



CAMPAIGN OVERVIEW TOOLKIT

OCTOBER 23 – NOVEMBER 8

The THON™ Community has persisted relentlessly in our effort to fight childhood cancer since 1977. Through our support of Four Diamonds, we have ensured that over 4,800 families have never seen a medical bill while funding innovative research that spreads hope around the globe. THON aims to raise **\$850,000** from **October 23 to November 8** to further this support for the fifth annual Dream Forward Campaign. A community of students, alumni, and supporters share the collective dream of the day that we are able to dance in celebration.

When we work together, we will **dream forward**.



CALENDAR OF EVENTS

Over the course of 17 days, volunteers, donors, alumni, and supporters will have several opportunities to engage in activities in the State College area and beyond. Below is an outline of the events occurring throughout the campaign.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	10/23 Kickoff Event Phone-a-THON	10/24	10/25 Org Trivia Night	10/26 Social Media Storm #1 Vibe Coffee FTK THON Pickleball	10/27	10/28
10/29	10/30 2000 Degrees	10/31 Merch Grab Bag Sale 2000 Degrees	11/01 Raising Canes FTK 2000 Degrees	11/02 Matching Day 2000 Degrees	11/03 Roots FTK THON Women's Volleyball	11/04
11/05	11/06 Playa Bowls FTK	11/07 F45 Benefitting THON Social Media Storm #2	11/08 100 Days 'Til THON Dream Forward Total Reveal			



FUNDRAISING INCENTIVES



Please email Eric Kimmett, the Finance Director, at finance@thon.org with any fundraising questions.

Dream Forward Lottery

Date: Entire Campaign

Location: All methods of fundraising and crediting

Time: 12 AM EST (10/23) to 11 AM EST (11/8)

For every \$300 raised during the campaign, organizations will receive a ticket in the lottery that could result in the following:

- ❖ First Place: \$4,000
- ❖ Second Place: \$2,000
- ❖ Third Place: \$1,000
- ❖ Random Drawings: \$500 (16 drawings)
- ❖ New Organization Drawing: \$1,000

Matching Day

Date: Thursday, November 2nd

Location: DonorDrive

Time: 8 AM EST and 6 PM EST

Starting at 8AM EST, every 3rd donation up to \$100 will be matched until funds run out. Then at 6PM EST, every student self-donation will be matched up to \$10 until funds run out. Encourage all your supporters to donate and make a self-donation to take advantage of the generous crediting opportunities available.

Committee Fundraising Challenge

Date: Thursday, October 26 to Friday, November 3

Location: All Fundraising

Time: 12AM EST (10/26) to 11:59PM EST (10/3)

This year, all THON Committees have the opportunity to engage in a **NEW** Fundraising Challenge! The top 5 fundraising Committees will get to see their Captain hold one of the total cards for the Dream Forward Reveal on 100 Days 'Til THON!



DREAM FORWARD EVENTS



Please email the designated contact with questions regarding any events.

Dream Forward Campaign Kickoff Brunch

Date: October 23, 2023

Location: Biobehavioral Health Building Patio

Time: 11 AM-2 PM

Celebrate the beginning of Dream Forward on October 23rd from 11 AM-2PM on BBH Patio. You'll have the opportunity to buy Dream Forward merchandise, take pictures for social media posts, and food will be provided while available. Rain location is HUB 131.

Please email Julia Jakuboski at alumni.engagement@thon.org with any questions.

Phone-A-THON

Date: October 23, 2023

Location: Heritage Hall

Time: 4 PM – 9 PM

The fifth annual Phone-A-THON will take place in Heritage Hall in the HUB on October 23 from 4 PM-9 PM. THON Volunteers have the opportunity to share the Dream Forward Campaign with friends and families on the phone, via email, or via text. Every one phone call, three emails, or ten texts sent to a friend or family member also provides a chance to win crediting funds.

Please email Eric Kimmett at finance@thon.org with any questions.

