

ALUMNI WARS RESOURCE PACKET



Hello to our alumni near and far! This resource packet is equipped with all the tools and information necessary for your participation in Alumni Wars. Alumni Wars is a new campaign, running from January 2nd to February 3rd, that is focused on getting alumni involved in various aspects of THON™ that they may not have had previous exposure to. Our main goal is to see alumni engaged in the fight against childhood cancer, and we hope you're excited to participate in Alumni Wars!

HOW TO PARTICIPATE

Alumni can participate in Alumni Wars by working in groups of fellow alumni from their collegiate organization, by creating a team of alumni, or participating individually. Registration is encouraged, so please fill out [this form](#) if you wish to join a group!

CALENDAR OF EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						JAN 1
2 KIDS + DANCER MAIL PUSH	3	4	5	6	7	8 KIDS + DANCER MAIL PUSH ENDS
9 SOCIAL MEDIA CHALLENGE	10	11	12	13	14	15 SOCIAL MEDIA CHALLENGE ENDS
16 SUPPLY LOGISTICS INITIATIVE PUSH	17	18 THON SHOWCASE CHALLENGE	19	20	21	22 SUPPLY LOGISTICS INITIATIVE PUSH ENDS
23 MERCHANDISE PUSH	24 THON SHOWCASE CHALLENGE ENDS	25	26	27	28	29 MERCHANDISE PUSH ENDS
30 THON NATION PUSH	31	FEB 1	2	3 THON NATION PUSH ENDS TELETHON	4	5

OVERVIEW OF EVENTS

Kids and Dancer Mail Push – January 2nd - January 8th

To participate in the Mail Challenge, create [Kids](#) and [Dancer](#) mail to show support THON Weekend. All dancer mail will be general dancer mail. We encourage you to personalize your mail, for example, by sharing your THON experience! Writing mail only takes a couple minutes, and it is a great way to stay involved! Make sure to include a small note on a separate piece of paper in your envelope stating your name and your team/org, if applicable. You must address your envelope to the following address to be eligible to participate in this challenge:

Attn: Will Vincent
Penn State Dance Marathon
227D Hetzel Union Building
University Park, PA 16802

Social Media Challenge – January 9th - January 15th

To participate in the Social Media challenge, use the hashtag #AlumniWarsFTK when posting about Alumni Wars on Facebook or Instagram. This is a great way to earn Alumni Wars points while also spreading THON's mission! We encourage you to share your DonorDrive link in your post as well! Be sure to include your organization or team that you want to participate on behalf of in order to gain your team points.

Supply Logistics Initiative Push – January 16th - 22nd

Supply the Fight

[Supply the Fight](#) is a collection drive for supplies that are in high demand. These items are crucial to THON's success but are often hard to obtain through donations. Students, alumni, and friends of the THON Community are encouraged to donate items found on the THON registry. Supply the Fight helps THON to reduce internal costs so we can further our impact, For The Kids®! To participate, purchase a donation and ship it to the THON Office through the [online registry](#).

To be awarded points, write in gift message:

1. Supply the Fight
2. Your Name
3. Alumni Group or Team the donation is attached to

By participating in Supply the Fight, you are also eligible to win throwback THON merchandise as an incentive!

Gift Card Initiative (GCI)

Welcome to the Gift Card Initiative (GCI)! The Gift Card Initiative is an effort by Supply Logistics, Hospitality, and other THON Volunteers to solicit and receive gift card donations. These gift cards are used to purchase items that we are unable to get donated. GCI plays a vital role in lowering THON's internal costs, helping ensure 96 cents of every dollar is donated For The Kids®. For information on how to reach out to stores and other key resources, [visit this webpage](#). Mail any gift cards from the list of accepted stores if you would like to participate in this challenge. Include a piece of paper with the following information:

1. Your name
2. Your email
3. The name of the Alumni Group you want to receive Alumni Wars points on behalf of
4. The amount for each gift card

You must address your envelope to the following address to be eligible to participate in this challenge:

Attn: Will Vincent
Penn State Dance Marathon
227D Hetzel Union Building
University Park, PA 16802

THON Showcase Challenge – January 18th - 24th

THON Showcase will be Monday, January 24th at 7:30 PM. Livestream tickets can be purchased on the [THON Store](#) website. Remember to add the free item “Alumni Wars- THON Showcase” to your cart before checking out. List any organization or team you are competing with in the comments section of the order to ensure that we reward you with points!

Merchandise Push – January 23rd - 29th

To participate in the merchandise challenge, go to the [THON Store](#) website and purchase any item (or items) of your choice. Be sure to add the free item “Alumni Wars Purchase” to your cart before checking out. Also, list any organization or team you are competing with in the comments section of the order.

THON Nation Push – January 30th - February 3rd

THON Nation is a platform that allows alumni, parents, and supporters to fundraise on behalf of THON. The goals of THON Nation are to empower nonstudents to take action in the fight against childhood cancer, facilitate the spread of THON's name outside the state of Pennsylvania, and develop partnerships that allow for new and exciting fundraising opportunities. From January 30th - February 5th, we challenge you all to join the [THON Nation Facebook Group](#), create a THON Nation page, and share your page to friends and family to get donations. For more information, visit [THON Nation's website!](#)

Alumni TeleTHON – February 3rd from 7 PM – 9 PM

The final event in Alumni Wars will be the Alumni TeleTHON, a hybrid event featuring Alumni Wars to celebrate the support of our alumni all year long. This will take place on Thursday, February 3rd from 7 PM – 9 PM. We will be announcing the winners of Alumni Wars at this event. Stay tuned for more details!

INCENTIVES

The top three teams in points will receive prizes for their achievements. We will be offering a variety of incentives that feature the winning teams' success in Alumni Wars! Be on the lookout for updates on specific incentives that will be available.

We are beyond excited to kick off this campaign! Contact alumni.campaigns@thon.org with any questions!