

# THON™

Penn State Dance Marathon  
Alumni Group Guide  
2022



# A Letter To Our Alumni

**Dear Fellow Penn Stater,**

For 49 years, Penn State students have joined together in pursuit of one mission - to conquer childhood cancer. Each year, more than 16,500 student volunteers participate in a year-long fundraising effort for our sole beneficiary, Four Diamonds at Penn State Health Children's Hospital. Our year-long efforts culminate in THON Weekend - a 46-hour no sitting, no sleeping dance marathon held every February.

Since 1977, THON has raised more than \$190 million for Four Diamonds, providing comprehensive care for 4,000 families and funding critical research to take this fight beyond central Pennsylvania and spread hope around the world. THON continues to work year-round to provide both financial and emotional support for these families, ensuring that they never have to face cancer alone.

The impact of THON since its inception can be attributed to a number of factors, but one group has truly made all of this possible - our volunteers. The passion of THON volunteers does not diminish after four years. THON's year-long efforts are made possible by our community of dedicated alumni, supporters, and our student-volunteers.

Alumni Groups play a key role in helping THON fulfill its mission of conquering childhood cancer. Alumni Groups are committed to enhancing the lives of children and families impacted by childhood cancer by working to facilitate fundraisers within their own communities and helping to spread THON's mission nationwide. Throughout the year, Alumni Groups across the country will contribute to the efforts of other THON volunteers and work towards our common goal of one day dancing in celebration of a cure.

This guide provides detailed resources and information specifically designed to help your Alumni Group become involved with THON's efforts. Alumni have the unique opportunity to champion THON by spreading our mission within their own networks and communities. With help from every Alumni Group, we can continue to grow the impact of THON and the Penn State community in our united efforts to find a cure.

If any comments, questions, or concerns arise throughout your THON fundraising efforts, please do not hesitate to contact us. We look forward to all that we will accomplish, united in this fight.

**Thank you for joining us in our commitment to turn childhood dreams into realities.**

**For The Kids<sup>®</sup>,**

**Will Vincent**

Alumni Engagement Director  
alumni.engagement@thon.org

**Greg McNicholas**

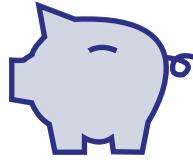
Alumni Communications Coordinator  
alumni.communications@thon.org

# Why We THON™

## There is a need...



Every school day, 46 children are diagnosed with cancer

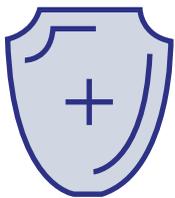


The average cost of a hospital stay for a child cancer patient is \$40,000 per stay



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

## You can make a difference...



**\$50**

One hour of Genetic Counseling Support



**\$150**

One hour of Child Life Support



**\$1,000**

One hour of a Four Diamonds research program in search of a cure

Most of all, we do it  
**FOR THE KIDS®**



# Join THON™ Nation

The fight against childhood cancer extends far beyond four years at Penn State. As a member of THON Nation, you are taking a stand alongside thousands of Penn State students, alumni, faculty members, and friends of THON to ensure that every child has the chance to grow up and chase their dreams.

**Growing up is a beautiful thing. Let's fight for it.**



Alumni can fundraise on behalf of THON within Alumni Groups or as individuals by joining THON Nation, our national effort to unite in the fight against childhood cancer. Join the Nation of THON supporters committed to turning childhood dreams into realities.

## Four Easy Steps to Get Started

**1. Start with an idea**



**2. Register your fundraiser at THON.org/thonnation**



**3. Get official THON resources**



**4. Gather family, friends, and co-workers to support your event**



**For examples of fundraising ideas you can bring to your community, visit [THON.org/alumni](https://thonnation.org/alumni).**

# Fundraising Spotlight

## Virtual THON 5K powered by PNC

Join THON's year-long effort from anywhere in the world by participating in the Virtual THON 5K powered by PNC.

This year, the 21st Annual THON 5K powered by PNC will be held on October 10th at Penn State. Can't make it to State College? You don't have to be on campus to **#RunWithUsFTK** - Join fellow alumni across the country who are supporting THON by running in the Virtual 5K! Form a team in your community to run the race on the weekend of October 9-10, while raising funds and awareness For The Kids®!

Alumni Groups have the opportunity to support our Four Diamonds Families in the fight by bringing together alumni, friends, and family in your local community to create a Fundraising Team for the Virtual THON 5K powered by PNC. With the support of our Penn State alumni and friends, we can spread hope around the world.

**Through the virtual event, you can join us in supporting our superheroes while running a 5K the weekend of October 9 – 10, 2021 on your own time, in any place, at any pace. Use the hashtag #RunWithUsFTK to share your experience!**



# Fundraising Spotlight

## THON Football Game Watch Party

Invite your Alumni Group to take part in a favorite tradition of both THON and the Penn State community - the THON Football Game. This year, the THON Football Game is scheduled for **Saturday, September 25** as Penn State takes on the Villanova Wildcats.

Even if you can't make it to State College, you can still support THON. Football watch parties are a great way to bring your community together while supporting THON in a fun and unique way. For many Alumni Groups, these events are easy to incorporate into their calendar of events and are very successful fundraisers! Consider selling raffle items, donating a portion of food sales to THON, or incorporating other means of creative fundraising into your watch party.



# What Else Do You Need to Know?



Alumni groups can credit organizations throughout the fundraising window, which can be done by noting the organization when donating.



Titles of fundraisers may not include “FTK”.



