

THON™ Season of Giving Toolkit

Campaign Overview



Dates: December 18, 2023 – January 8, 2024

Over the past 50 years, the THON Community has raised over \$219 million for our sole beneficiary, Four Diamonds, and ultimately worked to change the narrative of a childhood cancer diagnosis. As we are now just two months from THON Weekend 2024, the end of the calendar year has immense opportunity for fundraising and spreading awareness. Between December 18th and January 8th, THON aims to support the children and families impacted by childhood cancer by funding the equivalency of 600 days of the Child Life Program. Together, in this season, our community of families, students, and supporters can begin the new year by giving a gift equivalent to supporting the change in narrative of a childhood cancer diagnosis.

Child Life Program



Receiving a cancer diagnosis is difficult, no matter your age. It can be particularly challenging for children who might not understand what cancer is or what it means for them. Long hours spent in the hospital also mean children often don't have many opportunities to experience being a kid.

The Child Life Specialists are health care professionals who specialize in helping children with cancer diagnosis understand and cope with the anxieties and stresses of cancer. There are many ways the Child Life Program supports children facing cancer including:

- ❖ Education
- ❖ Normalizing the Environment
- ❖ Advocacy
- ❖ Alleviating Stress
- ❖ Confronting Fears
- ❖ Cope with Procedures

If you would like to learn more about the Child Life Program, visit [here](#) to be navigated to Four Diamond's website

Campaign Event Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12/17	12/18	12/19	12/20	12/21	12/22	12/23
	Season of Giving begins Philadelphia 76ers Benefitting THON	New York Islanders Benefitting THON	Social Media Blizzard #1	Philadelphia Flyers Benefitting THON New Jersey Devils Benefitting THON	Give a Gift Initiative	
12/24	12/25	12/26	12/27	12/28	12/29	12/30
			Committee Fundraising Challenge begins			Social Media Blizzard #2
12/31	01/01	01/02	01/03	01/04	01/05	01/06
Potential Matching Day Washington Commanders Benefitting THON			Committee Fundraising Challenge ends Washington Capitals Benefitting THON			
01/07	01/08	01/09	01/10	01/11	01/12	01/13
	Money Collection Season of Giving Ends			Lottery Winners Contacted over Email or Teams		

Fundraising Incentives



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

Season of Giving Lottery

Date: December 18th to January 8th

Location: All methods of fundraising and crediting

Time: 12AM EST (12/20) to 11:59PM EST (01/08)

There are two active lotteries during the Season of Giving: one for organizations who have already been allocated dancers for THON 2024 (Guaranteed Organizations), and one for organizations and IDCs who are in the yearlong lottery system for dancers (Lottery Organizations & IDCs).

For every \$500 raised during the campaign, organizations for their respective designation may win the following:

Guaranteed Organization Prizes:

- ❖ 1st Place: Win Additional Guaranteed Dancer
- ❖ 2nd Place: Win Additional Guaranteed Dancer
- ❖ 3rd Place: \$4,000 crediting funds
- ❖ 4th Place: \$2,000 crediting funds
- ❖ 5th Place: \$1,000 crediting funds
- ❖ Random Drawings: \$500 crediting funds (8 drawings)

Lottery Organizations & IDCs:

- ❖ 1st Place: IDC Pair/Guaranteed Dancers selected to Dance at THON Weekend
- ❖ 2nd Place: \$1,000 crediting funds
- ❖ 3rd Place: \$750 crediting funds
- ❖ 4th Place: \$750 crediting funds
- ❖ Random Drawings: \$500 crediting funds (8 drawings)

Frozen Matching Day

Date: Sunday December 31st

Location: DonorDrive

Time: 8 AM EST, 12 PM EST, and 6 PM EST

If the THON Community has 500 tap-ins during Social Media Blizzard #2 on December 30th, then funds will be unlocked for a matching day to occur the following day. The details of the matching day are as follows:

Starting at 8AM EST, every 3rd donation up to \$100 will be matched until funds run out. Then, at 12 PM EST, every 3rd donation up to \$100 from a parent will be matched until funds run out. Finally, at 6PM EST, every other student donation will be matched up to \$25 until funds run out.

Additionally, for every \$100 raised on Matching Day, organizations will be entered into a lottery to have Merchandise Product Design Captains design your organization's THON Weekend Merchandise

Committee Fundraising Challenge

Date: Wednesday, December 27th to Wednesday, January 3rd

Location: DonorDrive Only

Time: 12AM EST (12/27) to 11:59PM EST (01/03)

This year, all THON Committees have the opportunity to engage in a **NEW** Fundraising Challenge to win the following prizes!

