



UCHICAGO DANCE MARATHON



GREEK INFO PACKET

UChicago Dance Marathon

March 8 – 9, 2014



UChicago Dance Marathon

1212 East 59th Street
Chicago, IL 60637

Greek leaders,

On behalf of the UChicago Dance Marathon 2014 Executive Board, I want to thank you for choosing to support UCDM and the Elizabeth Glaser Pediatric AIDS Foundation. We are so excited to work with you and your organization to raise money for such a great cause: the kids! We have an incredible year planned, so get excited for some fantastic events, followed by 12 hours of non-stop entertainment and fun. Be sure to mark **March 8, 2014** on your calendars—this year's Dance Marathon is not one you'll want to miss!

Dance Marathon is a truly life-changing experience, both for participants and for children around the globe who will receive lifesaving care from EGPAF. Last year, funds raised by UP4THEFIGHT Dance Marathons like us allowed **16,714** people to receive HIV treatment. Help us reach our \$25,000 goal to make that number even greater.

Since our first marathon in 2001, Greek organizations have been the backbone of our success, bringing in hundreds of dancers and tens of thousands of dollars for our cause. This year, we are excited to present a new program—by Greeks, for Greeks—specifically designed to give back to the Greek community. UCDM and Greek organizations are based on the same principles: dedication, enthusiasm, and love for the ties that bind us. The Executive Board at UCDM saw in this a unique opportunity to combine the two—in short, scratch our back; we'll scratch yours.

Please use this manual as a reference for you and your team as you begin your efforts for UCDM 2014. We've worked hard to organize a fantastic program for you, and all the details you'll need are outlined in this packet. Communication and dedication are key to a successful relationship between your team and the rest of the UCDM family—if you have any questions or feedback, please feel free to reach out to our Dancer Relations Chairperson, Helen Gao (heleng@uchicago.edu).

Once again, thank you so much for your support! We truly cannot convey to you how appreciative we are of your help. We're looking forward to an exciting year!

Up 4 the fight,

Katie Burkhart
Executive Chair
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GETTING UP4THEFIGHT WITH EGPAF



**Saturday, March 8 – Sunday, March 9
8:00pm – 8:00am
Gerald Ratner Athletics Center**

Dance Marathon is in its 12th year at UChicago. The largest philanthropic event on U of C's campus to date, UCDM aims to engage students from all corners of the campus community to make a positive change in the life of a child—standing and remaining active for 12 hours in support of kids

who can't. Students can enjoy events throughout Winter quarter, culminating in the 12-hour spring marathon at Ratner Athletics Center. At the marathon itself, "dancers" will enjoy live performances, games, raffle prizes, free food, and inspiring stories from those benefitting from the lifesaving work provided by EGPAF. Speaking of which, 100% of UCDM's proceeds are donated directly to EGPAF.

WHAT'S IN IT FOR US?

The organization with the most points at the end of UCDM will receive:

- **A cut of UCDM's total earnings, donated to the philanthropy of your choice**
- **A letter of praise from ORCSA, COUP, and the UCDM Executive Board send to your organization's headquarters in recognition of your chapter**
- **UCDM promotion of all philanthropic/social events put on by your organization for the following academic year.**
- **Recognition via all UCDM web and social media outlets, including our blog**
- **Recognition from The Elizabeth Glaser Pediatric AIDS Foundation at the Dance Marathon, and the knowledge that your efforts are saving children from all over Chicago**
- **Exclusive access to the VIP tent at Dance Marathon, where your members can enjoy catered meals, massages, giveaways, and (most notably) a place to sit down!**

REGISTRATION INFORMATION

Team Registration & Guidelines

- All team members must register on our website (dm.uchicago.edu, under the “Register” tab)—we encourage all dancers to register as early as possible to take advantage of online fundraising tools
- While Greeks on UCDM staff may represent their respective organizations at the marathon with team unifiers, etc., their participation/funds raised will **NOT** count for team points.

