On behalf of the Dance Marathon 2015 Executive Board, we want to thank you for choosing to support UCR DM2015 and the UCR Guardian Scholars Program. We are so excited to work with you and your team to raise money and awareness for such a great cause! The Executive Board is planning an incredible lineup, so get excited for an unforgettable night! Be sure to mark off January 31, 2015 on your calendar.

Dance Marathon is truly an exciting event, both for everyone that participates and our Guardian Scholars students. Our time and dedication will make a significant difference in the lives of our UCR Guardian Scholars. Guardian Scholars (GS) is a non-profit organization that relies on community efforts, like ours, to help support the program and to continue to provide support for its students.

Please use this manual as a reference for you and your team as you begin your efforts for DM2015. Keep in mind, communication and dedication are key to a successful relationship between your team members in order to raise funds and enjoy the event as a group. We want this year to be a huge success and that is only possible through your participation. If you have any additional questions or concerns, please feel free to contact us (contact info is included at the end of this manual).

Once again, thank you for your support!!! We are all looking forward to seeing you on January 31, 2015!

Sincerely,

DM 2015 Executive Board

Our Mission:

Dance Marathon 2015 is a six-hour philanthropic event to raise funding and awareness for UCR’s Guardian Scholars (an organization dedicated in supporting emancipated foster youth). The Dance Marathon crew strives to raise funds that will be used towards various needs such as scholarships, grocery cards, housing assistance and so much more!! Our goal is to encourage faculty, staff, students, and our community to stand together in supporting our UCR Guardian Scholars students. Proceeds will go directly to the Guardian Scholars program.

So What Exactly is The Guardian Scholars Program?

Guardian Scholars is a program that aids emancipated foster youth by providing:

- Financial aid assistance and counseling
- Year-round on-campus housing
- Academic and professional mentoring
- Health and counseling services
Peer mentoring and student programming
Admission and enrollment assistance
Employment assistance and career counseling

For more information on Guardian Scholars please visit their website guardianscholars.ucr.edu

Quick Facts:
• About 70% of foster youth say they want a college education, but only 10% enroll, and only 1% actually graduate from a four-year university.
• Within 18 months of emancipation, 40-50% of foster youth become homeless.
• Only 46% of former foster youth complete high school (compared to 84% of the general population)

Why Dance Marathon 2015?
Because it is an exciting event to spend with friends and you also get to make new ones! There is so much happening at DM2015: we bring together fun, friends, and prizes all while raising money for a great cause. Dance Marathon is more than a fundraiser, it's a chance to stand together and make a difference for the Guardian Scholars. Plus, we have a matching donor: meaning every dollar you raise is actually two!

Will I be bored at DM2015?
NOPE! Here's why. Our team has put together performers, DJs, games, competitions, and raffles that will definitely make your six-hour Saturday night fun and worthwhile! Here’s a sneak peek at some of the activities of the night:

Performers and Games Include:
- Room to Dance Studio
- Glowstringing
- Senryu Taiko
- Spoken Word
- Collective Faction
- 909 Hip-Hop Dance Troupe
- Deejays & Vinylphiles
- Dhamaka
- R’Beat
- Photo Booth and several games that test your SKILLS AND CREATIVITY!
- Junk in the Trunk
- Dance Competition!
- Donut-eating Competition!

Some Prizes Include:
- GIFT CARDS!!!!
  - Starbucks, Target, In ‘N Out + much more!!!!
- Grand Prizes!!
  - Kindle Fire
  - GoPro
- T-shirts
- Signed baseball from the Angels
- Two tickets to a Lakers game
- Two pairs of Oakley sunglasses (Valued together at over $300!)

AND…. MORE TO BE ANNOUNCED :)

Random Contests!
Check out the Crowdrise website for a number of different contests on their contest page. However, you must have donated through CrowdRise to be eligible for these contests (no offline donations).

**Oh, I'm convinced. Now what?**

First of all, we would like to thank you for wanting to take part in this exciting event! There will be a limited amount of entries this year due to our smaller venue so sign up NOW! By registering for Dance Marathon 2015, you are making the first HUGE step in supporting GS! While we love and appreciate your donation, we would very much like to have you there on the day as well!!

You can sign up and register to come to DM2015 by going to our CrowdRise page at: https://www.crowdrise.com/ucrdm2015

- After you sign up you can then ask your friends, family, co-workers, neighbors - anyone to please donate to the cause.
- After you raise the minimum ($25), join us on: **SATURDAY JANUARY 31, 2015!!**

**Registration**

2. On the right hand side, click on a yellow box that reads: “FUNDRAISE FOR THIS EVENT”
3. A window will come up and ask how you would like to register/join our event:
   a. “JOIN AS INDIVIDUAL”
      i. here’s a guide: http://dancemarathon.ucr.edu/registration-faq/
      ii. Here’s a guide to DONATE to YOURSELF!
         http://dancemarathon.ucr.edu/registration-faq/
   b. “JOIN AN EXISTING TEAM”
      i. try following this: http://dancemarathon.ucr.edu/registration-faq/
   c. “CREATE A NEW TEAM”
      i. go here for more help: http://dancemarathon.ucr.edu/registration-faq/
4. After you’re finished with registration, just share the link to everyone you know! Post it on Facebook, Twitter, Tumblr, Pinterest, Reddit, Instagram, email, text, anywhere and everywhere! Get the word out! The more people know about your Crowdrise link and the cause you are fundraising for, the more people will be inclined to donate. So **PLEASE SHARE!!**
5. Wait! You’re almost done! Please make sure to like and post on our Facebook page: https://www.facebook.com/ucrdancemarathon. Don’t forget to also check us out for more info about Dance Marathon at http://dancemarathon.ucr.edu, and search for us on Instagram!

