

DREAM FORWARD TOOLKIT



The Dream Forward Campaign is a fundraising and awareness campaign that will be taking place from October 25 to November 10, 2021. The goal of the campaign is to connect the THON Community to our mission and raise \$600,000 in the fight against childhood cancer.

Dreams begin in childhood and inspire us to move forward. THON has ignited a selfless pursuit for compassion in the hearts of a generation of young philanthropists who empower themselves and their community to take action for those who still have dreams to fulfill. A community of students, alumni, doctors, nurses, researchers, donors, and families unite for the shared dream of a day when no parent will ever hear the words “your child has cancer.”

Together, we will dream forward.

Calendar of Campaign Events

<p>October 25 Movie Night HUB Lawn @ 5pm</p>	<p>October 26 Phone-a-thon Alumni Hall from 4-9pm</p>	<p>October 27 Trivia Night Forum from 6-8pm</p>	<p>October 28 DonorDrive App Download Challenge</p>	<p>November 1 Bracelet Making Fundraiser Makery @ 7pm</p>	
<p>November 2 Power Remix on Zoom @ 6pm</p>	<p>November 3 Good Day Café FTK</p>	<p>November 4 Matching Day Karaoke Night Osmond 119 @ 6:30pm</p>	<p>November 7 Pumpkin Painting HUB Lawn @ 12pm</p>	<p>November 9 Facebook Vintage Merch Auction on THON's Facebook</p>	<p>November 10 Conclusion 100 Days 'Til THON @ HUB</p>

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OVERVIEW OF EVENTS



Dream Forward Lottery

Monday, October 25 – Wednesday, November 10

For every \$300 raised during the campaign, organizations will receive 1 lottery ticket. At the conclusion of the campaign, tickets will be pulled, and organizations will be awarded as follows:

- ❖ First Ticket: \$5,000
- ❖ Second Ticket: \$2,500
- ❖ Third Ticket: \$1,000
- ❖ 13 Random Drawings: \$500

THON Nation Challenge

Monday, October 25 – Wednesday, November 10

Encourage your organization's alumni and friends to donate to your organization's THON Nation page throughout the Dream Forward Campaign. Each SIO, Greek, and General organization with the highest THON Nation fundraising during Dream Forward will win \$500 credited to their org. THON Nation pages must not be run by a THON Chair of your organization and must have been made before the start of Dream Forward.

2000 Degrees Benefitting THON

Monday, October 25 – Saturday, October 30

Choose from hundreds of pieces of pottery and make your own creation at 2000 Degrees in Downtown State College! For the week of October 25-30, if you mention Dream Forward/THON when entering the store, you will be credited up to \$6.

Phone-A-THON

Tuesday, October 26 from 4-9PM

The third annual Phone-A-THON will take place in Alumni Hall in the HUB. THON Volunteers have the opportunity to share the Dream Forward Campaign with friends and families on the phone or via email. Every one phone call or three emails sent to a friend or family member also provides a chance to win crediting funds. Any questions can be sent to finance@thon.org.

OrangeTheory Fitness Class Benefitting THON

Wednesday, October 27 and November 3 at 8PM

Join us for a fitness class led by an Orangetheory instructor at their downtown location. Admission will be \$10 with \$8 able to be credited to the organization or IDC of your choice.

To reserve your spot, visit: <https://store.thon.org/product/orangetheory-fitness-class-benefitting-thon/>

THON Trivia Night

Wednesday, October 27 at 6PM

Test your THON and Penn State knowledge at our second ever trivia night! \$10,000 in crediting funds will be up for grabs to support your organization total. If interested, register [here](#). Please reach out to communications@thon.org with any questions.

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DonorDrive App Download Challenge

Thursday, October 28

THON's online giving platform, DonorDrive, now has an app! Download the DonorDrive app on October 28th to be entered into a chance to win crediting funds for your organization. 5 random people who downloaded the app will win \$500 towards their organization's total.

Bracelet Making Event at The Makery Downtown

Monday, November 1 at 7PM

The Makery Downtown is hosting THON Volunteers in a bracelet making event. For \$15/person, you and your friends can spend time making festive bracelets and get credited up to \$6. The event will be held from 7-9PM.

PowerRemix with Four Diamonds Families

Tuesday, November 2 at 6PM

Join us for a dance-based fitness class led by a Penn State instructor on Zoom with Four Diamonds families in attendance. Admission will be \$5 and will be credited to the organization or IDC of your choice.

To reserve your spot, visit: <https://store.thon.org/product/dream-forward-powerremix/>

Matching Day

Thursday, November 4

Starting at 8am, every 3rd donation up to \$100 matched 1:1 until funds run out. Starting at 6pm, every student self-donation up to \$10 will be matched 1:1 until funds run out.

