TINY DANCER PROJECT

Moving Toward a Cure

DO IT YOURSELF FUNDRAISING TOOLKIT

Support the mission of Tiny Dancer Project to help advance the treatments for pediatric cancer.

ABOUT TINY DANCER PROJECT

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Tiny Dancer Project was founded in 2019. After living in the world of pediatric cancer and experiencing the lifesaving effects that research has on treatments, it became clear that more needs to be done. It is the mission of Tiny Dancer Project to find cutting edge research that will increase the chances of survival and decrease the side effects for children who are diagnosed with cancer.

THE POWER OF COMMUNITY

Fundraising helps bring the brilliance of mind in research labs to children. By fundraising, you help Tiny Dancer Project:

- Raise awareness
- Inspire community action
- Bring cutting edge research to life

This easy to use toolkit helps support the mission of Tiny Dancer Project. It is a step-by-step guide to plan, execute and promote your next Tiny Dancer Project fundraiser.

Every dollar raised helps support the mission of Tiny Dancer Project and ANY support you give is appreciated.

RUNNING A SUCCESSFUL FUNDRAISER

1 Spread Awareness

Share the WHY. At Tiny Dancer Project, we believe education about the lack of funding for childhood cancer is the key in helping others change the lives of all the little dancers out there fighting.

2 Share The Story

Here are just a few ideas on how to share the mission of Tiny Dancer Project at your event:

- Display Tiny Dancer Project signs and logos - we can get you set up!
- Set up a table to hand out educational materials, Tiny Dancer Project information, and collect donations.
- Make regular announcements during your event to update your supporters!
- Bring Tiny Dancer Project information to your workplace and to schools or businesses you are affliated with before your event.

3 Tiny Dancer Project Gear

Sell Tiny Dancer Project merchandise as a great and easy way to add to any fundraising event's final total! Check out our clothing and gift items at our online store: and purchase any item to sell at your event. Contact us for bulk orders. If you choose to print locally, Tiny Dancer Project must approve your proof before completion of your order.

4 Promoting Your Event

For help with the promotion of your event we encourage you to use social media, recruit event ambassadors, and post flyers. See page 10 for more detailed ideas and tips!

5 Raising Funds

Set a goal and share it with your supporters! It's motivating to have a goal to strive for and share.

Once your fundraiser is complete, send your Tiny Dancer Project donations online, in cash, or by mail.

- Online: Set up an online fundraising page and we can receive donations immediately!
- Cash: Cash donations can easily be converted to check (follow instructions below) or make an online donation to your fundraising site with any cash collected. You may also Venmo any cash collected to @tinydancerproject.
- Check: Make checks payable to Tiny Dancer Project and use a Donation Collection Form. Mail all checks along with your Donation Collection form to:

Tiny Dancer Project
2 Greenwich Office Park
Suite 300
Greenwich, CT 06831

FUNDRAISING IDEAS

When it comes to fundraising, the sky is the limit! You can choose to raise money whenever and however you want. No matter how large or small your event, know that you are making a DIFFERENCE in the lives of children. Here are some more ideas for inspiration...

Community Events

- Neighborhood/Company Bake Sale: Host a bake sale for your office, neighborhood or school! Ask friends, neighbors, co-workers to donate baked goods. Advertise a few days in advance and wherever you can!
- Breakfast or Dinner: Have a themed meal and ask for donations at the entrance. Partner with a church or community center in your neighborhood for space. Ask local businesses to donate food/beverages. Some restaurants will host and donate a portion of the proceeds - it never hurts to ask!
- Poker/Bingo Tournament: Find a location to host the event. Ask local businesses to donate the food/prizes and charge an entry fee to play! Advertise a few weeks ahead of time and make sure to send reminders on social media leading up to the day!
- Silent Auction: Reach out to local businesses for prize donations. Plan a fun night for attendees to bid on prizes and raise money.

Friends, Family and Coworkers

- Happy Hour: Host a happy hour at a local bar and donate the proceeds to Tiny Dance Project!
- Product Party: Ask your friend who represents a company like Stella & Dot, Beauty Counter, Arbonne, Pampered Chef, etc. to donate a percentage of the sales to your Tiny Dancer Project campaign. Maybe even host a party in your home!
- Special Occasion Fundraiser: Donate your birthday or anniversary to Tiny Dancer Project! In lieu of gifts, ask your friends and family to make a donation in your honor to your fundraising page. Facebook is a great platform for this.
- Jeans/Dress Down Day: Organize a dress-down day in your school or office! Plan a day to dress casually in exchange for donations to Tiny Dancer Project.

