



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?



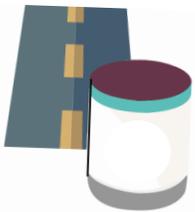
“What does the money I raise go toward?”

All of the money you fundraise each year goes directly to our beneficiaries. This year, our primary beneficiary is Communities In Schools of Chicago, 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 do I have to have raised the \$400 by?”



In order to guarantee your spot in the tent, you must have \$400 on your Classy page by Feb. 26th! The recommended \$200 deadline is Jan. 29th. If you have raised \$400 by the \$200 deadline, 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!



“What is canning and when can I do it?”

Canning is a great fundraising method where you stand outside in pre-approved locations and ask anyone passing by for donations while pitching NUDM and CIS of Chicago! Make sure to grab a can and bib from your grouphead or the NUDM office and pay attention to announcements for canning dates and locations. Sign up to be taken canning at go.nudm.org/canning beginning in January!

“What if I’m having trouble fundraising?”



If you want some help getting started, schedule a 1:1 fundraising chat (and get \$10 to your fundraising page!) by emailing dae@nudm.org or sign up for a fundraising mentor (that will help you make an action plan and generate ideas, take you canning, and more!) at go.nudm.org/mentor.

“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 a cash prize to split among their individual fundraising pages.

“What is the Dancer Grant Program?”



The Dancer Grant Program (DGP) uses a pool of money raised through selective alumni outreach as well as corporate sponsorships to support the individual fundraising efforts of NUDM dancers. By applying to the DGP through the SES One form, students receiving financial aid will receive allocations from this pool to their personal fundraising page to help them reach their fundraising goals. The DGP will open in January 2019. Email dae@nudm.org with any questions!



“What is RippleMatch?”

RippleMatch helps students and recent graduates find entry-level jobs in their field of interest. By integrating users, interests, and experiences, RippleMatch alerts users of potential employment opportunities. NUDM will receive a \$5 donation for each dancer who joins RippleMatch, which will then be allocated to the dancer’s personal fundraising page. Each dancer will also receive a personal signup link and will get \$5 for each additional NU student that registers through their link. Sign up today at [go.nudm.org/ripplematch!](http://go.nudm.org/ripplematch)

“I’ve reached my \$400 goal- now what?”



Increase your goal and keep fundraising! Every additional \$28 fundraised is another 1:1 mentoring session for a CPS student at risk of dropping out of high school. Keep up the great work and help as many students as you can!

Involvement Perks

Involvement Perks are for dancers who complete service hours or raise more than the \$400 goal! Perk levels will be announced at the beginning of Winter Quarter and historically reward dancers with additional perks at 5, 10, and 15 hours of service and/or \$450, \$650, and \$1200 raised. Examples of previous perks include: naps, Justin Barbin photo ops, and puppies in the tent!