Karaoke Night

Thursday, November 4

Join the THON Community in a Karaoke Night Benefitting THON at 119 Osmond from 6:30-8:30PM. This event will be a judged competition with a Merchandise prize given to the winner. To be eligible to compete in the competition, all participants must be registered prior to the event using [this](#) link. Unregistered participants will be allowed to sing if time permits but will not be considered for the prize. All songs must be FTOK and will be pre-approved prior to the event. Get ready for a fun night of singing!

Pumpkin Painting at HUB Lawn

Sunday, November 7 at 12PM

Stop by HUB Lawn for a fun-filled, fall-themed afternoon of painting pumpkins. Each \$3 entry fee includes a pumpkin and paint, and participants will have the ability to vote on their favorite pumpkins, for the chance to win a grand prize. Have your picture taken by Photography Committee Members at our fall photo booth as you enjoy a fun afternoon of fall crafts.

Facebook Vintage Merch Auction

Tuesday, November 9

Check out the THON Facebook page for one-of-a-kind merchandise that will be auctioned off throughout the day. Bidding will occur in the comments of the post and the winners will be contacted with a secure link to purchase their item through the online THON Store or by mailing a check to THON. The event can be found [here](#).

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Total Reveal at 100 Days 'Til THON

Wednesday, November 10

Join us in the HUB to celebrate the conclusion of the Dream Forward Campaign and 100 Days 'Til THON. The day will be packed with activities and fundraiser opportunities for organizations. The final fundraising total will be revealed at the end of the day.

SOCIAL MEDIA TOOLKIT



SOCIAL MEDIA & PHOTOS

THON encourages you to reshare our posts on social media throughout the week. Remember to use the hashtag #DreamForwardFTK on any posts you may make.

If you need additional photo options to use on social media or in emails, [here](#) is a folder of options. Be sure to use photos from your own THON experiences if possible!

EMAIL TEMPLATE

Dear **[Recipient Name]**,

Over the next sixteen days, I will be uniting with over 16,500 other student volunteers for THON's third annual Dream Forward Campaign. Dream Forward is an effort to unite as a community for the shared dream of the day when no parent will ever hear the words "your child has cancer." Through spreading our mission as wide as possible, we hope to ignite a selfless pursuit for compassion in the hearts of all our supporters for those who still have dreams to fulfill.

For Dream Forward 2021, our goal is to raise \$600,000, For The Kids®. With the passion and support of our generous donors, we will show what the THON Community can do when we all come together to ensure the day we dance in celebration of a cure.

If you would like to join me in our fight, please visit [\[Link to DonorDrive Page\]](#) to donate. You can also follow [\[Insert Organization Social Media or @THON\]](#) on Facebook, Instagram, and Twitter to see the reveal of this year's total and how much of an impact we will have when we continue to Dream Forward.

FTK®,

[Insert Name Here]

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SOCIAL MEDIA POST EXAMPLES:

Crediting Window Opens (Monday, October 25):

Today marks the first day of the THON Dream Forward Campaign! THON is dreaming towards a future without childhood cancer. Contribute to THON's third annual #DreamForwardFTK to help us reach our goal of \$600,000 and make a difference in the life of a child! Click the link below to donate!

(Insert DonorDrive Link)

Matching Day (Thursday, November 4):

I am excited to announce that I am fundraising for THON's third annual Dream Forward Campaign. Today, every 3rd donation up to \$100 will be matched 1:1! The goal of the campaign is to raise \$600,000 as we continue to show the world that cancer cannot stop us from dreaming. Click the link below to donate!

(Insert DonorDrive Link) #DreamForwardFTK

Crediting Window Closes (Wednesday, November 10):

Today is the final day of #DreamForwardFTK, THON's yearly capital campaign! In order to ensure that we can reach our fundraising goal of \$600,000, please donate by I am today. Every dollar goes toward our fight against childhood cancer. Click the link below to donate!

(Insert DonorDrive Link)

General Twitter Post

Click the link below to donate to THON's third annual Dream Forward Campaign as we take action in the fight against childhood cancer and help children around the world #DreamForwardFTK

(Insert DonorDrive Link)

General LinkedIn Post:

Through my involvement in Penn State THON™, the largest student-run philanthropy in the world, I am fundraising for the third annual Dream Forward Campaign. Through this effort, we will come together as a community to showcase our supporters' impact on furthering THON's mission and goal of one day dancing in celebration of a cure for childhood cancer. Please click the link below to join the fight today!

#DreamForwardFTK

(Insert DonorDrive Link)

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