

Finance/ Fundraising

Objectives:

- **Oversee all Dance Marathon finances by setting and managing the overall budget**
- **Planning fundraising events**
- **Motivate groups and individuals to raise money**
- **Money collection**

➤ The Dance Marathon Vision

- It is important that you become a resource on everything related to Dance Marathon. You will consult committee members, student organizations, campus administrators and businesses. Be sure to familiarize yourself with the duties and responsibilities of every committee.
- You are a spokesperson for DM. Discuss and represent the views of Dance Marathon throughout the campus and community.
- Make sure that you understand all rules/ guidelines set up by your school, the hospital, and even your community. These will guide you and your members need to understand the importance of following these guidelines.
- The responsibilities of a director are endless and limitless- you must learn to delegate. Many committees will work together to accomplish their responsibilities. Make sure your committee set-up is comprehensive and that one chair is ultimately responsible for each task.

➤ Committee Creation

- Chairs responsibilities can be time consuming. The majority of former Dance Marathon council members say the most important task they accomplished was selecting a strong council. After you relay the Marathon vision, the committee members carry this vision to reality.
- Involve as many people as possible, but make sure to assemble a committee that is dependable and energetic. Search to find individuals that are hard working and able to commit a large amount of time to fundraising for the kids!
- When faced with a great task, many of us find the urge to turn to our close friends. If you feel that urge when it comes to selecting your Dance Marathon council, try to resist it. The committee should be a diverse group that has the drive and determination to make Dance Marathon a hit. Use objectivity in your selection process. Just because someone is a close friend doesn't mean they are a good selection.
- Encourage students of all levels to apply.

➤ Run Committee Meetings

- Once the committee is selected, it is time to bring everyone together. This is a good time to get chairs comfortable with each other. Define expected actions and have them set goals.

- Make the first meeting fun. Conduct some ice breakers and team building games. These activities can immediately make you aware of committee members' personalities and how best to work with them throughout the year. Make the meetings motivational with members leaving feeling empowered to help the kids at Riley.
- Teach the chairs everything about Dance Marathon. Every member must know all marathon information inside and out.
- Be the critical eye and ear for your committee. Often chairs have great ideas, but they also have the tendency to get carried away. It is your responsibility to provide members with a reality check and help them design back-up plans.
- Keep the students on track. Everyone has great stories to tell about the weekend, etc, but you are there for a purpose.
- As you move throughout the year, you will be able to gauge how often meetings should be held. Some committees hold weekly meetings, some don't. This is up to you, however as it gets closer to the marathon (no less than three months away) each committee should hold weekly meetings.
- Set your meeting day, time and place in stone. Attendance should be mandatory and it is helpful to send out a reminder one week in advance.
- Be sure to construct a committee timeline and see that the president receives a copy as well as your committee.

➤ Non-profit status

- Establishing non-profit status on your own can be quite taxing and time consuming. To get around this, check with the Dance Marathon Coordinator at the Riley Children's Foundation to find out if it is possible to arrange for status through the foundation. If this is not possible, talk to your campus advisor about getting status through your university. Some universities grant non-profit status if groups are an official student organization. When receiving non-profit status from the university make sure you know if any strings are attached. Will they require a portion of Dance Marathon proceeds? Will there be more administration control and less student control?

➤ The Dance Marathon account

- Establish a Dance Marathon account at your university or at a local credit union. Somewhere that will give you free checking. Have all revenue and expenses funnel through this account to simplify your bookkeeping. Arrange for checks requiring two signatures and give three people signing privileges: you, the VP of Finance or President and the campus advisor.

➤ Tracking expenses

- Determine a system to record and track donations (by organization and amount), dancer fund raising and registration information, sponsor donations and expenses (amount and to whom).