- ❖ 1st Place: Committee will reveal the Season of Giving Impact Total on Penn State THON's Instagram
- ❖ 2nd Place: Entire Committee will win a piece of Merchandise
- ❖ 3rd Place: Committee will have a meal catered by HOS at one of their future Committee Meetings

Campaign Event Summary



Give a Gift Initiative

Date: December 22nd, 2023

Location: DonorDrive

Time: 12 AM EST – 11:59 PM EST

The THON Community is gathering this Season of Giving to give back to children and families impacted by childhood cancer, as we aim to give a gift equal to 600 days of Child Life Programs.

Give a gift to a friend's DonorDrive page and help them reach their goal!

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

Social Media Blizzard (Part 1)

Date: December 20th, 2023

Location: Instagram and Facebook Stories

Time: 10AM EST

Help us kick off the Season of Giving with a THON blizzard on social media! On December 20th at 10AM, post [these graphics](#) 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.

Social Media Blizzard (Part 2)

Date: December 30th, 2023

Location: Instagram and Facebook Stories

Time: 10AM

Help us unfreeze the matching funds for the Potential Matching Day on December 31st by participating in the Social Media Blizzard! At 10AM, post [these graphics](#) on Instagram and Facebook simultaneously with your DonorDrive link to share THON's mission with your social network. After we hit a goal of 500 tap-ins the Potential Matching Day for the following day will be unlocked!

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

Money Collection

Date: January 8th, 2023

Location: HUB 325

Time: 9AM EST – 5PM EST

For cash and checks received during the Season of Giving to properly count for the lottery, please follow the steps outlined in [this](#) guide

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

THON Nation Games



Please contact the THON Nation Captains at thon.nation@thon.org with any questions.

THON™ Sports



New York Jets Benefitting THON™
All Season Games Available



Philadelphia 76ers Benefitting THON™
Monday, December 18th



New York Islanders Benefitting THON™
Tuesday, December 19th



Philadelphia Flyers Benefitting THON™
Thursday, December 21st



New Jersey Devils Benefitting THON™
Thursday, December 21st



Washington Commanders Benefitting THON™
Sunday, December 31st



Washington Capitals Benefitting THON™
Wednesday, January 3rd



Washington Commanders Access Code: 1231WEARETHON

Social Media Toolkit



SOCIAL MEDIA & PHOTOS

THON encourages you to reshare our posts on social media throughout the week. Remember to use the hashtag **#SeasonofGivingFTK** on any posts you may make as well as to post on both Instagram and Facebook simultaneously.

SOCIAL MEDIA POST EXAMPLES

Crediting Window Opens (Monday, December 18):

As the year comes to a close, we are celebrating the Season of Giving. Being just two months away from THON Weekend 2024, we aim to bring together the THON community to give a gift equal to 600 days of child life programs. Together, this community of students, alumni and supporters can begin the new year with continued hope for a future without childhood cancer. Click the link below to donate! #SeasonofGivingFTK [\[Insert DonorDrive Link\]](#)

Frozen Matching Day (If funds are unlocked) (Sunday, December 31):

Today, Starting at 8AM EST, every 3rd donation up to \$100 will be matched until funds run out. Then, at 12 PM EST, every 3rd donation up to \$100 from a parent will be matched until funds run out. Finally, at 6PM EST, every other student donation will be matched up to \$25 until funds run out. We aim to bring together the THON community to give a gift equal to 600 days of child life programs. Click the link below to donate! #SeasonofGivingFTK [\[Insert DonorDrive Link\]](#)

Crediting Window Closes (Monday January 8):

Today marks the final day of Season of Giving! Please consider supporting THON's mission to give a gift equal to 600 days of child life programs. Together, this community of students, alumni and supporters can begin the new year with continued hope for a future without childhood cancer. Click the link below to donate! #SeasonofGivingFTK [\[Insert DonorDrive Link\]](#)

General Twitter Post:

Click the link below to support THON's Season of Giving as we start the new year with a goal of giving a gift equal to 600 days of child life support! #SeasonofGivingFTK [\[Insert DonorDrive Link\]](#)

General LinkedIn Post:

Through my involvement in Penn State THON™, the largest student-run philanthropy in the world, we as a community are celebrating the Season of Giving. We aim to bring together the THON community to give a gift equal to 600 days of child life programs. Together, this community of students, alumni and supporters can begin the new year with continued hope for

a future without childhood cancer. Please click the link below to join the fight today, and follow [\[tag THON's LinkedIn page\]](#) to learn more about our organization [\[Insert DonorDrive Link\]](#)