

AUBURN UNIVERSITY DANCE MARATHON

2014-2015 | MEDIA KIT



AUBURN UNIVERSITY
CENTER FOR COMMUNITY SERVICE

MISSION STATEMENT

What is Auburn University Dance Marathon?

Auburn University Dance Marathon is a year-long, campus fundraising effort that culminates in a 12-hour Dance Marathon to celebrate the efforts raised for Children's Miracle Network Hospitals. All of the money we raise stays local to benefit the Children's Hospital at Midtown Medical Center at Columbus Regional Health. We are thrilled to announce that we raised

\$176,589.65

for the kids in only our third year.

▶ The Mission Statement of Auburn University Dance Marathon is to engage the campus and community in raising funds and generating awareness for the Children's Hospital at Midtown Medical Center of Columbus Regional Health, our local Children's Miracle Network Hospital.

a word from our president

My name is Sarah Kelly and it is my honor and privilege to serve as Auburn University Dance Marathon President. Dance Marathon is a nationwide movement that engages college and high school students at over 150 schools in fundraising efforts for their local Children's Miracle Network Hospital. Since the inaugural AU DM in 2012, hundreds of students have joined together to impact the lives of local children and families raising over \$350,000 for the Children's Hospital at Columbus Regional Health in Columbus, Georgia. Every year we celebrate the lives of our Miracle Kids and the accomplishments of AU DM with a 12-hour event in February filled with dancing, entertainment, and miracle stories of our Families.

Auburn University Dance Marathon is a program unlike any other and we invite you to join us in championing a cause that touches hundreds of lives daily. Every individual associated with AU DM shares an equal love for the program, the cause, and the children we have come to know and love.

A trademark of Children's Miracle Network Hospitals is

its commitment to raising funds and awareness for local children's hospitals. Every donation stays locally in the community in which it was raised to support research and training, purchase equipment, and pay for uncompensated care at the local Children's Miracle Network Hospital. Nationally, 62 children enter a CMN Hospital every minute. Whether they are battling cancer, have suffered a traumatic injury, or were born premature CMN Hospitals provide the best quality care possible.

The Children's Hospital in Columbus, Georgia benefits over 21 counties in West Georgia and East Alabama. We invite you to join us in supporting our local children and families by sharing their stories and the mission of AU DM with your audience. Thank you for your time and consideration. Together we save kids' lives!

For the kids and for all the right reasons,

Sarah E. Kelly

**WE STAND
FOR THOSE
WHO CAN'T.**

CMNH Fundraising Territory

for Children's Hospital at Midtown Medical
Center at Columbus Regional Health



FUNDRAISING

Registration for Auburn University's 2015 Dance
Marathon is officially open. There are many
different ways that our dancers can fundraise.

Our Individual Fundraising team helps the
dancers by giving them monthly tips on how to
easily and efficiently raise money.

1
CAUSE

FEAST
FACTS

12

MIRACLE
FAMILIES

17,000,000

**PATIENTS TREATED IN CHILDREN'S MIRACLE
NETWORK HOSPITALS PER YEAR**

\$367, 324.79

RAISED SINCE 2012

4
YEARS
GOING
STRONG

840 **108**

DANCERS IN 2014

STAFF MEMBERS

14 **OVER 40**

COMMITTEES

CAMPUS
ORGANIZATIONS
REPRESENTED

JOIN US IN MAKING A DIFFERENCE. JOIN US TO MAKE MIRACLES HAPPEN.

AUDM 2014-2015

TIMELINE

AUDM Rave

Burritos for Babies Chipotle Benefit Night

Fall Festival

Pediatric Emergency Department Dedication Ceremony

Best DM Week

Registration Opens

Moe Money, Moe Miracles Benefit Nights

Miracle Jeans Day

Interfraternity Council Basketball Tournament

Do It for the 10 Million Campaign

Puppies and Pizza

Study Break FTK

Registration Push Week

Fundraising Push Week

Auburn University Dance Marathon FEBRUARY 7, 2015

\$65,995.25 raised in 2012

\$124,739.89 raised in 2013

\$176,589.65 raised in 2014

THIS YEAR'S AUBURN UNIVERSITY DANCE MARATHON WILL BE ON FEBRUARY 7, 2015. JOIN US IN MAKING MIRACLES!

FOLLOW US

@AUBURNDM



HERE, IN THE LAND OF
WAR EAGLES
WE HAVE A NEW BATTLE CRY.
AUBURN UNIVERSITY
DANCE MARATHON
WE ARE FTK

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