

2021



**Dance Marathon**  
at Louisiana State University

**FUNDRAISING PACKET**

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# MISSION

To provide a year-long fundraising effort that culminates in a 12-hour Dance Marathon, to celebrate the patients and families that have received treatment from Our Lady Of the Lake Children's Hospital and recognize the various constituencies who dedicate their time and efforts to our cause.

# VISION

Dance Marathon at LSU aspires to be the leading student-run philanthropy at Louisiana State University by uniting the campus community to support Our Lady of the Lake Children's Hospital. Our vision is led and fulfilled by LSU students who are committed to raising awareness and funds for Our Lady of the Lake Children's Hospital and Children's Miracle Network Hospitals.



# OUR PARTICIPANTS

Dance Marathon at LSU allows the participants to build lasting relationships with the children and families they support. These efforts not only connect the participants with our Miracle Families, but also with the LSU student body. Additionally, DM at LSU provides the chance for participants to give back monetarily to Our Lady of the Lake Children's Hospital in Baton Rouge.

LETTER FROM THE

# Director of Fundraising

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## Welcome to DM at LSU!

Welcome to the movement! We are so excited that you have decided to become a part of the largest, student-run, philanthropic organization on LSU's campus, Dance Marathon!

As a part of Dance Marathon, you will help raise funds to provide lifesaving treatment for the children at Our Lady of the Lake Children's Hospital right here in Baton Rouge, Louisiana. Together we will pool all of our campus' individual teams and groups, and make an incredible impact on our local community.

Here, you will find all the resources necessary to ensure your fundraising success. My team and I are ready to assist you in surpassing your fundraising goal. Please let me know if you need anything as we move through this incredible journey!

Justice Renard  
fundraisingdmatlsu@gmail.com



# Fundraising Tools

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## Recurring Donations

Ask your donors to consider making a monthly recurring donation. A reoccurring donation campaign is a fundraising initiative focused on rallying supporters to invest in a monthly donation. These smaller more regular donations increase your donor's ability to give to you.

## Canning

When you sign up to can, you will receive a bucket containing DM cans. Stand outside of the location you have signed up to "can" in front of, and ask for donations to support Our Lady of the Lake Children's Hospital. For more information on canning, check out the Canning 101 document on our website.

## Matching Gifts

Many businesses match charitable contributions of their employees. For example, if you have a family member who works at Exxon, and they plan to donate to you, Exxon may potentially match the donation to Dance Marathon. To learn if a company is eligible to match a gift to DM at LSU, check out our website. Donors can then complete their matching gift form.

## Letter Writing Campaign

This campaign is a great way to reach donors who do not use any form of social media. All you have to do is submit the name and address of a donor, and we will send them a letter telling them about Dance Marathon, your fundraising efforts, and how they can donate if they choose to. You can find the link to submit names and addresses on our website.

# Online Fundraising

DonorDrive is Dance Marathon at LSU's online fundraising platform. This platform is designed to help you to reach your goal with just a few clicks of a button. A majority of our fundraising comes from this online tool. All of the donations received in your name are entered into this platform to help you track your progress towards the Big Event!

## DonorDrive

### Setting A Goal

Just by registering for Dance Marathon at LSU, you will automatically have a goal set for \$250, your dancer minimum. We know what you're thinking, "\$250? You must be crazy!" Though, if you use DonorDrive and maximize your fundraising sources, the money comes flowing in! If you think you can crush that goal, you can update your fundraising goal.

Now what happens when you reach your goal? Well, the gratification that you accomplished something great and helped people that need you more than ever. So... what now? The goal is to keep pushing and raise as much money as you can For The Kids!

Once people see that you have reached your goal, they feel like they shouldn't have to donate to you anymore. If you started at \$250 and reached it, raise it to \$500, then \$1,000. The real goal is to keep going higher and higher. You'll be amazed at how much you can accomplish when you remember why you fundraise.

# What Do the Badges Mean?



250

## Entry in!

Goal: hit minimum pledge of 250 by END of Big Event



62

## You raised \$62

62 kids enter a Children's Miracle Network Hospital every minute



93

## You raised \$93

The Children's Hospital has 93 patient beds spread across five floors



500

## You raised \$500

You provide the hospital to purchase vein illuminators, and earned DM apparel



750

## You raised \$750

You have earned a choice of 30 minutes of sitting time at the Big Event or a special merch item!



Comma Club

## You raised \$1000

You're in the exclusive Comma Club, earned a Comma Club t-shirt, and recognition on stage at the Big Event!



1500

## You raised \$1500

You have earned the choice of a sit-down meal at the Big Event or a rare merch item!



DUB CLUB

## You raised \$2000

Raising \$2,000 earns you a choice between a Framed Miracle Kid Artwork or a comfy DM sweatshirt!



3000

## You raised \$3000

Your fundraising efforts have won you a cozy DM blanket!

# Fast Fundraising Facts

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Dance Marathon has four fast ways for you to talk about our cause, and all the ways that your fundraising is helping to change lives, both nationally and here in Baton Rouge. By using the facts below about all four levels of our organization, you will be able to help everyone understand the impact that your participation is making!

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## Children's Miracle Network Hospitals



62 children enter a CMNH every minute.  
1 in 10 children in America are treated by a CMNH each year.  
170 Hospitals in the nation identify as a CMNH.  
16,200 kids with trauma are treated every day at a CMNH.  
925 babies enter a NICU at a CMNH every day.  
CMNH has 97 national corporate partners.

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## Our Lady of the Lake Children's Hospital

LOLCH opened in October 2019.  
Patients are from every parish and some counties in Mississippi.  
LOLCH sees over 110,000 patients each year.  
LOLCH hosts a Pediatric Support Team that can be dispatched to a patient in need within 20 minutes.



## Miracle Network Dance Marathon



Miracle Network Dance Marathon was founded in 1991.  
Dance Marathon has 300 college programs around the U.S.  
11 Dance Marathons raise over \$1 million annually.  
Over 250,000 students participate in Dance Marathon annually.  
In 2017, Dance Marathon raised over \$38 million nationally.

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## Dance Marathon at LSU

Since founded in 2013, DM has raised over \$1 million.  
In 2018, 417 students registered for the Big Event.  
The average participant raises \$226  
The Big Event lasts 12 hours, our biggest fundraising push.  
Dance Marathon has over 13,842 unique individual donors.





# Fundraising Ideas



**\$10**

Start a change jar and collect change up until the big event



**\$15**

Skip 5 cups of coffee this year and donate the cost to Dance Marathon



**\$30**

Host a dinner party for 6 friends and charge them \$5 each.



**\$30**

Text 6 friends and ask them to support your mission to get to the Big Event



**\$36**

Play taxi driver for your friends one night and charge them the same rate as an Uber.



**\$37**

Sign up for a canning shift at a local grocery store with your teammates!





**\$42**

Connect your DonorDrive page to a Facebook Fundraiser! The average donation is \$42!



**\$50**

Send emails to 10 friends and family asking them to support you with just \$5

 = **\$250** 





## **Contact Information:**

### **Vice President of Finance**

Kaitryana Leinbach  
financedmatlsu@gmail.com

### **Director of Fundraising**

Justice Renard  
fundraisingdmatlsu@gmail.com

Offical Printing Partner



<https://www.dmatlsu.org/>  
210 Grace King Hall - Baton Rouge, LA 70803