



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 towards our beneficiaries. This year, our primary beneficiary is Compass to Care 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 and leftover registration fees go directly to the beneficiaries.

WHEN SHOULD I REACH MY FUNDRAISING GOAL?

We highly encourage you to reach your fundraising goal on your Classy page by Feb. 24th! The recommended halfway checkpoint is Jan 22nd. If you have raised 100% of your funding goal by the halfway 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 and a NUDM Instagram story feature!

I'VE REACHED MY FUNDRAISING 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 IF I'M HAVING TROUBLE FUNDRAISING?

No worries! We're here to help you get started. Email mentorship@nudm.org and ask to sign up for a 1:1 Mentorship session. You'll be paired with a mentor who will help you adjust your fundraising goal, make an action plan, generate creative fundraising ideas, and answer any further questions. Just by having this chat you also get \$10 to your fundraising page!

IS THERE A CANNING SUBSTITUTE IN LIGHT OF THE PANDEMIC?

Canning has always been a great fundraising method where you stand outside in pre-approved locations with a group of friends and ask anyone passing by for donations, but due to the pandemic, there will be no canning in the fall. However, NUDM 2021 is heavily emphasizing alternative creative fundraising methods which can be seen on the 3rd page! We will be having a creative fundraising challenge in the fall, and we will send out an update on Winter quarter canning as the pandemic landscape shifts.

HOW DO I RAISE MONEY AT NUDM TRIVIA?

NUDM trivia has gone virtual! 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 the dancer's team, even non-dancers can participate!

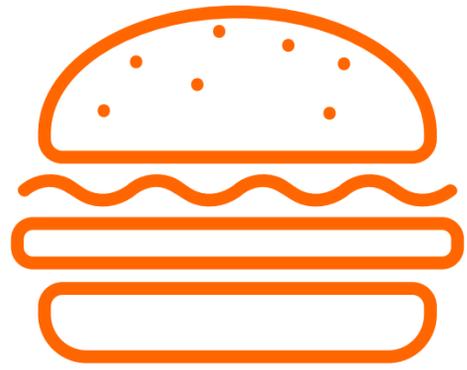
WHAT OTHER EVENTS CAN I EARN MONEY AT?

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", and these graphics will be shared by NUDM throughout the year.

FUNDRAISING IDEAS



**BE A PERSONAL
POSTMATE**



**MAKE
PERSONAL
TIKTOKS**



**DO A
FRIEND'S
LAUNDRY**



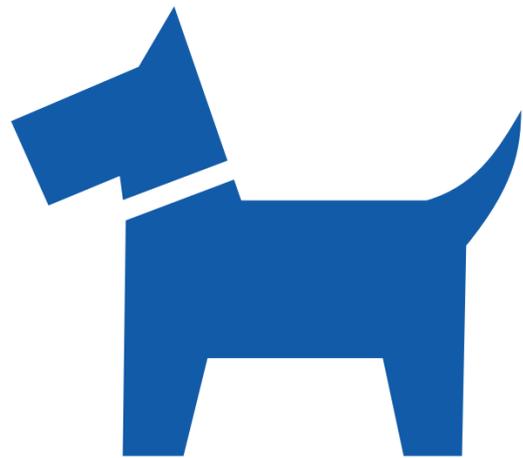
**BAKE
SALE**



**HOST A
GAME
NIGHT**



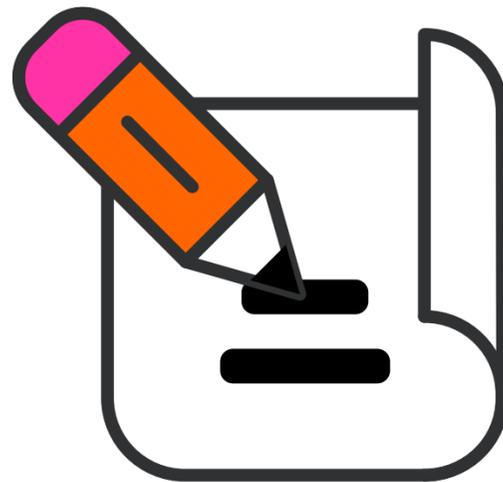
**TAXI
SERVICE/RIDES
TO AIRPORT**



WALK DOGS



GIVE BLOOD



**BE A NOTE TAKER
FOR CLASS**



TRIVIA



**SELL
TEXTBOOKS**



**SELL
CLOTHES**

FUNDRAISING TEMPLATES



EMAIL WRITING

The email templates can be downloaded online at go.nudm.org/email-templates and is personalized for first-time dancers, returning dancers and committee members! You can download and personalize these templates and send them to your friends, family, neighbors, co-workers, loose acquaintances, etc. Try to edit them depending on who you are sending them to for more of a personalized feel.



FACEBOOK POST

Hi everyone! This year I have decided to dance for 30 straight hours for Northwestern University Dance Marathon (NUDM), one of the largest student-run philanthropies in the nation. The NUDM 2021 primary beneficiary is Compass to Care, a non-profit whose mission is to ensure that children, whose families have a financial need, can access life-saving cancer treatment. By making travel to and from the hospital free, they support the financial and emotional needs of parents while giving children the very best chance to beat cancer. I have pledged to raise at least **[\$[INSERT GOAL]** and would appreciate any support you can provide through my donation page at this link: **[INSERT LINK]**.



QUICK PITCH

Would you like to donate to Northwestern University Dance Marathon? This year I'm going to be dancing for 30 hours to support Compass to Care, a non-profit dedicated to providing hope for families through providing funds for lodging and transportation necessary to a child's cancer treatment plan.

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. If you need help changing your fundraising goal, head to go.nudm.org/changegoal

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! Also, starting in October, we're going to have integration with Facebook, meaning that facebook and classy will update simultaneously. All donation fees will also be covered if donations are made through Facebook.

3

BRING CHECKS TO NUDM OFFICE

There will be a box outside of the NUDM office (Norris Third Floor Office E) where you can leave your checks for someone to pick up. 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 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!

Email finance@nudm.org
with any specific questions
relating to pandemic
closures

Email dae@nudm.org for
any questions about
accessibility, fundraising,
or anything else!