



AUBURN UNIVERSITY DANCE MARATHON

DANCER PACKET

THE COUNTDOWN TO FEBRUARY 7, 2015

HOW TO DO THE DM THING

Congratulations! Thank you for registering for AUDM and for your interest in our organization and cause! We cannot accomplish the incredible things we do without the support of dancers. This is your step-by-step guide to fundraising and participating in Dance Marathon.

GETTING STARTED

Over 80% of all donations to charities such as AUDM come from individuals just like you. These donations help make miracles at Midtown Medical Center in Columbus, Georgia. The best part is, fundraising is fun and simple!

Be a Hero, not a Zero

- Set a fundraising goal! This will help you stay on track throughout the year. Our goal is for every dancer to raise at least \$100. On February 7th, know you changed lives by not having a zero on your fundraising page.
Donor Drive

- You created a Donor Drive account upon registration. Log into your account, personalize your page, and send your link to friends and family to donate to your page!

THE BIG 4

Visit our website, www.audancemarathon.com, to find out about simple yet effective ways for you to fundraise as well as quick tips and ideas FTK! Contact us if you have any questions.

1. **Letter/E-mail Writing Campaign** copy and paste ours or write your own and send them out
2. **Utilizing social media** link your accounts to Donor Drive and start posting
3. **Canning** collect spare change and dollars from all of your friends and neighbors
4. **Benefit nights** contact local restaurants and ask them to support you

INCENTIVES

As a reward for your dedication to individually fundraising, AUDM will give you raffle tickets at Dance Marathon for the chance to win amazing prizes on the day of the event.

GOAL	TICKET VALUE
every \$25 raised	1 ticket

*Prizes may include: iPads, special trips, digital cameras, celebrity autographed memorabilia, AUDM merchandise, and lunch with Miracle kids (more information to come!)

thank you in advance for
MAKING MIRACLES HAPPEN.

Whether you raise \$5 or \$5000, AUDM wants to thank you for your support of the kids. However, we have some special prizes for our Dancers who go above and beyond to make miracles For The Kids. The following awards will be given at the event:

Individual Awards

Top Individual Male Fundraiser
Top Individual Female Fundraiser
Comma Club (for those who raise over \$1,000!)

Group Awards

Top Fundraising Fraternity
Top Fundraising Sorority
Top Student Organization Fundraise

RACE FOR THE CUP

Your participation in our events throughout the year does not go unnoticed, and we want to thank you in advance for making this such a successful year! AUDM awards Miracle Points to dancers for their continuous involvement and support. The coveted prize of The Miracle Cup will be awarded to the team with the most Miracle Points at the end of AUDM and get the honor of keeping the Miracle Cup in the team's possession for one year.

How do you start earning your points now?

- **Media Mondays** (1) Create an original message @AuburnDM on any of the following forms of media and be sure to #yourteamname and #colorgroup. (Instagram, Twitter, or Facebook)
- **Check in on the Concourse** (2) visit us when we are on the concourse
- **Refer a friend** (5) gather your friends and help them register
- **Check in at Benefit Nights** (5) attend an AUDM benefit night at a local restaurant and check in with an AUDM staff member with an iPad.
- **Attend Dancer Meetings** (15) learn more about our cause and the kids!
 - November 11th @ 5:30 pm in AUSC 2222
 - November 12th @ 5:30 pm in AUSC 2218
 - February 3rd @ 6:00 pm & 6:30 pm in AUSC 2222
 - February 4th @ 6:00 pm & 6:30 pm in AUSC 2223
- **Team Banner at AUDM** (50) show your creativity by making a banner with your team's name to display at AUDM 2015.
- **AUDM** - On the day of AUDM 2015 (February 7), your team can earn additional points by attending the event, winning games, and showing your spirit.

WHAT ARE YOU WAITING FOR?

You are a vital part of our organization and we cannot do anything without your support. Thank you for your dedication to this cause. We really appreciate it and so do the kids. Together we save kids' lives!

CONTACT..... INFORMATION

If you have any questions, please do not hesitate to contact one of our directors!

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Auburn University Dance Marathon 

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AUBURN UNIVERSITY

CENTER FOR COMMUNITY SERVICE