

THON™

Penn State Dance Marathon
THON Nation Fundraising Guide
2022



A Letter To Our Volunteers

Welcome to THON Nation!

Thank you for your interest in hosting an event or fundraiser benefiting the Penn State Dance Marathon! We are excited to welcome you as a member of THON Nation, and we are looking forward to working together to make your event or fundraiser as successful as possible.

THON Nation is a community of students, alumni, donors, and supporters who are taking action in the fight against childhood cancer. It takes every volunteer to ensure our success in spreading awareness, and we are continually inspired by the passion and initiative individuals like you show to help Four Diamonds children and families. Because of the funds that you are raising, groundbreaking research and innovative care will continue forward at Penn State Children's Hospital. This is not your sole incredible impact -- you are an essential part in spreading THON's mission across the world as well. We are appreciative for all your support, and together we will continue to fight for a cure.

As an approved fundraiser, your event will be included on our THON Nation Fundraising page, which can be found at: www.thon.org/THONnation.

Your assigned THON Nation Captain is a valuable resource who is here to assist you with anything that you may need. If you have any questions, please email thon.nation@thon.org

Thank you again for your dedication to THON. Our community supports and encourages you throughout this experience.

For The Kids,

THON Nation Captains

thon.nation@thon.org

Why We THON

There is a need...



Every school day,
46 children are
diagnosed with
cancer



The average cost of
a hospital stay for a
child cancer patient
is \$40,000 per stay



Cancer kills more children
in the U.S. than Asthma,
Cystic Fibrosis, Diabetes,
and Pediatric AIDS
combined

You can make a difference...



\$60

One hour of
Child Life
Coverage



\$150

One day of
outpatient
treatment for a
Leukemia patient



\$750

One experiment
at Penn State
Children's Hospital
in search of a cure

Most of all, we do it
FOR THE KIDS!



How to Host a Successful Fundraiser

Step 1: Plan Your Event

1. Create an event committee

By forming a committee or team, you can delegate the work, planning, coordination and execution of your fundraiser. Depending on your event, consider assigning roles to members such as a:



Treasurer

to document all income and expenses



Volunteer Lead

to recruit and organize volunteers for the event



Public Relations Lead

to promote the event through social media and media outlets



Donor Relations Lead

to recruit sponsors, organize auction items, etc.

2. Make a timeline

To help your event run smoothly, plan out when tasks need to be accomplished in advance.

3. Reserve your event location

Consider if you need to reserve space for your event based on the nature of the event, activities you plan to incorporate, expected attendance, weather, etc.

4. Obtain necessary licenses, permits, and insurance*

For your protection and peace of mind, event insurance may be appropriate depending on the size and nature of your event. Event insurance is required by many venues so it is important to think about this in the planning phase.

5. Recruit sponsors

Ask corporations, restaurants, local vendors, and individuals for in-kind (goods and services) as well as monetary donations.

6. Enlist volunteers for the day of the event

Consider reaching out to local high schools, youth groups, your neighborhood, etc.

7. Ask for assistance!

If you have any questions while planning and organizing your event, contact the THON Nation Captains at thon.nation@thon.org

**Please note that if alcohol will be served at your event, you are responsible for obtaining insurance, permits and licenses that may be required by your state. Be sure to check with your venue about policies for hosting events where alcoholic beverages will be served. If you are selling products or conducting something such as a raffle, bingo or games of chance, you may need to obtain an appropriate permit or sales tax. Bingo, raffles, sweepstakes and other gaming activities are not considered charitable activities under federal and most state laws. Therefore, fees paid to participate in gaming fundraisers are not tax deductible.*

How to Host a Successful Fundraiser

Step 2: Promote Your Event

Effectively informing people about your event is a vital part in hosting a successful fundraising event. Please refer to the Marketing and Promotion section of the Friends of THON Fundraiser Policies to ensure compliance with THON's procedures.

Use the following tips to help promote your event using social media:

1. Use status updates to motivate and fundraise

Encourage your family and friends with updates on Facebook, Twitter, Instagram and LinkedIn by sharing inspirational stories, THON facts and news about your event. Be sure to include a link to your website or www.THON.org in each status update.

2. Thank your sponsors

Use social media to thank donors and individuals for their donations and support. This will also encourage others to donate!

3. Publicize your events

Create an event page on Facebook and invite your friends to join. Post updates and encourage people to get involved. Make sure the event page is "open" so that it appears in searches and guests can send it to their friends. Encourage your followers to use a specific hashtag so you can see who is talking about your event.

4. Retweet and share statuses

Follow Penn State Dance Marathon on Twitter and Facebook. Retweet and share THON's posts and include a personal message of your own!



How to Host a Successful Fundraiser

Step 2: Promote Your Event

Use of THON Nation Fundraiser Logo:

As stated in the THON Nation Fundraising Policies, THON's logo is a registered trademark and may not be used or altered in any way. As an approved THON Nation Fundraiser and by receiving this Kit, you will have access to the official THON Nation Fundraiser Logo. This logo may be used to promote your event, but may not be altered in any way.

The THON Nation Fundraiser Logo will be included in this Kit.



Below is an example of a promotional flyer for a THON Nation event that includes the THON Nation Fundraiser Logo:



How to Host a Successful Fundraiser

Step 3: Collect Donations

Event organizers have two options for accepting donations. Before selecting the option that is right for your event, please consider the implications of each option on you and your donors.

DonorDrive

- Each event participant pays a registration fee (ex: meal tickets or golf fees) directly to the event organizer to cover expenses AND makes a second payment via check or online donation to your custom event DonorDrive page as a tax deductible donation.
- Event participants receive a letter from THON indicating the tax deductible portion of their donation, which is equal to the amount of their payment directly to THON.
- Event organizer pays for event expenses.

Offline Donations

- Event participants make a cash, check or credit card donation directly to the event organizer.
- Event participants do not receive a tax receipt from THON.
- Event organizer sends net proceeds (revenue minus expenses) to THON.

Please Note:

DonorDrive may not be used as a platform to collect event registration fees and/or sell anything under any circumstances.

If you did not originally opt to utilize a DonorDrive page, but would like to set one up, please email thon.nation@thon.org

In order for donors to receive a tax receipt from THON, they must donate via the following:

- thon.org/donate
- Your event's custom DonorDrive page
- A check made payable to THON or Penn State Dance Marathon

All expenses are the responsibility of the event organizer. THON cannot, under any circumstances, reimburse event organizers for any expenses.

If you receive cash donations, please get a bank check (issued to THON) or a money order for the total cash amount to be mailed to THON along with any check donations.

How to Host a Successful Fundraiser

Step 4: Finalize Your Impact

After your event, complete the Donor Confirmation form included in this kit. Please send the form and all checks to:

Penn State Dance Marathon
Attn: THON Nation Captains
227D HUB
University Park, PA 16802



What Else Do You Need To Know?



THON Nation events can credit organizations throughout the fundraising window, which can be done by noting the organization when donating.



Marketing materials and fundraiser names must read “[Name of Fundraiser] benefitting THON”.



We suggest all fundraisers receiving a percentage of restaurant sales request that at least 15% of sales be donated to THON.



Titles of fundraisers may not include “FTK”.



As a registered trademark, THON’s logo and theme logo may not be used or altered. An alternative logo specific for THON Nation events can be found in the starter kit.



Please be conscious of not associating THON’s brand with anything that may reflect negatively on it.

For further clarifications, please reference the THON Nation Fundraising Policies or contact THON Nation Captains at thon.nation@THON.org



***Together we will make a
difference in the life of a child***