Athletic Events and Activites

- Charity Yoga/Barre/Pilates Class: Ask a local fitness center to donate registration fees for a class.
- Cornhole/Dodgeball/Kickball Tournament: Set an entry fee and ask friends/family/neighbors to start a team to compete! Go true tournament style and have a bracket that is updated in real time! May the best team win!
- Race for a Cure: Team up with a local running company and organize a 5K, 10K, 1/2 marathon or marathon!

Host a Night In

- Host a relaxed, laid-back gathering in your home. Invite your friends and family and ask them to donate what they typically spend on a big night out.

FUNDRAISING IDEAS

Team Events

Host a game - choose your favorite sport or sports - and bring on the competitive team-spirit! Think Field Day, Tournaments, Relays, etc.

DECIDE ON A SPORT:
- Pick a sport, date and location.
- Decide on the number of games and style of the tournament. Also consider the number of teams and players.
- Create a schedule for the day-of games and share with everyone who is involved.
- Contact local food and drink vendors to donate snacks or consider budgeting for a food truck (or somethink like it).
- Choose your referees and coaches.

FUNDRAISE FOR YOUR EVENT:
Set an entry fee for the tournament and decide on the percentage that will be donated to Tiny Dancer Project.
- Encourage each player to fundraise and raise a suggested minimum donation amount.
- Set up an online fundraising page. From this page, you can send emails to share your event, share information about Tiny Dancer Project, and/or ask for donations or for others to join your team! Ask anyone and everyone you know to send emails, post on their social media, and overall spread the news about why you are fundraising.

Collect donations in cash or check. Use a Donation Collection Form to keep it all organized.

Cycle for Kids

Host a Cycling Challenge

DECIDE ON A VENUE:
- Contact local gyms and workout venues.
- Recruit Coaches / Motivaters for the day.
- Create a schedule for the day-of and share with everyone who is involved
- Contact local food and drink vendors to donate snacks

FUNDRAISE FOR YOUR EVENT:
Set an entry fee and decide on the percentage that will be donated to Tiny Dancer Project.
- Encourage each cyclist to fundraise and raise a suggested minimum donation amount.
- Set up an online fundraising page. From this page, you can send emails to share your event, information about Tiny Dancer Project, and/or ask for donations or for others to join your team! Ask anyone and everyone you know to send emails, post on their social media, and ovreall spread the news about why you are fundraising.

Collect donations in cash or check. Use a Donation Collection Form to keep it all organized.

FUNDRAISING IDEAS

Game Day Dedication

Spread the word to a large community by dedicating a game of any sport to Tiny Dancer Project.

DECIDE ON A SPORT
Pick the sport and the date of the game you want to dedicate to Tiny Dancer Project.

GET THE TEAM INVOLVED
Have all of the players wear Tiny Dancer Project gear! T-shirts, socks, stickers or temporary tattoos.

FUNDRAISE AT THE EVENT

- Sell spectator tickets where the proceeds go directly to Tiny Dancer Project.
- Sell raffle tickets (i.e. 50/50 cash raffle or raffle off a gift basket/bag or raffle off gift cards from local stores).
- Host a bake sale.
- Conduct Peer-to-Peer fundraising - ask the players to collect donations. Set up a competition where the player who raises the most wins a prize.
- Set up an online fundraising page. From here, you can send emails encouraging people to donate to or join your team! Encourage everyone to send emails and post on social media to spread the word!

Collect donations in cash or check too. Use the Donation Collection Form. You can ask for flat donations OR ask for pledge per point/success (i.e. goals, touchdown, miles run, baskets, etc.).

FUNDRAISING IDEAS

Karaoke/Lip Sync/Talent

An exciting way to raise money to help kids by singing your heart out and sharing your talents!

PLAN THE EVENT:

- Consider local venues and find a space that is willing to offer special deals for your guests.
- Think about the best day (weekday vs. weekend) and make sure your date does not conflict with an important holiday, back to school night or community event.
- Secure a space and date.
- Decide how many performers you want to have and the length of each set/act.
- Get family and friends involved!
- Consider your audience - if you're inviting co-workers, ask your CEO to perform; if you're a student, try to get your favorite teacher/professor, choir, athletes, Greek Life, etc!
- Performers need to submit their acts prior to the event and should be appropriate for all attending.
- Choose judges and award for different categories - best dancers, best group/individual, etc.
- Provide food:
  - Work with local restaurants to ask for donations or discounts for food and drink.
  - Ask friends and family to bring a dish or beverage.
  - Tip for students: Your university or college may offer a grant that will offset the costs of hosting a fundraising event. Check with your Alumni office or Community Affairs.

