

FUNDRAISING PACKET

JOIN US IN OUR MISSION TO
END CHILDHOOD ILLNESS

**DANCE
MARATHON**
UNIVERSITY OF NORTHERN IOWA



INTRODUCTION

Hello Dancers!

We are thrilled to welcome you into the DM family and want to thank you for making the decision to help fight for future generations. Fundraising is what allows this organization to keep moving forward, so we have created this packet to give you some tools and ideas on how to fundraise. UNI DM would not be able to continue to make miracles without committed individuals like you. Thank you for your hard work, we hope this packet provides you with enough resources to not only reach your goal, but go above and beyond For The Kids.

Outline

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- 04 Social Media Tips
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- 06 Meet a Miracle Kiddo

EMAIL TEMPLATE

Dear [INSERT NAME]

I am reaching out today to inform you that I am participating in Dance Marathon at UNI this year. Dance Marathon is more than just the largest student-run organization on campus, but it is also a year-long movement that raises money for the University of Iowa Stead Family Children's Hospital and the Children's Miracle Network. As an organization, we do our best to provide financial and emotional support to families who have gone through so much. Since the start in 2012, UNI DM has continued to set and exceed its high goals and have raised \$2,667,188 as an organization.

This year, my personal goal is to raise \$_____ all For The Kids. I am fundraising now through our Big Event that is taking place on February 29, 2020! On this day, I will be standing on my feet for 12 hours straight for those kiddos who are not able to. This is to give us a small glimpse of the discomfort that our wonderful miracle kiddos have to face every day.

This organization is so important and every dollar truly does make a difference to these families. Thank you for taking the time to read this, I hope you will consider helping me and this organization fight for future generations. All donations that are made through my link below are 100% tax deductible!

(ATTACH YOUR DONOR DRIVE LINK)

For The Kids,
[INSERT NAME]

I am reaching out to tell you about an organization I have decided to get involved with this year. Dance Marathon is a growing movement among college and high school students at over 300 schools across North America—that raises money for Children's Miracle Network Hospitals. At UNI, Dance Marathon is the largest student-run organization on campus and since its start in 2012, has raised \$2,667,188 for The University of Iowa Stead Children's Hospital in Iowa City. The money that we raise goes directly to the kiddos and families who have fought or are currently fighting life-threatening illnesses or injuries and is used for treatment, research, and medical bills.

I have set my personal fundraising goal as \$_____ all For The Kids. From now until our Big Event on February 29, 2020, I will be actively fundraising and spreading the word and awareness about this organization. At our Big Event, I will be standing on my feet for 12 hours straight for those kiddos who are not able to. I will do this without sitting or the help of caffeine. Our miracle kiddos have gone through so much and this will give us a glimpse of the discomfort that they have felt.

I appreciate you taking the time to read this and hope you will consider helping me fight for future generations. This organization is so important, and every dollar truly does make a difference to these families. All donations that are made through my donor drive are 100% tax deductible! From myself, and everyone of UNI Dance Marathon, thank you in advance.

For The Kids,

Please mail your donation to:

Meet A Miracle Kid

Austin Flash Schroeder was diagnosed on 4/14/14 with stage 3 T-Cell Lymphoblastic Lymphoma. Austin's treatment course was not smooth, as he faced many more setbacks than gains. For a year and two weeks the doctors tried several different types of chemo and radiation regimens, dozens of spinal taps, and a bone marrow transplant. He faced countless infections, diseases, rejections, and at times more than 40 pills per day. Through it all, however, he continued to smile, he continued to fight, he continued to hope, he continued to be thankful, he continued to be grateful, and he continued to find the positives in every situation and exemplify a Win The Day attitude!

On April 28, 2015, Austin passed away, but immediately left his family, friends, teammates, and Fight With Flash supporters signs that he was in a better place. April 28 is National Superhero Day. The single digits of that day add up to "22", his number in every sport he played. Finally, within an hour of his passing, a perfect halo cloud sat directly above the UofI Children's Hospital.

Although our story didn't turn out the way that we hoped and prayed, we were blessed to meet so many amazing doctors, nurses, child life and hospital staff, who have become family to us. We were also connected to Dance Marathon, an organization that not only helped us during Flash's battle by giving gift cards, money for parking, and pharmacy costs, but who continue to touch our hearts with all the love, support and dancing that they do to raise money for families and research, to fight for kids that whom they have never met, and to honor those angels who are dancing in our hearts so that they will never be forgotten.

SOCIAL MEDIA

How To Effectively Use Social Media For Fundraising

Facebook

- Going live at events and while doing fundraising challenges
- Sharing UNI DM posts of what is going on throughout the year as an organization
- Include your donor drive link in your bio

Instagram

- Include your donor drive link in your bio
- Post pictures or videos explaining UNI DM and your goal for the year

Twitter

- Retweet all things UNI DM
- Quote UNI DM's tweet's with your link and goal of the year
- Include your donor drive link in your bio

Follow Us

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THE CLIMB TO 200

Fundraising Tips and Ideas

- \$5 Embarrass yourself on social media for a donation
- \$10 Collect spare change
- \$40 Get creative and sell your favorite diy project
- \$15 Sign up for one of our canning opportunities
- \$20 Run a mile for every \$20 donation you get
- \$5 Skip your morning coffee
- \$40 Collect and return cans
- \$25 Sell your old clothes to Plato's Closet
- \$15 Offer to do chores for your neighbors
- \$25 Offer to babysit in exchange for a donation



MEET A MIRACLE KIDDO

Kaeli's Story

Our journey begins on on May 11th, 2018 when we gave birth to our beautiful little miracle. Our daughter Kaeli Nichelle Knapp made her entrance into this world at 9:35am. We knew about her Congenital Heart Defect (Tetralogy of Fallot with Pulmonary Atresia) before birth so we made a plan of action but like so many plans ours detoured and detoured fast. Kaeli was intubated right away after being born and spent 6 hours in the NICU and than was transferred to the PCICU. At 13 days old our beautiful little girl would face her biggest challenge in her young life. She went back at 8am for her first open heart surgery and this is where a routine surgery turned into the fight for Kaeli's life. Somewhere between to OR and returning to her room she developed a blood clot in her surgical shunt and she tanked really fast. They used life saving measures and they had re-open her in her room in the PCICU. She was crashed onto ECMO twice that day amongst other stuff that transpired. They day was a day from hell, they were preparing my wife and I on losing our daughter. It was a complete nightmare for us. New parents and we're thrown into that? It was stressful beyond measure. Kaeli was on ECMO for 4 days and was only given a 10 percent chance of even surviving ECMO. She came off and we began the long road to recovery with our miracle child. August 14th she had her full repair surgery and went from a single ventricle working heart to as normal as her heart can be. They also discovered that she has a rare condition with two SVC veins which will require correction soon. We spent 123 days in the ICU and than another 13 days in inpatient floor. We face 4-5 more open heart surgeries as she gets bigger. We spent time in The UNI Dance Marathon room in the PICU which was surreal to us. Our story isn't over, it's just beginning. This isn't a race it's a marathon and ours is just beginning.