Dream Forward Trivia Night

Date: October 25, 2023

Location: Thomas 100, 101, 102

Time: 6:30 PM

The fourth ever Dream Forward Trivia Night will take place on October 25 at 6:30 PM in the Thomas Building! There will be \$7,500 in crediting funds up for grabs, along with other exciting prizes such as priority entrance for THON Weekend and additional passes! If interested, please register [here](#).

Please email Bobby McLuckey at communications@thon.org with any questions.



The 2024 Penn State IFC/Panhellenic Dance Marathon
Benefitting Four Diamonds, *Conquering Childhood Cancer*



Social Media Storm (Part I)

Date: Thursday, October 26th

Location: Instagram and Facebook Stories

Time: 10 AM

It's time to help THON takeover social media! On October 26 at 10 AM, post [this](#) graphic on Instagram and Facebook simultaneously with your DonorDrive link to share our cause. Together we can make sure THON's mission is spread far beyond State College! Please email Maddie Fisher at public.relations@thon.org with any questions.

THON Pickleball Tournament

Date: October 26, 2023

Location: Penn State Tennis Center

Time: 8PM-11 PM

New this year, join us for a night of pickleball! Teams of 2 will compete in a round-robin style event with 3 guaranteed games per team. The top teams will then compete in a bracket-style tournament. The top 3 teams will receive crediting funds towards their Dream Forward fundraising total. Spots are limited, so make sure to register [here](#)! Please email Will Vincent at director@thon.org with any questions.

2000 Degrees FTK

Date: October 30-November 2, 2023

Location: 2000 Degrees (Downtown)

Time: 11 AM – 9 PM

Between October 30th and November 2nd, stop by 2000 Degrees and paint pottery! Choose from hundreds of pieces and make your own creation. A portion of your proceeds will be credited to your organization. Please email Bobby McLuckey at communications@thon.org with any questions.

Vintage Merch Grab Bag Sale

Date: October 31, 2023

Location: THON Store (HUB)

Time: 9 AM (presale), 11 AM-5 PM

Join us for the 2nd annual Merchandise Grab Bag Sale. From 11 AM to 5 PM, come to the THON Store and purchase a \$20 small bag (4 t-shirts or equivalent items) or a \$30 large bag (6 t-shirts or equivalent items). The entire amount will be credited to your organization or IDC by purchasing in-person or using this [link](#). NEW this year from 9 AM to 10 AM is the early bird special! For an additional \$5, which will also be credited with your purchase, you can get first access to the Grab Bag Sale. You will only be able to purchase this opportunity through the THON Store at this [link](#)! Please email Anna Yankanich at merchandise@thon.org with any questions.

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.



The 2024 Penn State IFC/Panhellenic Dance Marathon
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Women's Volleyball THON Match

Date: November 3, 2023

Location: Rec Hall

Time: 8:30PM

Come cheer on our women's volleyball team in their annual THON match against top-ranked Nebraska! The game will be full of THON promotion and recognition, and Four Diamonds families will be joining us for the evening. Make sure to wear white! Please email Aidan Johnson at special.events@thon.org with any questions.

Social Media Storm (Part 2)

Date: November 7, 2023

Location: Instagram and Facebook Stories

Time: 10 AM

With less than one day in the Dream Forward Campaign, help THON take over social media again! Help THON reach our goal of raising \$850,000 during Dream Forward. At 10 AM, post [this](#) graphic on Instagram and Facebook simultaneously with your DonorDrive link to share THON's mission with your social network. Please email Maddie Fisher at public.relations@thon.org with any questions.

F45 Class Benefiting THON

Date: November 7, 2023

Location: F45 State College (Downtown)

Time: 6:30 PM

Join THON on Tuesday, November 7 at 6:30 PM at F45 in downtown State College, where a portion of the class fee will be donated to THON and be credited to your organization, committee, or IDC. A spot in the class can be reserved [here](#). Spots are limited, so be sure to sign up today!

Please email Maddie Fisher at public.relations@thon.org with any questions.

