

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 participants will be recognized THON Weekend and receive a private, behind-the-scenes tour, plus more. This year alumni can choose to pair with their previous organization and/or Alumni Chapter to gain points on their behalf! To gain Alumni Wars points you must submit proof of engagement following the event. Join us in the fight by registering today at

www.thon.org/alumni-wars!

Questions? Email the Alumni Campaigns Coordinator, at alumni.campaigns@thon.org.

Campaign Calendar of Events

Year-Long:

- **THON Merchandise**
- **Gift Card Initiative**
- **THON Nation Sporting Events**
- **Creating THON Nation Page**
- **Making a THON Nation Donation**
- **Creating DonorDrive Page**
- **Making a DonorDrive Donation**

Time Sensitive:

- **Social Media Challenge-** October 8th, October 19th, October 22nd
- **Alumni Connection Series-** October 18th, November 29th, January 10th
- **Around The World Challenge-** October 15th — October 22nd
- **THON 5K-** October 22nd
- **100 Days 'Til THON-** November 8th
- **Costume Drive-** October 10th — November 1st
- **Supply the Fight-** October 2nd — January 19th
- **Alumni Gameshow-** December 7th
- **Dancer Mail-** January 21st — February 7th
- **THON Showcase-** January 21st @ 7PM
- **TeleTHON-** February 1st @ 6PM
- **Kids Mail-** January 24th — February 3rd
- **Kidspiration-** January 1st — 20th

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- *3 points per item*

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- *2 points per donation*

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 your name, your email, and the amount for each gift card and address to:

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

THON Nation Sporting Events- *3 points attendance & 2 points virtual*

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
[New York Islanders](#) – December 19th
[Philadelphia Flyers](#) – December 21st
[New Jersey Devils](#) – December 21st
[Washington Commanders](#) – December 31st
[Washington Capitals](#) – January 3rd

THON Nation Donation- *2 points*

Year-Long

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

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.

Creating a THON Nation Page- 1 point

Year-Long

THON Nation is a platform that allows alumni, parents, and supporters to fundraise on behalf of THON. THON Nation aims 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 between a Group Fundraiser, a 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.

Creating a DonorDrive Page- 1 point

Year-Long

Create a DonorDrive page to support your organization by registering as an alum when creating your page [here](#)!

DonorDrive Donation- 2 points

Year-Long

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

Social Media Challenge #1- 1 point per post

October 8th- Tag Somone Who...

Help kick off Alumni Wars by "Tagging Someone Who..." that will be found on THON social media platforms. Tag friends, family, or fellow alumni on the graphic and repost it to your story!

October 19th- Move-a-Mile Challenge

Together with Around The World Challenge, we encourage all alumni to Move-a-Mile any way they can. After you have moved your mile, tap-in on THON's Instagram or post on Facebook, to show how you moved your mile and challenge others by tagging 3 alumni.

October 22nd- #AlumniWarsFTK

Share how you are participating in THON 5K on any social media platform with the hashtag #AlumniWarsFTK. We encourage you to share your DonorDrive link in your post as well.

Around The World Challenge- 3 points registration

October 15th to October 22nd

Around The World Challenge is a week-long initiative leading up to the THON 5K powered by PNC. We challenge the THON community to move 25,000 miles together, the length it takes to go 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.

around the world. For every mile that you move, a dollar can be credited until funds run out. Anyone can join a team or participate individually, your participation can benefit your alum organization!

Registration opens on August 28th on the DonorDrive app, and Active Impact will appear on the app on October 15th.

THON 5K- 3 points registration & 2 points attendance

October 22nd

Join one of the largest 5K races in central Pennsylvania. The purpose of the THON 5K powered by PNC is to support THON's yearlong effort to raise funds and awareness for the fight against childhood cancer. Your 5K registration fee will go directly to benefit Four Diamonds at the Penn State Health Children's Hospital, which they will use to help cover 100 percent of the costs of patient care, as well as to fund critical, life-saving research. Weaving through scenic University Park, PA, runners will be cheered on by enthusiastic THON Volunteers.

Costume Drive- 3 points

October 10th to November 1st

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 find [the Costume Drive Registry HERE](#). Select your favorite costume, and have it shipped to:

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

Supply the Fight- 2 points

October 2nd to January 19th

THON relies heavily on support from our community to maximize our contribution to Four Diamonds at Penn State Health 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 find [Supply the Fight registry HERE](#). Purchases can be made directly from the registry or shipped to:

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

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.

Alumni Connection Series- *2 points per episode*

October 18th, November 29th, January 10th

Join us on October 18th, November 29th, and January 10th 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- *2 points attendance*

November 8th

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 our volunteers' work thus far! The virtual live stream will be available on THON.org.

Alumni Gameshow- *1 point per donation & 2 points attendance & 3 points for winning*

December 7th

Check out the THON Facebook page on December 7th for the annual 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 and prizes!

Kidspiration- *1 point per letter*

January 1st to January 20th

To participate in the Kidspiration Challenge, send in artwork, inspirational quotes, jokes, song recommendations, or anything else motivational to be hung by the dancer area and give the dancers inspiration throughout the weekend! We encourage you to get your students, interns, and other faculty members involved by creating something inspirational for the dancers to refer to at any point of the weekend. It only takes a few minutes to craft something up, 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 Family Relations
Penn State Dance Marathon
227D Hetzel Union Building
University Park, PA 16802

Dancer Mail- *1 point per letter*

January 21st to February 7th

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 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.

only takes a couple of minutes, and it is a great way to stay involved! You must address your envelope to the following address or submit your mail through the online form [here](#) 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 Showcase- *2 points attendance*

January 21st @ 7PM

THON Showcase will take place on January 21st @ 7PM. Livestream tickets can be purchased on the THON Store [website](#). Be sure to watch all the amazing talent within the THON community!

Kids Mail- *1 point per letter*

January 24th to February 3rd

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

Alumni TeleTHON- *1 point attendance & 3 points per donation*

February 1st @ 6PM

Join us virtually for the first annual Alumni TeleTHON sponsored by the Penn State Alumni Association! Learn about THON's financial impacts, see entertainment, hear from family, and guest speakers, and support THON's mission through an integrated fundraising campaign.



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.