- Whichever program or system you use, develop the tracking method that works best for your school, community, and situation. One idea is to challenge a management information systems major to create a simple database, spreadsheet, or word processing file specifically for Dance Marathon.
- Set and manage the overall budget
 - Develop a budget format (see sample budgets in this section). Determine overall budget and help individual committees set their budgets. Thoroughly explain the purpose and function of a budget. Plan to meet periodically with each director to review their committee budget. Ideally you want to have everything donated. Any costs must be kept to a minimum. If you know you will have a cost, get bids from different businesses to determine where your lowest cost is. Continually pay Dance Marathon bills before they are due and monitor the overall budget and committee budgets. Your committee and the Board of Managers should assist you with this project.
 - Motivate groups and individuals to raise money
 - One of the most important responsibilities of Dance Marathon is the collection of funds! No matter how good Dance Marathon is, the bottom line is determined by the amount raised for the kids.
 - In the first year, most money is raised by the dancers. Set a minimum for each dancer to raise and give them ideas and ways to raise it. Some schools require \$10 or more per hour of the Marathon. Others charge just a flat donation rate. This can be daunting to a college student who has meals, dues, tuition, and entertainment costs. Break it down into 4 sponsorships of \$25, or asking 10 family members for \$10. Help them understand the reason you are doing Dance Marathon---to help Riley kids!
 - Help them also understand that you do not want them to pay the amount from their own finds. Rather, give them ideas. Give them incentives, too. For example, Texas Tech got a computer donated for their first Dance Marathon. It was awarded to the group that raised the most money. The University of Tennessee had a trip for two to Florida donated for the top fund raising individual. What would make students at your school want to raise even more than the minimum?
 - Experience has shown that the best way for dancers to collect money is not through pledges, it is through donations. With pledges, there is the sometimes lengthy process after the event when people have to go back to those who made pledges and collect them. And 100% of pledges are rarely collected. Even 85% is a spectacular collection rate.
 - Soliciting and collecting the money at the same time usually works well. Most people would rather donate money than pledge money because pledges require the additional contact. Also, students find soliciting pledges demanding and collecting those pledges even more demanding. Once around is enough.
 - A suggestion, and usually the best option is to send out fundraising letters. (A sample is included in this section.)

- When motivating council or committees, one suggestion is to have a fundraising wall in your office (if space is available). Give each committee a poster (thermometer, bucket, paw, etc.) with their committee name on it and as their committee brings in \$, fill it with paper dollar bills, etc. This is a fun way to create competition between committees.

➤ The Dancer Information Meeting

- Dancer Relations is in charge of a general information meeting for the dancers. The financial committee's role in the meeting is:
 - Explaining how to get donations for Dance Marathon and give examples.
 - Set up a table where dancers or groups can sign out donation forms. (Samples are included in this section)
 - Inform all dancers when and where to take money they have raised.
 - Collect registration fee. Have each dancer pay a registration fee to cover some costs such as a shirt, sound system, security, trash disposal and postage.
 - Explain the minimum dollar amount required and give them deadlines to turn in the money, ideas for reaching it and incentives if they raise more.

➤ Collecting money (dancers and sponsors)

- There is more than one way to collect funds raised by dancers. First is to have dancers bring all the money they have raised when they register on the day of Dance Marathon. The second way is in installments. Several schools find the installment method to be a great way to help dancers think about Dance Marathon between the time they sign up and the event.
- The installment plan can work like this: set aside three different evenly spaced dates and times and encourage dancers to turn in one third of their money (or more!) each time. You could have the Dance Marathon office or any specific location on campus as your drop-off location. Use the same location every time. Send reminders to organizations explaining when and where to take fund raising money. This method will prevent dancers from having money they have raised sitting around for too long and will help you monitor how dancers are progressing with collecting their money.
- If you use installments be flexible. If someone signs up late in the game or doesn't collect their money until the day of the Marathon, let them participate.
- It is also important to work with your school in establishing money collection procedure. Some schools have rules or restrictions on how student groups collect.

➤ Revealing the total

- One of the most exciting parts of Dance Marathon is the end. One of the reasons is because it is when the total amount raised is revealed. This is a time for your committee to get creative. Many schools announce their total by having as many committee chairs or Riley families on stage as there are numbers in the total. Each

person holds a poster board card with a large number written on it, but is held toward the person holding it so the audience can't see it. The card holders stand in a line across the stage and one by one they slowly hold up the number side of their card, beginning with the ones' place, going to the ten's place and on until the total is revealed. It is somewhat dramatic but makes for a great ending.

- Feel free to use this idea to reveal the total raised at the end of your Marathon. Or use your imagination to think of a different method. If you do use a different method that works well, please let the DM Coordinator know about it. We'd love to share your idea with other schools.

