200 Deadline
- Double Block Change (30 minutes of rest between blocks instead of the usual 15!)

“What are some creative ways people have fundraised in the past?”

I’m glad you asked! Let’s move on to the next page....
Fundraising Ideas

Use your own unique skill set to find creative ways to get to the $400!

- DIY sales!
  - Friendship bracelets
  - Nail Painting
  - Holiday card making
  - Knitting
  - Makeup/hair

- Friendship bracelets
- Nail Painting
- Holiday card making
- Knitting
- Makeup/hair

- Online challenges (i.e. ice bucket style)
- Post embarrassing photos for cash

- Game tournaments
- Movie nights
- Dinner parties

- Social Media Maven
- Choose your own destiny

- Baby sitting
- Shovel driveways
- Clean friends’ apartments
- Big/little services
- Walk dogs
- Tutor

- Party Planner

- Canning
- Trivia Attendance
- Clothing resale

- NUDM-Sponsored Events

- Canning
- Trivia Attendance
- Clothing resale

- Study or be studied

- Chef in Training
- Fancy food night
- Concession stand
- Library food service
- Pasta dinner/pancake breakfast

- Solicitation Style

- Will-power Wonder
- Change jar
- Give something up
- Recycle
- Be a “note-taker”
- Bad Habit Jar

- Personal Driver
- Airport Rides
- Taxi/Delivery Service

Click to sign up:
Psych studies
- Prospective Health Study (Freshmen & Sophomores Only)
- Kellogg Studies

Fancy food night
- Concession stand
- Library food service
- Pasta dinner/pancake breakfast

- Personal Driver

- Chef in Training
- Fancy food night
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- Solicitation Style

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- NUDM-Sponsored Events

- Canning
- Trivia Attendance
- Clothing resale

- Party Planner
- Game tournaments
- Movie nights
- Dinner parties

- Social Media Maven
- Choose your own destiny

- Service-Oriented
- Baby sitting
- Shovel driveways
- Clean friends’ apartments
- Big/little services
- Walk dogs
- Tutor
Fundraising Templates
Templates, Examples and Resources for every fundraising opportunity

Letter Writing
Send letters to family and friends!

The letter writing template can be downloaded online here 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.

Example 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. NUDM’s 2018 primary beneficiary is Cradles to Crayons, an organization that provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school and at play! I have pledged to raise at least $400 dollars and would appreciate whatever help you might be able to give me through my donations page at this link: (INSERT LINK). Just $33 provides a season’s worth of everyday essentials for a child!

Social Media
Share your classy page on Facebook!

Northwestern University Dance Marathon is one of the largest entirely student-run philanthropies in the country, having raised more than $19 million in its 44-year history, including more than $1 million in each of the past seven years. This year we’re supporting Cradles to Crayons, an organization that provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school and at play. NUDM is a 30-hour marathon in March with more than 1,000 participants. With your help, we can impact the lives of the 59% of children living in Chicago in low income, poverty, or homeless situations.

Verbal Pitch
Canning quick pitch!

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How do I start fundraising?

1. **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 goals. Personalizing your page with your own text and photos is a great way to get started!

2. **Set a Fundraising Goal:**
   You can set a personal fundraising goal when you set up your Classy page. The minimum fundraising goal of $400 is a great start, but many people set an even higher bar! Don't be afraid to be ambitious!

3. **Bring Checks to NUDM Office:**
   To drop off checks, bring the checks to Office E on the 3rd floor of Norris. The best time is during any NUDM Co-Chairs’ office hours, which can be found on go.nudm.org/exec. 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, bring your donation to the cashier’s office on the 1st floor of Norris from 9:00 am - 1:00 pm, Monday through Friday.

**QUESTIONS?**

Executive Co-Chairs: Daniel & Jamie
exec@nudm.org

Finance Co-Chairs: Alex & Alex
finance@nudm.org

Check out our website
www.nudm.org

SHARE YOUR FUNDRAISING WITH US

/NUDanceMarathon

@NUDM

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