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



As a registered trademark, THON’s logo and theme logo may not be used or altered. An alternative logo specific for alumni groups has been created and can be found in the fundraiser starter kit.



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



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

**For further clarifications, please reference the THON Alumni Fundraising Policies or contact Will Vincent at [alumni.engagement@thon.org](mailto:alumni.engagement@thon.org).**

# Alumni Campaigns

## Send It Forward

Inspire your friends and family members to donate to THON by requesting pre-made solicitation cards. This simple and easy campaign gives you the tools to make a tangible impact on THON's fundraising efforts and obtain donations that can be credited to a Penn State organization of your choosing.



Continue fundraising for THON after graduation. Request your resources today at [THON.org/alumni](https://thon.org/alumni).



Send It Forward

Send It Forward to friends and family and inspire them to donate to THON through THON's premade mail solicitations. Donations can be credited to Penn State organizations.



Impact THON's fundraising initiative while helping us take tangible steps toward a cure.



# Bring Hope to Work

## Corporate Matching Program



Double your impact by completing a matching through your company. Visit our employee matching page to learn more information.

## Corporate Packet



THON's comprehensive corporate packet is tailored to interested companies and includes information about THON and our sole beneficiary, Four Diamonds. The packet details the benefits THON can offer to companies for donating, including various levels of exposure and inclusion at THON events.

Request a corporate packet by emailing Aidan Cliff at [development@thon.org](mailto:development@thon.org).

## Donation Boxes



By placing a donation box in a communal space in your office or at the checkout counter of a local business, you can turn spare change into impactful change. Donation boxes are a great way to fundraise and help to spread awareness about THON in local communities.

Request to have a donation box for THON placed at work or a local store by emailing [donation.bboxes@thon.org](mailto:donation.bboxes@thon.org).

### Tax Exempt Status

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For more information, please contact Aidan Cliff at [development@thon.org](mailto:development@thon.org).

# Bring Hope to Work

## Employee Engagement Program



Empower your peers and co-workers to take action in the fight by hosting office-based fundraising challenges through our Employee Engagement program.

Participate in an office-wide dress down day, challenge your co-workers in penny wars, or train together for the THON Virtual 5K powered by PNC! There are countless ways to get your co-workers involved and spread THON's mission throughout the workplace.



**Email [company.relations@thon.org](mailto:company.relations@thon.org) to get started today!**

# Play For The Kids™

## Benefitting Four Diamonds

Remember how much fun it was to be a kid? This September, you can play to honor kids fighting childhood cancer. Join supporters of all ages, across the country, to play like kids and help raise funds to benefit Four Diamonds. Because everybody deserves to be a kid, don't they?

### Let's Play!



Move Your Body



Eat Like a Kid



Fun & Games



Play Your Way

#### Step 1.

Choose the activity that sounds the most fun for you.

#### Step 2.

Register and set a fundraising goal.

#### Step 3.

Raise a minimum of \$100 to help ensure that kids fighting cancer have everything they need, including financial support, expert medical care and access to live-saving research.

### Focus on Fun

ONE MONTH. ALL AGES. ANYWHERE IN THE WORLD.

#### About Four Diamonds:

Four Diamonds' mission is to conquer childhood cancer. Since 1972, Four Diamonds has helped 4,000+ children and families by covering 100 percent of medical bills for every Four Diamonds family and supported a robust pediatric cancer research program at Penn State Health Children's Hospital and Penn State College of Medicine.

To learn more, visit [FourDiamonds.org/playforthekids](https://FourDiamonds.org/playforthekids).

# Penn State Alumni Association



## The Alumni Association Supports THON By:



Providing direct financial sponsorship and in-kind gifts



Maintaining an internal staff fundraising committee



Advising and connecting alumni affiliate groups to THON



Incorporating marketing, web and social media efforts in support of THON

## Our Affiliate Groups:



Organize and host event fundraisers throughout the year



Spread awareness of THON's mission across the world



Create care packages for Dancers



Sustain and grow the Dance Marathon Alumni Interest Group (DMAIG)

Together the Alumni Association and its affiliate groups' annual support of THON exceeds thousands of volunteer hours, dozens of events, and more than \$500,000 raised.

The Alumni Association is proud to support THON - For The Glory and For The Kids®.



**PennState**  
Alumni Association

# Dance Marathon Alumni Interest Group

The Dance Marathon Alumni Interest Group (DMAIG) is an Alumni Association-sponsored Alumni Interest Group designed to bring THON alumni together and keep them connected to one of Penn State's most beloved traditions.

## Join For Free Today - Membership Benefits



DMAIG e-newsletter and ongoing connection to THON



THON Weekend incentives including hotel blocks, invitation to the Donor and Alumni reception, and BJC tours



Volunteer opportunities to support THON from anywhere in the world



Campaigns for alternative ways to give back to THON



Unique opportunity to dance as an alumnus

## DMAIG Can Help Organize Your Next Event



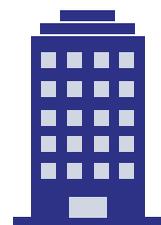
Public relations and social media assistance



Advice and consulting on event operations



Connectivity with the Penn State Alumni Association, its affiliate groups/ chapters, and other organizations



Corporate sponsorship assistance

To learn more, visit [dmaig.org](http://dmaig.org) and follow us on social media @dmaig

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



Penn State IFC/Panhellenic Dance Marathon  
227D Hetzel Union Building, University Park, PA 16802 | [director@thon.org](mailto:director@thon.org) | 1.800.392.THON