

ALUMNI WARS TOOLKIT



Alumni Wars is a campaign that spans from October to THON Weekend and encourages alumni to make an active impact through challenges that highlight efforts from all 16 of our committees. Participants will earn points for competing in each challenge, and the top 5 will be recognized on stage THON Weekend. Join us in the fight by registering today! To gain Alumni Wars points you must submit proof of engagement following the event.

Campaign Calendar of Events

Year-Long:

- THON Merchandise
- Gift Card Initiative
- THON Nation Sporting Events
- THON Nation Donation Page
- THON Nation Donation

Time Sensitive:

- Costume Drive – October 18th to November 6th
- Supply the Fight – October 3rd to January 20th
- Alumni Connection Series – October 19th, November 30th, January 11th
- 100 Days 'Til THON – November 9th
- Kids Mail – January 15th to 21st
- THON Showcase – January 22nd
- Dancer Mail – January 29th to February 4th
- Alumni Gameshow – February 3rd
- Social Media Challenge – February 12th to 16th

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness, and ensure funding for critical research—all in pursuit of a cure.

OVERVIEW OF EVENTS



THON Merchandise

Year-Long

THON merchandise is a great way to show your THON™ pride! Choose from the many options of apparel and accessories available on the THON Store website to show off your love for THON! When checking out, be sure to select that you are an alum.

Gift Card Initiative

Year-Long

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 95 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 or Participant you want to receive Alumni Wars points on behalf of
4. The amount for each gift card

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

Attn: THON Alumni Engagement
Penn State Dance Marathon
227D Hetzel Union Building
University Park, PA 16802

THON Nation Sporting Events

Year-Long

THON Nation sporting events are a great way to support and spread THON's mission from across the United States. There are multiple different sporting events in various locations listed below:

[New York Jets](#) – All Home Games
Philadelphia Flyers – December 20th @ 7 PM
[NJ Devils](#) – December 23rd @ 7 PM
[Pittsburgh Penguins](#) – December 28th @ 7:30 PM

THON Nation Page

Year-Long

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 non-students to take action in the fight against childhood cancer, facilitate the spread of THON's mission outside the state of Pennsylvania, and develop partnerships that allow for new and exciting fundraising opportunities. You can create a THON Nation page by clicking the link [here](#). You can select

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between a Group Fundraiser, Personal Campaign, or a Four Diamonds Family page. Once you have selected your preferred method of fundraising, click “create page.” Lastly, fill out the required fields which include demographic, page-related, and crediting information.

THON Nation Donation

Year-Long

Donating to your own DonorDrive page is a great way to inspire others to donate! Consider donating to your page and comment why you THON!

Costume Drive

October 18th to November 6th

Help the THON Community spread joy to Four Diamonds families! Join us today by participating in this year's Costume Drive benefitting the children of Penn State Health Children's Hospital in Hershey and their families. All costumes will be distributed to the families for the annual THON Kids Fashion Show. You can access the Costume Drive Registry [here](#). Select your favorite costume, and have it shipped to 227D HUB, University Park, PA 16802.

Supply the Fight

October 3rd to January 20th

THON relies heavily on support from our community to maximize our contribution to Four Diamonds at Penn State Children's Hospital. Throughout the year, our volunteers develop relationships with donors from hundreds of small businesses and large corporations in hopes of reducing THON's internal costs. In-Kind donations provide us the resources to create magical moments for our Four Diamonds Families through Pre-THON Events, alternative fundraisers, and THON Weekend. You can access the access the registry [here](#). Purchases can be made directly from the registry or shipped to 227D HUB, University Park, PA 16802.

Alumni Connection Series

October 19th, November 30th, January 11th

Join us on October 19, November 30th, and January 11th at 7:00pm for the Alumni Connection Series on Facebook Live! The series will highlight our amazing families and the incredible work done by Four Diamonds and Penn State Health Children's Hospital. We cannot wait to share their stories and shine a light on THON's impact both locally, and around the world.

100 Days 'Til THON

November 9th

100 Days 'Til THON is a celebration highlighting the THON Community leading up to THON Weekend. Join us in-person in the HUB or online through the virtual livestream as we celebrate the work that our volunteers have done thus far! The virtual livestream will be available on THON.org for those not in the State College area to take part in.

Kids Mail

January 15th to 21st

To participate in the Kids Mail Challenge, create inspirational and personable mail that we will deliver to the kids at Penn State Health Children's Hospital! 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! You must address your envelope to the following address to be eligible to participate in this challenge:

Attn: THON Alumni Engagement

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The 2023 Penn State IFC/Panhellenic Dance Marathon
Benefitting Four Diamonds, *Conquering Childhood Cancer*



Penn State Dance Marathon
227D Hetzel Union Building
University Park, PA 16802

THON Showcase

January 22nd@ 7PM

THON Showcase will take place Sunday, January 22nd at 7 PM. Livestream tickets can be purchased on the THON Store [website](#). Be sure to watch all the amazing talent within the THON community!

Dancer Mail

January 29th to February 4th

To participate in the Dancer Mail Challenge, create inspirational, encouraging, and personable mail that we will deliver to dancers THON Weekend. We encourage you to personalize your mail, for example, by sharing your THON experience! All mail should be general dancer mail. Writing mail only takes a couple minutes, and it is a great way to stay involved! You must address your envelope to the following address to be eligible to participate in this challenge:

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Alumni Gameshow

February 3rd

Check out the THON Facebook page on February 3rd for the first ever THON Alumni Gameshow. Play along as we go through different trivia regarding Penn State and THON's history! Those with the highest scores will have an opportunity to get extra Alumni Wars points!

Social Media Challenge

February 12th to 16th

To participate in the Social Media challenge, share your THON story or why you THON on any social media platform with the hashtag #AlumniWarsFTK! This is a great way to do your part in spreading THON's mission! We encourage you to share your DonorDrive link in your post as well.

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