100 Days 'Til THON & Dream Forward Total Reveal

Date: November 8, 2023

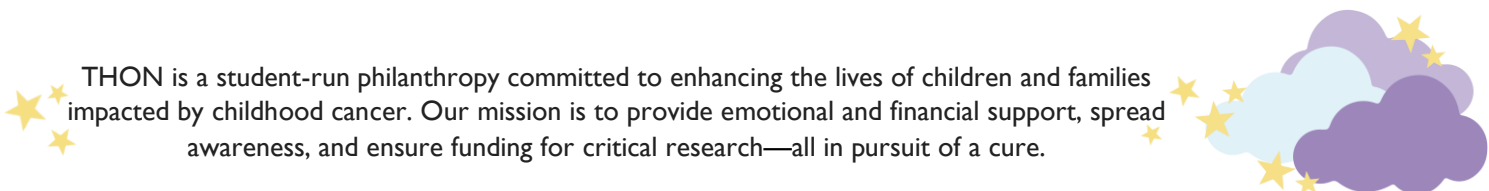
Location: HUB

Time: 11 AM-3 PM

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

Please email Will Vincent at director@thon.org with any questions.

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Post Campaign Stewardship

Date: November 14, 2023

Location: The Hintz Family Alumni Center Robb Hall

Time: 6 PM – 8 PM

Join us for Thank You Tuesday to show your gratitude to our donors and actively participate in THON's stewardship efforts by writing thank you cards. This is a great way to show appreciation for all who supported your fundraising efforts during Dream Forward and learn about Donor & Alumni Relations initiatives.

Please email Julia Jakuboski alumni.engagement@thon.org with any questions.

HOSPITALITY PROMOTION CALENDAR



Taste of THON Promotions

Please contact Sam Mazzoni at hospitality@thon.org with any questions.

Come out and experience a Taste of THON in our four HOS promotions! Credit your committee, IDC, or organization for every HOS event! Find a HOS Captain and show your receipt at the event, or email hospitality.promotions@thon.org a picture of your receipt and the committee, IDC, or organization that you would like to credit.

Vibe Coffee FTK

Date: October 26, 2023

Time: 7 AM-6 PM

In person orders only.

Raising Cane's FTK

Date: November 1, 2023

Time: 4PM-10PM

In person orders only.

Roots FTK

Date: November 3, 2023

Time: 10:30 AM-9:30 PM

In person and online orders are included.

Order promo code: THON2024

Playa Bowls FTK #2

Date: November 6, 2023

Time: 1 PM-8 PM

In person and online orders are included.

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SOCIAL MEDIA TOOLS



HASHTAG & 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 to attach to any of the below interactions you may have, here is a folder of options. Be sure to use photos from your own THON experiences to showcase your personal connection to THON! See here: [Dream Forward Photos](#)

CROSS-PLATFORM SHARING

When posting about Dream Forward throughout the campaign and during the Social Media Storms, ensure to use the “Share Once” feature to share your Instagram Story simultaneously to your Facebook Story! This is a great way to reach another audience of supporters.

SOCIAL MEDIA STORMS

Use the [attached graphics](#) to take over social media on October 26 and November 7 at 10 AM.

TEXTING TEMPLATE

Hey [\[Recipient Name\]](#)! I would love your support in Penn State THON’s annual Dream Forward Campaign. Our goal is to raise \$850,000 in only 17 days! Every dollar goes toward the fight against childhood cancer, please visit [\[Link to DonorDrive Page\]](#) to donate. Thank you!

EMAIL TEMPLATE

Dear [\[Recipient Name\]](#),

Over the next two weeks, I will be uniting with over 16,500 other student volunteers for THON’s fifth 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” again. 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 2023, our goal is to raise \$850,000, and with the passion and support of generous donors, we will show what the THON Community can do when we all come together to ensure one 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 [\[Insert Organization Social Media or @PennStateTHON\]](#) on Facebook, Instagram, and Twitter to see the reveal of this year’s total and how much of an impact we will have because, together, we continue to Dream Forward.

