



DANCE MARATHON

YOUR STEP-BY-STEP
GETTING STARTED GUIDE
FOR UNIVERSITIES

Move to make a difference.

Organizing a Dance Marathon at your school is a great opportunity to have a lot of fun and raise money for a really great charity: Children’s Hospital of Philadelphia. At CHOP, we make breakthroughs for children and families every day. You can be part of our next one!

WHAT IS A DANCE MARATHON?

Dance Marathon is a multihour event where students pledge to stay on their feet to honor and celebrate the patients and families being treated at CHOP. During the year, a dedicated group of students work together to raise money, recruit students to participate, and plan the event. On the day of the Dance Marathon, the participants stay entertained through dancing, games and music, and the event finishes with a big “reveal” of the total amount raised. Each Dance Marathon is unique and entirely student-run. All of the funds raised go directly to CHOP.

THE CAUSE YOU ARE SUPPORTING

Everyone at CHOP is focused on one goal: to make breakthroughs for children. Since its start in 1855 as the nation’s first hospital devoted exclusively to children, CHOP has been the birthplace of countless innovations and dramatic firsts in pediatric medicine. Thanks to the generosity of donors who believe in our mission, teams at CHOP continue to make breakthroughs every day — from providing lifesaving care to children with complex diseases to making each family’s journey to health a little easier.

In one year at CHOP, there are roughly:

- 30,000 inpatient admissions
- 1.3 million outpatient visits
- 6,500 inpatient surgeries
- 11,500 outpatient surgeries
- 90,000 Emergency Department visits

We have:

- 535 inpatient beds
- One of the largest pediatric healthcare networks in the nation, with more than 50 Care Network locations in Pennsylvania and New Jersey
- Over 1 million square feet of research space, which allows us to bring discoveries directly to patients very quickly

CHECKLIST

IDENTIFY A FACULTY ADVISER

Your on-campus adviser will be crucial to your success. Select an adviser who knows your university and can help you work with your school's administration. Ideally, this should be someone you have a good relationship with or someone who would work well with you. A passion for CHOP, as well as familiarity or experience with Dance Marathon, is a plus!

REGISTER DANCE MARATHON AS A STUDENT ORGANIZATION

This will open up many doors, including the possibility of a budget from Student Government, additional university resources, and participation in club recruitment events. If you don't know the process for setting up a new student organization at your school, your faculty adviser might be able to help!

RECRUIT YOUR EXECUTIVE BOARD

A cohesive and passionate planning committee is crucial to the success of your Dance Marathon. Responsibilities of the board are explained on the next page. Your hospital adviser can give you a sample executive board application.

PICK A DATE, TIME AND VENUE FOR YOUR DANCE MARATHON

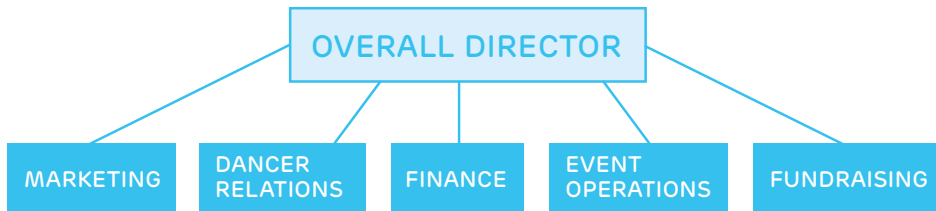
Work with your executive board to decide on a date, time and venue for your Dance Marathon. It is important to find a date that doesn't conflict with other major events on campus such as popular athletic events or exams. Check with the school to make sure the space you want to use is available.

WORK WITH YOUR HOSPITAL ADVISER TO SET UP YOUR OWN DANCE MARATHON FUNDRAISING WEBSITE

Once you have completed all of these steps, you are ready to set up a website and officially begin fundraising!



SAMPLE EXECUTIVE BOARD



OVERALL DIRECTOR: The overall director is the student leader of your organization and the face of your Dance Marathon program. The director will need to work with and delegate to the team so that no task is missed and nothing overlaps. The director will hold meetings with the team and lead strategic planning efforts, fundraising initiatives and additional events.

MARKETING: The marketing director is responsible for managing the social media for the Dance Marathon and for advertising additional events and fundraisers that you may have throughout the year. The marketing director will work closely with all members of the team to make sure that tasks are properly publicized.

DANCER RELATIONS: The dancer relations director is responsible for recruiting dancers to attend the Dance Marathon. After dancers commit to attending, the dancer relations director will let them know about fundraising opportunities and provide more details on the event. The dancer relations director is the contact between the executive team and the dancers.

FINANCE: The finance director is in charge of the budget for your Dance Marathon. The finance director will manage your DonorDrive account and work with the overall director to reach your goals. The finance director will also be responsible for any in-kind donations for the main event.

EVENT OPERATIONS: The event operations director is responsible for creating the schedule, coordinating time for eating and activities, and finding moments for cause connection. The event operations director may work with other student clubs to perform at the Dance Marathon.

FUNDRAISING: The fundraising director is responsible for creating events, campaigns and initiatives to raise money for your Dance Marathon. This includes assisting the dancers in both group (bake sales, restaurant percentage sales) and personal (letter writing, email, DonorDrive) fundraising.

