

Elonthon 2021

Fundraising Guide

FTK



What is Elonthon?

Elonthon Dance Marathon is a 13.1-hour dance marathon benefiting Duke Children's Hospital and Health Center. Elonthon was started in 2003 by a very passionate and service-minded group of students from Elon University in North Carolina celebrating a young boy named Mason Lindley. These students were interested in making an emotional and financial impact on the patients and families of Duke Children's. Today, Elonthon serves as Elon University's largest student-run campus program as well as the largest philanthropic event on campus.

Where do the donations go?

The money raised through Elonthon Dance Marathon goes directly to Duke Children's Hospital and Health Center. Duke Children's is our local Children's Miracle Network Hospital (CMNH). CMNH is a nonprofit organization raising funds for 170 children's hospitals across North America. The funds we raise are often considered some of the most valuable dollars a hospital could ask for, as they help support research, equipment, clinical care, advocacy, and family support programs to help children and families heal both physically and emotionally.

Letter Writing

Stop by the Elonthon office in Moseley 105E to get your supplies. We have these supplies all year long!

DO:

- Include a greeting. For example: "Dear Aunt Jane and Uncle Sam" or "Hey, Sophie!"
- Explain Elonthon - what and when it is
 - April 10th, 2021
 - You and over 1000 of your fellow students
 - 13.1-hour dance marathon
 - 31 miracle kids and 3 miracle angels at Duke Children's Hospital

Make it personal: share why you dance. Connect it to you by including an experience, personal story, or why you support the cause. This is the most important part of your letter because you are inspiring others to donate on your behalf.

- Set a goal that is specific to you and your "why," and try to connect your goal to the cause.
For example: As a staff member, make your goal \$262 instead of \$250 because in every minute, 62 kids are admitted to a children's hospital.
- If you are a returning dancer: explain why you've participated in the past, what your favorite parts were, and why you continue to thon.
- If you are a first time dancer, explain why you wanted to get involved and what you are looking forward to.
- Personalize the message to your recipient. For example: "Hey ____, great job at your half marathon over the summer! I'm so glad I was there to support you. I hope you can support me through Elonthon Dance Marathon! Help me reach my own goal and donate to my page!"
 - Say you want to raise a specific number by a certain date and push for those deadlines.
 - Set smaller goals and deadlines for yourself throughout the year to raise funds all year long.



Letter Writing (cont.)

DON'T

- Make the letter too long
- Forget about anyone: teachers, friends, family, coworkers, neighbors, employers, your doctor, etc. You never know who will want to support you, so be creative with who you reach out to!
- Wait until the last minute.
 - Try to get the word out early so others get invested in your cause as well and can track your progress.

LET'S GET SOCIAL

EMAILS

- Emails are another great way to reach out to family and friends without sending letters.
- Start with a greeting: "Hi, ____!"
- Give a little bit of information about Elonthon.
 - April 10th, 2021
 - You and over 1000 of your fellow students
 - 13.1-hour dance marathon
 - 31 miracle kids and 3 miracle angels at Duke Children's Hospital
- State your goal and explain the why behind your goal and what Elonthon means to you.
- Attach the link to your donor drive page to make it easier to access.
- Add a link to any PR videos we have so they can learn more about Elonthon and list the social media accounts so they can follow along with our progress!

SOCIAL MEDIA

- Instagram polls for Venmo requests
- Open Instagram and make a story using the poll option.
- Caption it something like: "Can I venmo request you for a donation to Elonthon? #FTK"
- Include "Yes, \$3" and "Yes, \$5" as your two voting options.
- Wait and see who responds! You don't realize the reach that Elonthon has until you post about it and people are willing to donate.
- Post on Facebook with your donor drive link often.
- Post pictures from past events with your fundraising link.
- Dares/challenges for donations
- Challenge your friends to donate a certain amount, and in return, you post an embarrassing picture or funny lip sync videos.
- Download the Miracle Network Dance Marathon App!

HELPFUL TIPS

- Challenge yourself to donate your coffee money one day to the kids!
- Keep a change jar (it adds up quicker than you'd think)! Bring it to the Elonthon office with your name on it, and we can add it to your Donor Drive!
- Matching donations! Ask family members or friends who work to see if their companies do matching donations. All donations are tax deductible.