FTK®,

[\[Insert Name Here\]](#)



SAMPLE SOCIAL MEDIA CAPTIONS

Crediting Window Opens (Monday, October 23):

Today marks the first day of the THON Dream Forward Campaign! What remains a constant in this world of uncertainty are our hopes and dreams of a world free from cancer. Contribute to THON's fifth annual Dream Forward Campaign to help us reach our goal of \$850,000 in 17 days, and make a difference in the life of a child! Click the link below to donate!
#DreamForwardFTK (Insert DonorDrive Link)

Matching Day (Thursday, November 2):

I am excited to announce that I am fundraising for THON's fifth annual Dream Forward Campaign. From 8 a.m. to 6 p.m., every 3rd donation up to \$100 will be matched until crediting funds run out! We hope to raise \$850,000 over 17 days, so we can continue to show the world that cancer cannot stop us from dreaming. Click the link below to donate!
#DreamForwardFTK (Insert DonorDrive Link)

Crediting Window Closes (Wednesday, November 8):

Today is the final day of the Dream Forward Campaign! The THON Community has aimed to reach a fundraising goal of \$850,000 in only 17 days! Please donate by noon today to make your dollar count towards the fight against childhood cancer. Click the link below to donate!
#DreamForwardFTK (Insert DonorDrive Link)

General Instagram Story Post

Browse vertical photos linked [here](#) or use one of your own from your THON experience.

General Facebook Post

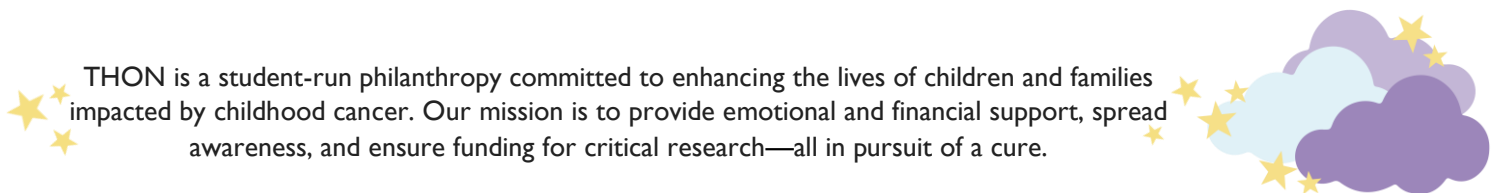
This year, I am taking action with Penn State THON among 16,500 student volunteers by uniting in the fight against childhood cancer. Our year-long efforts culminate in a dance marathon every February to celebrate our survivors, remember those we've lost, and take a stand-- all in the hopes of finding a cure. Throughout the year, I will be fundraising in an effort to provide outstanding financial and emotional support to families. Please consider making a donation or consider sharing my page. For The Kids@! (Insert DonorDrive Link)

General Twitter (X) Post

Click the link below to donate to THON's fifth Annual Dream Forward Campaign as we take action in the fight against childhood cancer and help children and families achieve their dreams!
#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 fifth annual Dream Forward campaign. Over 17 days, we will come together as a community to showcase our supporters' impact on furthering THON's mission 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)



INSPIRATION



*“If there were ever a time to dare, to make a difference, to embark on something worth doing, it is now. Not for any grand cause necessarily –but for something that tugs at your heart, something that’s your aspiration, something that’s your dream. You owe it to yourself to make your days here count. Have fun. Dig deep. Stretch. Dream big. **Dream Forward.** Know, though, that things worth doing seldom come easy. There will be good days. And there will be bad days. There will be times when you want to turn around, pack it up, and call it quits. Those times tell you that you are pushing yourself, that you are not afraid to learn by trying. Persist. Because with an idea, determination, and the right tools, you can do great things. Let your instincts, your intellect, and your heart guide you. Trust. Believe in the incredible power of the human mind. Of doing something that makes a difference. Of working hard. Of laughing and hoping. Of lazy afternoons. Of all the things that will cross your path this year. The start of something new brings the hope of something great. Anything is possible. There is only one you, and you will only pass this way once. Do it right. Make a difference. I know you will.”*

Let’s soar beyond \$850,000 and show the THON Community the power of dreaming forward towards a future without childhood cancer!