**Remember that not all executive boards will look the same. We can work with you to find something that works for your group!*

TIMELINE

5
MONTHS
BEFORE

- Select a date, start time and duration
 - Select a venue
 - Start recruiting committee members
 - Create your event name and logo
 - Plan a fundraising strategy
 - Work with CHOP to set up your DonorDrive fundraising website
 - Set goals for the year: number of dancers, fundraising and milestones
 - Decide what you want the event to look like
 - Create your social media pages and start getting everyone on campus to follow them!
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4
MONTHS
BEFORE

- Contact local businesses to sponsor your event
 - Open dancer registration
 - Start hosting fundraising events
-

3
MONTHS
BEFORE

- Find a DJ
 - Contact performers
 - Schedule presentations to recruit student organizations and dancers
 - Continue to contact local businesses to be monetary and in-kind sponsors
-

2
MONTHS
BEFORE

- Send fundraising ideas to dancers
 - Promote fundraising and recruitment
 - Start to think about your event layout and decorations
 - Work with your hospital adviser to invite patient families to your Dance Marathon
 - Continue to contact local businesses
-

1
MONTH
BEFORE

- Contact local media
- Order event T-shirts
- Create a morale dance (see page 7)
- Start planning your day-of event timeline

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TIMELINE

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2
WEEKS
BEFORE

- Establish how dancers will check in at the event and turn in final fundraising
 - Brainstorm in-event fundraising ideas to help reach your fundraising goal
 - Finalize event schedule
-

1
WEEK
BEFORE

- Confirm all deliveries, appearances, commitments, schedules, etc.
 - Order any food that isn't donated
 - Assign specific roles and responsibilities for each of the executive board members during the event
 - Begin communicating with dancers daily
-

1
DAY
BEFORE

- Set up (as much as possible!)
 - Send final reminder email to dancers to get them excited for your Dance Marathon!
-

EVENT
DAY

HAVE FUN!

And remember that not everything will go perfectly.

1
WEEK
AFTER

- Send thank-you notes to all sponsors and organizations
 - Encourage dancers to send thank-you notes to their donors
 - Send dancer survey asking about their experience
 - Open applications for next year's leadership team
-

FREQUENTLY ASKED QUESTIONS

HOW SHOULD WE FUNDRAISE?

The majority of your fundraising will come through your online fundraising platform: DonorDrive. This is a FREE resource provided by CHOP. Participants can register, pay their registration fee, create a personal fundraising page, track their fundraising and send fundraising solicitation emails — all through DonorDrive. Work with your Hospital adviser to get this set up as soon as your event date, name and logo are finalized!

Besides DonorDrive, there are tons of other group and individual fundraising best practices that we can help you brainstorm ideas for!

CAN WE VISIT CHOP?

Absolutely! Seeing the breakthroughs you're making possible for our patients and families will help build excitement for the event. Work with your Hospital adviser and executive board to find a time that works for everyone on the team to visit.

HOW DO WE FILL 8, 12 OR EVEN 24 HOURS DURING THE DANCE MARATHON?!

Every Dance Marathon is unique, but they all have a few things in common:

- **Opening and closing ceremonies:** These serve as the official start and end to your event. With dancers on their feet the entire time, it's very ceremonial to have everyone count down to stand up together at the beginning, and then count down to sit together at the end. You can also use this time to highlight a family story, introduce your executive board and recognize top fundraisers.
- **Miracle family testimonials:** Throughout the event, patients and families from CHOP will go on stage to share their experience. This helps dancers see the impact of their fundraising.
- **The morale dance:** This is a three- to five-minute choreographed dance that you teach participants over the course of the event. It is a compilation of popular songs, classic songs and funny quotes from movies and TV. The Morale Dance serves two purposes: It is an outward symbol of the entire campus community uniting behind one cause, and the moves help stretch out your legs as you stay on your feet for so many hours!
- **Meals:** The dancers need to stay energized! You'll want to have an organized way to serve meals and snacks throughout the event, and be sure to keep your dancers hydrated and energized (without caffeine).
- **Games and activities:** Dance Marathon is the perfect time to bring back all those games you played at camp as a kid! For example: Coke & Pepsi, Red Rover, Four Corners, Rock/Paper/Scissors, Limbo, Simon Says, Freeze Dance, Red Light/Green Light and SO many more!

RESOURCES

CHOP offers some great resources to help you prepare for your Dance Marathon!

- A CHOP representative (your “Hospital adviser”) provides guidance throughout the planning and execution of your Dance Marathon. Your Hospital adviser is available to attend an executive board meeting or strategic planning meeting.
- Dance Marathon best practices and ideas from programs across the country
- High-resolution versions of CHOP logos
- Leadership development exercises and team-building activities
- Patient/family guest speakers at events throughout the year
- Hospital tours
- Printing for fliers and posters
- CHOP posters, banners and balloons
- And more!

LOGO USAGE:

Per CHOP’s policy, the following must be approved by your hospital adviser:

- Anything with the Children’s Hospital of Philadelphia name and/or logo (including, but not limited to, fliers, advertisements, press releases, letters, cards, brochures, T-shirts and swag)
- Community partners and sponsors



QUESTIONS?

Everyone at Children's Hospital of Philadelphia is grateful for all of your hard work. Please let us know how we can help make planning your Dance Marathon easier.

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