Congrats! You made it through registration for Dance Marathon 2015.

**So about donating, how exactly do I do this?**

Once you are registered on Crowdrise, you can start donating by clicking the link below. What are you waiting for? Get your team pumped up! Raise money and possibly win a team trophy!!
Your family and friends and guests can donate too! Note that they do NOT have to register or come to the event to do so. Simply go to the link below to donate.
https://www.crowdrise.com/ucrdm2015

Just to remind you... We are oh so very fortunate this year because we have a MATCHING DONOR! All the donations that everybody contributes will be matched by our anonymously fabulous donor! Let’s do our best to raise as much as we can so we can reach that $25,000 goal!

CHOOSING A TEAM CAPTAIN

When creating a new team, first the team captain should be the one creating the team on Crowdrise. So who is the captain? Why does a team need a captain? What does a captain do?

• Once a captain has been chosen:
  ○ Please contact: Emma Elakesh - eelak001@ucr.edu
    ■ provide your name
    ■ team name
    ■ team size
  ○ Go to Crowdrise and create your team!

• Encourage the team to continue raising money on Crowdrise.
• Make sure everyone on the team somehow raises the minimum of $25.
• Go to Dance Marathon!

Fundraising Ideas

Right now you might be asking yourself, “How am I supposed to raise $25?!?!?” There are plenty of ways to raise funds!

A personalized fundraising web page!

• Online fundraising gets FAST results. Register through CrowdRise and create your own online page. You can add your own pictures, a bio, and a fundraising goal. Be sure to send the link to your friends and family, as well as on Facebook, Twitter, and Google+!

A sample fundraising letter or email

• We have templates that you can send to friends and families asking for their support. Download letters from our website and personalize them.

Host group fundraisers at local businesses.
• Many places offer a portion of the profits to student groups for anyone who brings in a flyer.

Host a vendor on campus!
• Check with student life for a list of potential vendors.

Attend a T.V. show taping
• Some T.V. shows actually pay their audience members to attend! Get a large group together for maximum fundraising potential.

Raise money at nooners by selling food
• Be sure to get your food permit at least one week before you plan to sell. Items like Jamba Juice and Boba seem to do best.

Canning: No this doesn’t mean selling canned peaches! Canning is the “go to” method of raising money for dance marathons throughout the country. Have you ever seen someone standing downtown holding a can and
asking for donations for a certain cause? That person was “canning.” Canning has proven itself to be one of the most profitable forms of fundraising for dance marathons.

Some canning tips:

- Check to see if you need a permit to solicit. Some cities require a permit and training to solicit donations.
- Put information about Dance Marathon, including our website (http://dancemarathon.ucr.edu) on your signs and cans.
- Wear bright, visible clothing.
- Know as much about DM and the Guardian Scholars program as possible.
  - If you need help with this one, just contact anyone of our DM2015 team and we will help you out!
- Be enthusiastic, welcome questions with a smile and confidence. Most people are going to ask questions before donating.
- Go as a team/group.
- Thank everyone and tell them to watch for Dance Marathon in January, even if they wouldn't donate.

To send in a cash or check donation, please print out the Donation Slip (from our website) and mail to:
UCR Dance Marathon C/O
UCR Alumni Association
3701 Canyon Crest Drive
Riverside, CA 92507

Most importantly, do not forget to thank your sponsors! An email or a thank you note is a must!

So how do I get to Dance Marathon 2015?

Since we will be holding Dance Marathon 2015 (DM2015) at the Aberdeen-Inverness Dining Hall, you will first have to get to UCR (address provided at the end of the manual), which is off the 215 /60 exit University Ave.

- If you’re coming from Highway 215 S/60 E: - Coming from Highway 215 N/60W?
  - Exit for University Ave and turn Left. - Exit for University and turn left
  - University then becomes Canyon Crest Dr. - University becomes Canyon Crest Dr.
  - Continue on Canyon Crest Dr. - Keep going on Canyon Crest Dr.
  - The Second Light you will turn Right onto Linden. - Second light turn right onto Linden

The AI Residential Hall is in the North end of Campus, passing the police station and the Student Recreation Center. Don’t worry there will be signs to also direct you. **Parking will be in Lot 22!**

Things to Remember

- All dancers must be in by 6:00 p.m.
- No ins and outs. Once you’re in, you’re in. If you go out, you will not be let back in.
- ZERO tolerance for any sort of intoxicating substances (except school spirit!)
- To be eligible for the individual fundraising prize, you must be present
- No masks!
• EACH PARTICIPANT MUST RAISE A **MINIMUM OF $25** TO PARTICIPATE AT THE EVENT.  
   However we encourage that every participant, **THAT MEANS YOU**, to go above and beyond $25. The more money you raise the more funds we can all raise for Guardian Scholars.

**Contact info:**
Executive Director: Fannie Martinez -- fmart007@ucr.edu
Director of Marketing: Kaitlyn Bradshaw -- kbrad003@ucr.edu
Director of Outreach: Emma Elakesh -- eelak001@ucr.edu
Director of Finance: Anne Marie Simpson -- asimp003@ucr.edu
Director of Logistics: Jillian Rausa -- jraus003@ucr.edu

**UCR Address:**
University of California, Riverside  
900 University Ave.  
Riverside, CA 92521