

cc-TDI's Official Dance Marathon Guide #danceforacure

One day we will dance to celebrate, but for now we dance for a cure.

What is a Dance Marathon?

A dance marathon is a multi-hour event organized by students and guided by an advisor(s). The event can include activities such as dancing competitions, games, arts & crafts, and speakers.

What are the Benefits of a Dance Marathon?

- **Inspires teamwork and community collaborations:** Dance marathons bring students together to work towards a common goal, fostering a sense of unity and cooperation.
- **Develops leadership and project planning skills for students:** Organizing a dance marathon provides students with invaluable experience in leadership, time management, and project planning.
- **Youth empowerment to make change:** Students gain confidence and a sense of empowerment by actively contributing to a meaningful cause.

How to Plan?

- **Plan for 6 weeks to 6 months depending on the size of the event:** A well-organized timeline is essential for a successful dance marathon.
- **Create a budget:** Outline all potential expenses and sources of income to ensure financial stability.
- **Develop a timeline:** Set specific milestones and deadlines to keep the planning process on track.
- **Fundraise:** Implement various fundraising strategies to meet your financial goals.
- **Promote and host the event:** Use multiple platforms to promote the event and ensure everything is in place for the big day.



If Successful, Future Ideas May Include:

- **Merchandise:** Develop and sell event-related merchandise to raise additional funds.
- **Leadership conference:** Host conferences to train and inspire future student leaders.
- **Training materials:** Create materials to help guide future organizers.
- **Online fundraising for participants to share on social media:** Utilize social media to expand fundraising efforts.

More Details:

The participants are high school students (grades 9-12) who raise a minimum amount to participate. Throughout the school year, student captains work diligently to solicit donations and sponsorships from local businesses. Individual participants also fundraise a minimum of \$50 for their designated charity. Some of the highlights include family hour, pillo polo, spikeball, and basketball tournaments, live music, and much more! At the end of the evening, student captains reveal the total amount of money fundraised and donated through the course of the entire year.

Signing up:

- **Create a Google Classroom:** Separate grade levels and create links for each grade. Then, students can register and make a personal fundraising account.
- **Personal Fundraising Accounts:** Students can then share their personal page with friends and family on social media, via email, text, etc.
- **Fundraising Minimums:** General participants should raise a minimum of \$50, while captains, chairs, and overall leaders should aim for at least \$150. Remember, this is a floor, not a ceiling - raise as much as you can!

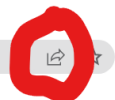
Ideas for Fundraising:

Creating a QR Code to Collect Donations

Step 1: Navigate to your personal fundraising page (ensure you're on your personal page and not the page for the event).

Step 2: If using Google Chrome, left-click on the arrow on the right side of the address bar, choose "Create QR Code," and download the code.

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Writing Letters of Intent

Dear Friends and Family,

I am very excited to let you know that it is time for THON! I will be participating as a [captain/dancer] at _____ High School's THON. The mission of THON is to conquer childhood cancer by helping raise funds for childhood cancer research at cc-TDI. On [DATE], I will be joining the fight, and I pledge to stay on my feet for 8 hours, dancing for a cure. At the conclusion of THON, we will reveal the total amount raised, and with tired legs, we will jump for joy knowing how much we are helping kids and their families going through such a difficult time.

Our fundraising efforts are run entirely by students to raise funds and awareness for the fight against pediatric cancer. All donations made to my fundraising page will go directly to [insert the charity for your grade] and count toward _____'s total amount raised.

Our goal this year is to raise \$60,000 for the kids, and I would greatly appreciate any donation toward my personal goal of [\$ your goal here] to conquer childhood cancer. For more information, please take a look at our website:

Sincerely, [NAME]

Creating Your Merchandise!

Custom merchandise like t-shirts and water bottles can enhance your fundraising efforts and promote the event. Ultimately, it's up to you where you design these, but here are some potential vendors you can use for ordering in bulk:

- 1. Custom Ink**
 - **Website:** customink.com
 - **Products:** T-shirts, water bottles, and other promotional items.
 - **Features:** Design lab, group ordering, and fundraising tools.
- 2. Vistaprint**
 - **Website:** vistaprint.com
 - **Products:** Custom apparel, drinkware, and other merchandise.
 - **Features:** Wide range of products, easy design tools, and bulk discounts.
- 3. 4imprint**
 - **Website:** 4imprint.com
 - **Products:** Custom t-shirts, water bottles, and more.
 - **Features:** Large selection, free samples, and expert design help.
- 4. Printful**



- **Website:** printful.com
- **Products:** On-demand printing for t-shirts, hoodies, and accessories.
- **Features:** No minimum order quantity, integration with online stores, and high-quality products.

By creating and selling custom merchandise, you can further engage participants and supporters while raising additional funds for your cause.

Day of the Event

Prior to the event, have a pre-order for shirts (\$10) and water bottles (\$5). These can also be sold at the event if students didn't purchase them beforehand.

The event should be held in a gym and typically runs from 1:30 PM to 10 PM. Students can check into their last period class and go to the gym to register for the event. Any money should be handed in prior to the start of the event.

What to Wear?

- Comfortable shoes
- Money to purchase tickets for raffle baskets!
- A water bottle or purchase a THON water bottle
- Your THON shirt or grade colors (pants, socks, accessories, etc!)
 - 12th → Blue
 - 11th → Green
 - 10th → Red
 - 9th → Yellow

What Will We Be Doing?

Fun events are planned, including a DJ and perhaps live music. Have a Google Form for pre-registration for events such as Lip Sync Battle, Talent Show, Pillo Polo, 3v3 Basketball, and 4v4 Soccer.

What Will We Be Eating?

Snacks and drinks will be available after check-in, and dinner will be served around 5 PM. Have a Google Form for food allergies and send a SignUp Genius to parents to ask for food donations as well as from local businesses.

