

Dance Marathon 2015

Team Information Packet

Texas A&M University-Commerce



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Event Date: March 6, 2015

Time: 12:00 PM – 12:00 AM (*Noon – Midnight*)

Location: Morris Recreation Center Gym

We will be hosting our second annual Dance Marathon on Friday, March 6 from 12:00pm - 12:00am (noon - midnight) in the Morris Recreation Center Gym. Just as last year, the mission of the DM is to raise money to benefit the Boys and Girls Club of Commerce. This amazing organization provides a safe, positive place for children of all ages to learn and grow. Teams of dancers from all corners of campus will be testing their endurance by dancing for 12 hours. The community will be encouraged to come and cheer you on as you shake, spin, and shout your way to midnight!

Teams will be encouraged to creatively raise funds leading up to the event to sponsor your dancing. You may solicit donations from friends, family, or local businesses and organizations. All proceeds will go directly to benefit programs at the Boys and Girls Club of Commerce. Last year our dancers were able to raise over \$1500 through Dance Marathon. Form your own team and be part of a great opportunity to give back to the Commerce community!

All teams may register online by filling out a simple form to get started. You will be contacted by the Dance Marathon Committee about upcoming dates and preparations for the event.

Registration Form: <https://orgsync.com/71297/forms/131635>

Website: <http://tamuc.orgsync.com/org/dancemarathon>

Official Hashtag: **#LionsDM**

For questions about Dance Marathon, please contact Josh Hardman at Joshua.Hardman@tamuc.edu or (903) 468-3316.

Dance Marathon Committee

Brittney Bowen
Deepti Chadee
Josh Hardman
Rick Rosenstengle
Christina Wan
Kia Williams
Tim Willett

Dance Marathon Rules and Guidelines

For Registered Teams:

- Teams may have a maximum of 8 registered members.
- All team members are expected to stay for the entirety of the event.
- Teams should always have at least 2 members dancing at any time.
- Creative team names are encouraged; however they must be appropriate for an event that will have children in attendance. This year's theme is "March Madness".
- Teams will sign in to the event at least 15 minutes before the start time.
- No outside food or drink will be allowed in to Dance Marathon.
- Teams may register up to the start of the event. However, early registration is encouraged to earn the checkpoint prizes.

Fundraising:

- The suggested team fundraising goal is \$200.
- Teams will be expected to read and understand all items in the Fundraising Tips portion of this packet.
- Donations via check must be made out to "Boys and Girls Club of Commerce". No checks made out to the University will be accepted.
- Teams may not keep any portion of Dance Marathon donations for team or organization use.
- All donations received by your team before and during the event must be turned in to the Dance Marathon Committee before the end of Dance Marathon 2015.

Important Dates

January 26	Registration Opens
February 3	Information Meeting 4:00 PM – 5:00 PM RSC Dedication
February 6	1st Team Checkpoint: First 10 teams to sign up will receive a special prize for each team member.
February 20	2nd Team Checkpoint: First 5 teams to reach \$100 in fundraising will receive a special prize for each member.
March 6	Dance Marathon! Noon - Midnight Morris Recreation Center Gym The 2 teams with the most funds raised at the start of the event will receive a prize for each member. Other prizes may be awarded during the event for various categories.

Fundraising Tips

Author: Stephanie Fiorisi, Associate Director of Annual and Special Programs, Office of the Vice President for Institutional Advancement, Texas A&M University-Commerce

- ✓ Make sure the mission of the project is clear. Donors want to know that all fundraising goals are outlined and clear. The last thing a donor wants to do is wonder if their money is truly going towards the cause that you are promoting. You only have a few seconds to get the attention of the donor. Trust is key with donors!!!
- ✓ Make sure that every piece of publication, media blitz and correspondence is done error free. Make sure that the students understand that if something is full of errors that it will be thrown in the trash and they have lost any relationship not only for them, but for any groups to follow in the future.
- ✓ Make sure that you reach out to those that are outside of Commerce, as well as those in the city. Sadly our community is contacted multiple times a week from student orgs and the University. This may be hard if the other communities have a Boys and Girls Club.
- ✓ The best way to format a letter or solicitation is to ask who, what, when, where, why?
- ✓ You need to have a time table for all stages/steps of the solicitation. It is difficult to have multiple people involved in a project but everyone needs to be held accountable for their responsibilities. Sometimes it is good to work on teams so that everyone is held accountable.
- ✓ Lastly, the second most important part of solicitation is to say thank you. We have all thank you letters out to donors within 72 hours of their gift. Along with the formal thank you letter, I add a handwritten personal note on the letter.
- ✓ I can't express how important it is to keep the trust of the donor. If not, they have all but ruined the chance for the organizations or University to reach out to the groups/donors in the future.

For more fundraising tips and advice, please consider ideas on pg. 19 of the Texas A&M University-Commerce [Registered Student Org Handbook](#) and the following resources:

- ✓ <http://www.juniata.edu/services/osa/100FundraisingIdeas.html>
- ✓ <http://voices.yahoo.com/fundraising-ideas-college-student-organizations-11927888.html>

SAMPLE LETTER OF REQUEST

Date



Business or Organization
Contacts Name
Address
City, St. Zip

Dear Mr./Ms. ,

I will be participating in Dance Marathon this year at Texas A&M University-Commerce. This event will take place on Friday, March 6, 2015 at the Morris Recreation Center Gym on the Texas A&M University-Commerce campus. Dance Marathon is a nationwide movement involving students from more than 150 schools across the country, all raising money for children in their community.

The mission of the Dance Marathon at Texas A&M University-Commerce is to raise money for the Boys and Girls Club of Commerce. Students will develop teams of up to eight members that dance at the marathon. Each team will be required to have at least two members dancing for the duration of the event (12 hours). Friends, family, and members of the community are welcome to attend and enjoy some great music, tear up the dance floor, and cheer on the teams.

My name is <Your Name> and I am a <Your Major>. I am participating in Dance Marathon this year. Dance Marathon is an excellent opportunity for me to learn invaluable leadership skills and to give back to my community. This experience will allow me to work with other college students as well as community stakeholders.

I am seeking sponsorship for Dance Marathon this year. Each team is being asked to raise \$200.00 to go toward the overall goal of the event to raise \$2,000.00 for the Boys and Girls Club of Commerce. All funds that are donated will go directly to the Boys and Girls Club of Commerce. I am presently looking for any support that you may be able to provide.

I would be happy to speak with you personally about the rewards of participating Dance Marathon. This is a great opportunity to invest in education and in your community. Thank you in advance for your support.

Sincerely,

Signature

Name

Schools Tax ID#, or District NCES ID#

Contact Information:

School, Contact, Address, Phone/Fax, E-Mail, Web Site