FUNDRAISING

Team Fundraising Obligations

- Each dancer must fundraise \$150 to be admitted to DM—don’t panic! It sounds like a lot, but we’re committed to making it as easy as possible.
 - **Register before the end of fall quarter and receive \$5 off your registration fee**
 - Be creative with your fundraising! Don’t be afraid to ask for help, or to reach out to other organizations on campus

Fundraising Ideas

- Canning: Members of an organization ask for change outside of businesses, at sporting events, or in classrooms (with permission from the professor, of course!). The UCDM Executive Board can provide
- Letter Writing Campaign: Send mailed letters to family and friends requesting sponsorship for your UCDM participation! Not sure what to say? **Send sponsorship letters to friends, family, and businesses easily and directly with our ready-to-send online form. We’ll even track responses and manage online donations for you, so you don’t have to.**
- EGPAF Balloon/Red Ribbon Sales: Sell UCDM/EGPAF Balloons and red ribbons for donations (we’ll provide them for you!). Have supporters write their name on the balloons, and submit them to the UCDM Exec Board to have them displayed before and during Dance Marathon.
- Benefit Dinners: Have your organization host a charity dinner and charge friends per plate. Some examples include cook-offs, bake sales, ice cream socials, or barbeques.

SO, HOW DO WE WIN?

To encourage **all** Greek organizations to participate, teams can earn points in several ways—here are some of the most common, but feel free to propose your own! (Note that items will be recorded as an average per person, or as a percentage of the chapter as a whole, as to not disadvantage smaller chapters)

Item	Point Values
All registered participants attend UCDM	1,000
On-time check-in at UCDM	10/person
UCDM Fundraising	1/\$1
Teams will receive 1 point for every dollar raised to support UChicago Dance Marathon	
Canning	50/person
Send representatives from your team to solicit donations at events and venues throughout Chicago—Dancer/EGPAF Relations Chair must be notified in advance to receive points	
Letter Writing Campaign	20/donation
Let friends and family from home know how much their support is appreciated, and receive points for every contact that returns a donation in response to your letter	
Online Donation Campaign	10/donation
Use our online system to send sponsorship requests—we will track responses for you, and you'll receive points for every contact that makes a donation using the online system	
Secure a UCDM Sponsor	Level 1: 250 Level 2: 500 Level 3: 750 Level 4: 1000
UCDM is always looking to partner with businesses to help promote our event and raise money for EGPAF. Secure a sponsor for UCDM and receive points based on its value <i>*For more information, please contact Corporate Sponsorship Chair, Dani Anaya, at danianaya@uchicago.edu</i>	
100 Days 'till DM Banner Competition	
Create a countdown banner to display on your organization's house or on campus.	
Recruit Other Dancers on Campus	50/person referred
Earn 50 points every time a member of your team refers someone else to register	
Card for "Miracle Child"	200
As UCDM approaches, each team, if interested, will be assigned a "Miracle Child"—a child receiving HIV/AIDS treatment or care via the Elizabeth Glaser Pediatric AIDS Foundation. Each team creating a card, poster, or other token of support will receive points for their efforts!	
UCDM Banner Competition	500
Create a banner based on our theme to be displayed at UCDM—all organizations creating a banner will receive points, but the top 3 (as selected by EGPAF staff in attendance!) will receive bonus points!	1 st place: +300 2 nd place: +200 3 rd place: +100
Team Unifier	300
Come up with something unique to identify members of your team at UCDM—team shirts, bandanas, arm bands...it's up to you!	
Support Posters	10/poster
Participating groups will receive 10 points per poster made in support of their dancers	*Limit 25 posters
Social Media Support	1/activity
Receive 1 point for "liking"/tagging UChicago Dance Marathon on facebook, or tweeting with #UCDM2014 or #UP4THEFIGHT	

**Teams may receive additional points for organizing other fundraising events or activities for UCDM.
Additional opportunities will be added and communicated to all registered teams!**

CONTACT US

Have questions, comments, or feedback? Feel free to reach out to us! We'd love to hear your ideas and address your concerns.

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