➤ At the Marathon

- Make sure the Facilities/ Operations director reserves a room for the Financial/ Fundraising Committee. You need a place to store and count money that comes in when dancers check in. Also, reserve a police officer to secure the room during times when you will have significant amounts of money. If possible, obtain a safe, change machine and bill counter. This will make your job quicker and easier.

➤ After the Marathon

- Don't forget to send major donors and sponsors receipts for their tax records. (If you need a gift receipt template, please ask your DM Coordinator). The financial/ fundraising committee's job is not over until all bills are paid, all donations are accounted for and the money you and your fellow students raised is at the hospital helping kids!

*** Helpful Hints

- Have each committee director submit a budget for approval.
- Pay expenditures on time.
- Who has the authority to sign checks?
- Make sure to establish an account (on or off campus).
-

*** Remember:

- Always have a back-up plan!
- Delegate! Do not allow yourself to become overwhelmed.
- Act as a DM role model. You represent DM whether you are meeting with a potential sponsor, briefing campus administrators, or sitting in a class. Encourage all committee members to remember they are also role models; everything they do reflects on DM. Have fun but remember to never jeopardize the perception of your organization.

Do it for the kids!

Money Makers

➤ Canning

- Canning is soliciting cash donations via canisters. Students place canisters in businesses around the campus and the community. Also, students hold cans and ask for donations in front of buildings, outside athletic events, etc. An example of canning is the Salvation Army Bell Ringers during the holiday season.
- Due to new laws, you no longer are able to can in the streets, only in front of stores. Please contact these businesses in advance to get permission.
- Studies prove that people are much less likely to turn down a contribution request made by a peer, family member, or friend. In other words, people give to people. This is why canning on or near campus works well.
- Generally, laws prohibit solicitation when an individual feels cornered. Also, it may be illegal to follow someone. A good rule, if someone says no, leave them alone.
- If you are unsure about whether or not an organized canning effort works, consider this: Bowling Green State University raised a record \$45,000 in their first year. Nearly half of that came from canning on about four street corners for five weekends. Iowa has also seen success from canning.

➤ General Canning Guidelines

- Thoroughly research solicitation laws and restrictions in the areas where you plan to can. Each city and campus has different guidelines.
- Talk to the Chief of Police, city or county manager about solicitation guidelines in your area.
- If you can at an athletic event, get approval from the Athletic Director beforehand.
- Create a schedule for canning at strategic businesses in your area. This reduces the chance of a disorganized free-for-all.
- Wear something that associates you with the school or the children's hospital.
- Can in groups
- Hold signs that explain what you are doing. For example: "Students raising money for hospitalized children" or "Donate to Riley Hospital for Children!"
- Carry your student ID.
- Have fun!

➤ Sponsors and Alumni

- Ask businesses throughout the state to sponsor Dance Marathon either through cash donations or in-kind donations.
- Don't forget your alumni! They are now members of the working world and are a

good source for needed materials. If they can not provide the items needed, they might have contact information for someone who can. Also try foundations or local groups like the Rotary or Lions Clubs.

- The American Association of Fund-Raising Counsel, Inc. published a study called Giving USA Estimates of Philanthropic Giving in 1985 and the Trends They Show. The study indicated that over the past 30 years, the most philanthropic dollars went to religious organizations. The second largest category that received charity dollars is fraternal groups, schools, and social groups. In both categories, the individual giving has a sense of “ownership,” a feeling that he or she “belongs to the group.” Alumni belong to a group and most have a sense of “ownership”. They are a tremendous asset!

➤ Suggestions from other schools

- Several schools use a fundraising letter campaign. Whether you require all dancers to list 10 individuals’ address and you send the letters or you create the letters and supply them to the dancers, this is a very successful fundraiser. If you would like assistance in creating this letter, contact your Dance Marathon Coordinator.
- Indiana University suggests that fund raising be a top priority from the beginning. Try to develop major events that reach out to as many people as possible with as little duplication as possible. And don’t spend resources only on the major events. Support all major projects with smaller projects. Smaller projects are easier to maintain and sometimes can be more successful.
- The University of Georgia held a battle of the bands separate from Dance Marathon. It was held at the Georgia Theater (a big deal in Athens, Georgia) and brought in local bands to compete. Each band paid an entry fee of \$50. Some bands got radio time and others got to play big clubs in Atlanta. The prizes were focused around getting publicity for the bands. Music industry professionals were the judges. With not too much effort UGA raised \$1,000.
- UGA also works the concession stands at football games. Many universities allow non-profit groups to work the booths and earn a percentage of the profits.
- They also hold a tour of the ante-bellum sorority houses at Christmas. The houses are beautifully decorated and admission for the house walk is \$3-\$5.

