**DREAM FORWARD TOOLKIT**



The Dream Forward Campaign is a 13-day awareness campaign that will be taking place from October 18 to October 30, 2020. The goal of the campaign is to connect the THON Community to our mission and raise $500,000 in the fight against childhood cancer.

Dreams begin in childhood and inspire us to move forward. THON has ignited a selfless pursuit for compassion in the hearts of a generation of young philanthropists who empower themselves and their community to take action for those who still have dreams to fulfill. A community of students, alumni, doctors, nurses, researchers, donors, and families unite for the shared dream of a day when no parent will ever hear the words “your child has cancer.”

Together, we will dream forward.

CALENDAR OF CAMPAIGN EVENTS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SUN | MON | TUES | WEDS | THURS | FRI |
| 18  Facebook  Vintage Merch Auction  Crediting Funds Window Starts @12AM | 19  Awareness Video Challenge (Deadline @11:59PM) | 20  Make a Social Media Post (See below for template and ideas ideas) | 21 | 22  Matching Day Initiative Starts @ 8AM | 23 |
| 25  Nibble and Scribble Art Class  Orange Theory Fitness  Class | 26  THON Nation Challenge Begins  F45 Fitness  Class | 27  Thank Your Donors! | 28  THON Trivia Night Presented by Microsoft @ 8PM | 29  THON Nation Challenge Ends  Make a Social Media Post | 30  Credit Funds Window Ends @12PM |

OVERVIEW OF EVENTS



**Crediting Funds Opportunity**

*Sunday, October 18 – Friday, October 30*

For every $300 raised during the campaign, organizations will receive 1 lottery ticket. At the conclusion of the campaign, tickets will be pulled, and organizations will be awarded as follows:

* + - First Ticket: $5,000
    - Second Ticket: $2,500
    - Third Ticket: $1,000
    - 13 Random Drawings: $500

**Facebook Vintage Merch Auction**

*Sunday, October 18*

Check out the THON Facebook page for throwback and exclusive merchandise that will be auctioned off throughout the day. Bidding will occur in the comments of the post and the winners will be contacted with a secure link to purchase their item through the online THON Store or by mailing a check to THON. Purchases can be credited.

The event can be found [here](https://www.facebook.com/events/2603453053318884?acontext=%7B%22event_action_history%22%3A%5b%7B%22mechanism%22%3A%22search_results%22%2C%22surface%22%3A%22search%22%7D%5d%7D).

**Awareness Video Challenge**

*Monday, October 19 (9 am – 11:59 PM)*

To kick off the campaign, volunteers are challenged to share a short video about THON’s mission and impact on Facebook. Individuals who post a video and submit a screenshot of their post will be eligible to receive $10 credited to their organization until funds run out. Talking point suggestions and submission form can be found [here](https://pennstateoffice365.sharepoint.com/:w:/s/THONExecutiveCommittee-PRFundraisingFG/Ee5MivoKFWFHuTz8vo-EpLYBbh5yFG-TDk85DvE1ODCneQ?e=e3RFNj).

**Matching Day Presented by The Standard State College**

*Thursday, October 22*

Starting at 8 AM, every 4th donation up to $75 will be matched 1:1 until $20,000 in

crediting funds is exhausted.

Starting at 6 PM, every student self-donation up to $10 will be matched 1:1 until $5,000 in crediting funds is exhausted.

**Nibble and Scribble Art Class**

*Sunday, October 25 (7PM)*

Join us for a night of painting and snacks with instructor Jessie Evans, a THON 2021 Dancer Relations Captain! Supplies will be provided with admission purchase. This event will be held via Zoom. Admission will be $10 with $5 able to be credited to the organization or IDC of your choice.

To purchase your kit, visit: <https://store.thon.org/product/nibble-and-scribble/>

**Orangetheory Fitness Class Benefitting THON**

*Sunday, October 25 (2PM)*

Join us for an outdoor fitness class lead by an Orangetheory instructor at Medlar Field. Admission will be $10 with $8 able to be credited to the organization or IDC of your choice.

To reserve your spot, visit: <https://store.thon.org/product/orangetheory-fitness-class-benefitting-thon/>

**F45 Fitness Class Benefitting THON**

*Monday, October 26*

Join us for a virtual fitness class lead by a F45 fitness instructor. This event will be held via Zoom. Admission will be $10 and can be 100% credited to the organization or IDC of your choice.

To reserve your spot, visit: <https://store.thon.org/product/f45-fitness-class-benefitting-thon/>

**THON Trivia Night Presented by Microsoft**

*Wednesday, October 28 at 8PM*

Test your THON and Penn State knowledge at our first ever trivia night! $10,000 in crediting funds will be up for grabs to support your organization total. Registration for this event has closed. Please reach out to [communications@thon.org](mailto:communications@thon.org) with any questions.

**THON Nation Challenge Presented by Graduate Hotels:**

*Monday, October 26 – Thursday, October 29*

Volunteers will be tasked with recruiting friends, family, alumni and any other non-student supporters to create THON Nation pages on behalf of their organization.

Winners will be announced at the end of the week and will be based off the number THON Nation pages created and customized. For participating, organizations can earn $3,000 in additional crediting funds and alumni could win a football hotel package for the 2021 season provided by the Graduate State College!

**Dream Forward Total Reveal:**

*Friday, October 30*

To commemorate the conclusion of the campaign, join THON on social media to watch the total reveal happen live at 3PM EST!

SOCIAL MEDIA TOOLKIT



SOCIAL MEDIA & 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 interaction you may have, here is a folder of options. Be sure to use photos from your own THON experiences possible!

<https://pennstateoffice365.sharepoint.com/:f:/s/THONPublicRelations/EjbR5oO98TRNp2yqYX2EWXkByTVsRx0CLSo9g4ODddC7_Q?e=Mj6GVa>

EMAIL TEMPLATE

Dear [Recipient Name],

Over the next two weeks, I will be uniting with over 16,500 other student volunteers for THON’s second Dream Forward Campaign. Dream Forward is an annual 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 2020, our goal is to raise $500,000 FTK®, 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 @THON] 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]

SOCIAL MEDIA POST EXAMPLES:

***Crediting Window Opens (Sunday, October 18):***

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 second annual #DreamForwardFTK to help us reach our goal of $500,000 and make a difference in the life of a child! Click the link below to donate!

(Insert DonorDrive Link)

***Matching Day (Thursday, October 22):***

I am excited to announce that I am fundraising for THON’s second annual #DreamForwardFTK. Today, every 4th donation up to $75 will be matched 1:1! The goal for the campaign is to raise $500,000 as we continue to show the world that cancer cannot stop us from dreaming. Click the link below to donate!

(Insert DonorDrive Link)

***Crediting Window Closes (Thursday, October 30):***

Today is the final day of #DreamForwardFTK, THON’s yearly capital campaign! In order to ensure that we can reach our fundraising goal of $500,000, please donate by noon today. Every dollar goes toward our fight against childhood cancer. Click the link be;ow to donate!

(Insert DonorDrive Link)

***General Twitter Post***

Click the link below to donate to THON’s second Annual Dream Forward Campaign as we take action in the fight against childhood cancer and help children around the world #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 second annual Dream Forward campaign. In this, 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!

(Insert DonorDrive Link)