Giving Tuesday Perks

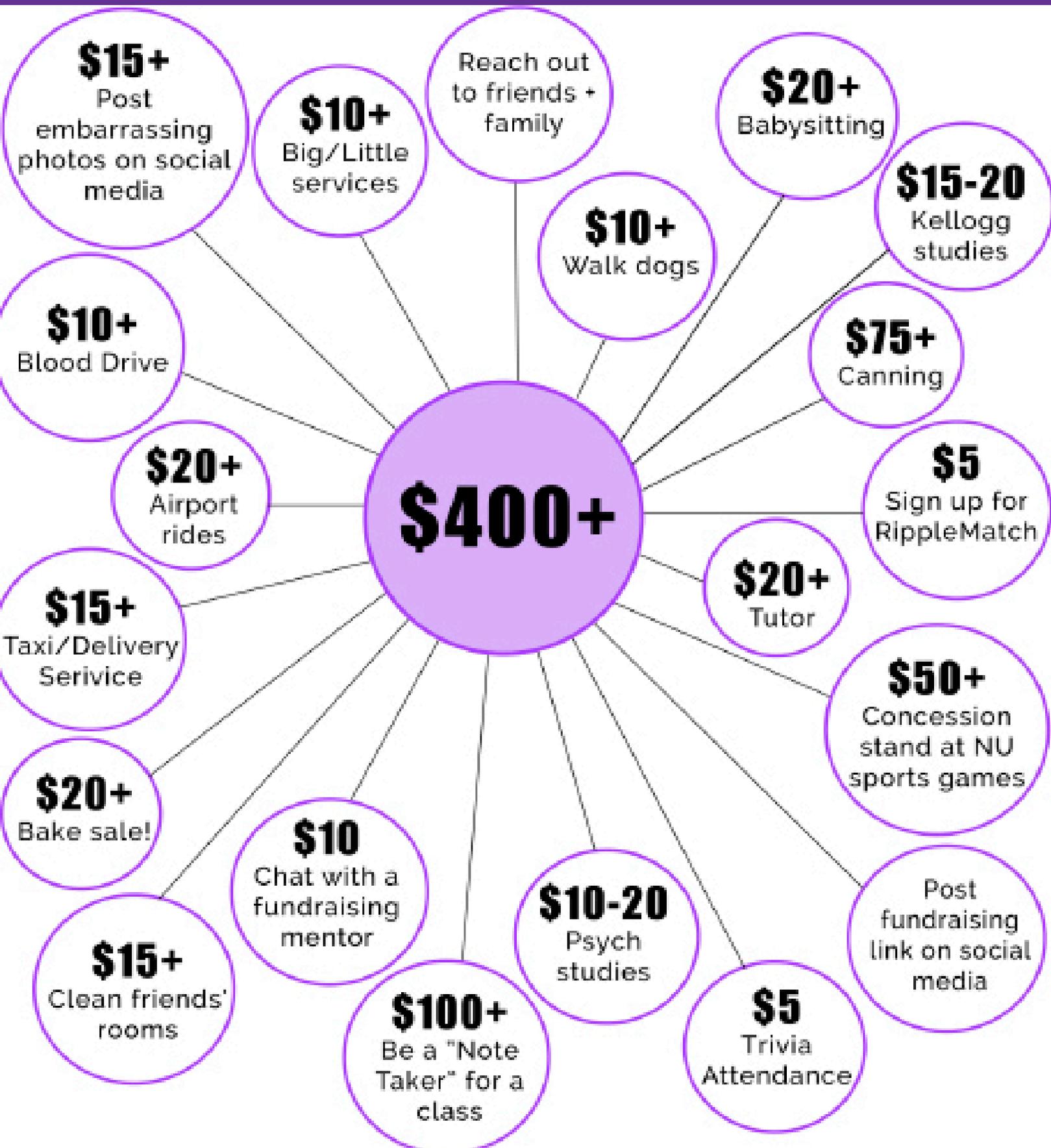
- Raise \$51 on Giving Tuesday and receive a limited edition CARPE NUDM sticker
- Have 5+ donors on Giving Tuesday and receive a special snack during the 30 hours



\$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



Fundraising Templates

Send letters to family and friends!

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.

Hi everyone! This year I have decided to dance for 30 straight hours in Northwestern University Dance Marathon (NUDM), one of the largest independent philanthropies in the nation. The NUDM 2019 primary beneficiary is Communities In Schools of Chicago, an organization that addresses the opportunity gap in education by ensuring that every Chicago Public School (CPS) student graduates high school prepared for success. 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 \$28 provides a 1:1 mentoring session for a CPS student!

Share your classy page on Facebook!

Social Media

Would you like to donate to Northwestern University Dance Marathon? This year I'm going to be dancing for 30 hours to support Communities In Schools of Chicago, which works to address the opportunity gap in education by ensuring each and every Chicago Public School (CPS) student graduates high school prepared for success. Just \$28 provides a 1:1 mentoring session for a CPS student!

Canning quick pitch!

Verbal Pitch

How can I manage and turn in 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 minimum fundraising goal of \$400 is a great start, but many people set an even high 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

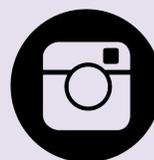
Bring Cash to the Cashier's Office

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!

FOLLOW US ON
SOCIAL MEDIA!



NUDM On Campus
Events



@NUDM



snap_nudm

Questions?

Executive Co-Chairs:
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exec@nudm.org

Finance Co-Chairs:
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finance@nudm.org

DAE Co-Chairs:
Dalia & Daniel
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