➤ Other fund raising ideas

- 5K road race
- Car wash
- Sports tournaments
- Barbeque/picnic around Homecoming
- Variations of Jail and Bail - Won’t come off the roof until X amount has been raised
- Work with your campus theater or a restaurant in town to sponsor dinner and a movie and have the proceeds go to Dance Marathon
- Date Auction

SAMPLE BUDGET

The key to a successful Dance Marathon is in-kind donations. In other words, any item in the expense category can and should be donated **THINK IN-KIND DONATIONS!**

Revenue

Registration (based on 100 dancers) (\$10 per dancer, usually covered by organization)	\$1,000
Pledges (based on 100 dancers) Suggested minimum \$150 in donations or pledges	\$15,000
Canning Begin any time before Dance Marathon	\$2,000
TOTAL	<u>\$18,000</u>

EXPENSES- *THINK IN-KIND DONATIONS!* Categorized by Committee

General

Office Space Rental \$ Donated

Communications

Office Supplies ± \$1,200
 Postage
 Phone line
 Answering Machine
 Computer
 Stationary/ Business Cards (Kinko's)
 Copies (Kinko's)
T-Shirts (Sponsors)

Catering

Food and drink- try to get everything donated by local restaurants \$500

Public Relations

Packets/Magazine ± \$100
Official television station (Public Service Announcements/PSA)

Fundraising

Cans and signs for Canning (Ask your DM Coordinator for supplies)

Dancer Recruitment

Trophies for fund raiser winners ± \$400
EMT Expenses- try to get donated

Facilities/ Operations

Facility ± \$300
Equipment and supplies
Security (if school requires)

Entertainment

Sound equipment ±\$1,500
Official radio station (cover Marathon weekend, donate air time)
Bands (Donated)

Morale

Games and activities \$ Donated

Family Relations

Riley families- try to get hotel rooms donated

TOTAL REVENUE donated to hospital \$14,000

NOTE: Approximate prices were not listed in many entries. You should try to get everything donated.



www.iudm.org

Indiana University Dance Marathon

Benefiting the Ryan White Infectious Disease Center at Riley Hospital for Children

Indiana Memorial Union, Suite 572
Bloomington, IN 47405

iudmc@indiana.edu
Ph: (812) 855-6362 Fax: (812) 855-4461

December 4, 2007

Address
City, State Zip Code

Dear Name:

On behalf of the IU Dance Marathon Council, thank you for your recent gift of \$**000**.00 to benefit Riley Hospital for Children and the Ryan White Infectious Disease Center through IU Dance Marathon.

Since opening its doors in 1924, Riley Hospital has become a place of healing and hope for children in Indiana and throughout the country because of the generosity of donors like you. Your gift enables the hospital to continue providing outstanding medical care to the children of Indiana, regardless of a family's financial situation.

Riley Hospital is Indiana's only comprehensive children's hospital. Its physicians and staff are among the most experienced in the country in their medical specialties. The hospital's unique multi-disciplinary approach provides each child with the most up-to-date diagnosis and treatment possible.

Since 1991, the hardworking members of the IU Dance Marathon Council have worked hard at raising money for the children at Riley. With donations like yours, Dance Marathon has raised over \$5 million dollars for the children since 1991.

As the major source of funds for the Ryan White Infectious Disease Center at Riley, IU Dance Marathon is committed to aiding the caring and healing of the most sick and injured children in Indiana.

We appreciate your commitment to Indiana's children. Thank you for making a difference in their lives.

Sincerely,

Tommy Dooling
President
IU Dance Marathon

PLEASE NOTE: This letter serves as the receipt for your gift and documents that no goods or services have been provided in connection with this gift.