- Charge an entry fee - everyone attending will pay at the door for a wristband that will grant them access to food and/or drink specials.
- Ask the venue to donate a portion of bar sales. Consider asking them to allow guest bartenders and to donate all of the tips to the fundraiser!
- Sell raffle tickets!
  - This is a GREAT way for local businesses to promote themselves and to raise extra dollars to donate!
  - Auction items - Ask local businesses to donate the prizes!
  - 50/50 cash prizes!

FUNDRAISING FOR KIDS

Don't let size or age deceive you! Kids can move mountains! And honestly, what's better than kids helping kids? Here is a quick guide to help kids reach the goals they set for themselves.

"From a tiny spark may burst a mighty flame." -Dante

Host a bake sale or lemonade stand

Stir up a batch of homemade lemonade or whip up your favorite sweet treats and set up a stand in your neighborhood. Kids could even host a stand at school!

It's your birthday?!

Instead of asking for gifts for your special day, ask your friends and family to give a donation in your name to Tiny Dancer Project!

Write letters to raise awareness & ask for support

Write a letter to your friends and family explaining why you are raising money for Tiny Dancer Project. Share what you know about childhood cancer and why you want to help make a change. Include the website address in your note so anyone can hop on to learn more.

Candy Grams

Who doesn't love candy? What's better than candy for a cause? Sell candy with a custom message about Tiny Dancer Project to family and friends. You can even have your parents and their friends bring them to work to sell!

Create a change jar

Create a jar for change! Drop your spare change in at the end of each day. You'll be surpised at how quickly it adds up! Ask your parents and other grown-ups to bring one to work too! Print out a label for your change jar that raises awareness and why you are raising money.

Be a social media star

Be a rockstar on social media! Create a video with your friends or siblings (with your parent's permission) that features YOU asking for donations. Spread awareness and ask for donations for Tiny Dancer Project!

Work for your neighbors

Mow the lawn. Pick up their mail while they are away. Walk their dog, water their plants, shovel their sidewalk. Anything they need help with.

Put on a show!

Get your friends together and put on a show! Invite your family to come see your performance and charge a small admission fee.

FUNDRAISING FOR KIDS

Chores

Why not make some money for a good cause AND help out around the house at the same time? Win-win! Make your bed, organize the pantry, clean out the garage, do the laundry, walk the dog, take out the trash, set or clear the table. Ask your parents what would be helpful!

Have a -thon!

Have a dance-a-thon, read-a-thon, or bike-a-thon with your friends and family.

Get Crafty

Make a craft and sell it. Maybe even team up with some of your friends and have a craft fair to put all of your amazing creations together in one place to sell!

Bake for a party

Offer to bake for an upcoming party. What's better than homemade treats to help celebrate an occasion?

Babysitting

When you babysit for families, let them know that you will be donating your earnings to Tiny Dancer Project.

ebay

Help out your mom and dad by listing the things they don't want on ebay! Donate the profits to Tiny Dancer Project.

Help out at a birthday party

Reach out to parents of younger children and ask if they would be willing to hire your to help out at their child's birthday party.

Back up old photos

Help clear out clutter and preserve memories digitially.

Provide computer help

Know someone who needs some help navigating their device? Offer your expertise and have a one-to-one session.

HOW TO MAKE THE ASK

You have the why...so how do you ask? It can be awkward, but keep the end goal in mind. The key to successful fundraising is knowing HOW to make the ask. Remember to consider all of the different circles of people you know. People want to support a cause that will make a difference and they especially want to support YOU. All you need to do is ask... But how? Sometimes, the best way to ask is to explain what YOU'RE doing. Lead by example and others will follow.

Who do you know?

Think about your personal relationships: family, friends and beyond!

1. Family: Think about your immediate family, but don't forget extended family as well (those that you may not see for birthdays and holidays).
2. Friends: Include your lifelong friends, BFF's and even your acquaintances. Think back to friends you had in grade school all the way up to today. Include your friends from Book Club, Mom's Night Out, or any other club you belong to! Remember to check your Facebook friends!.
3. Community: PTA? Athletic Clubs? Bible Study? Anything you belong to or participate in - religious, political, volunteer, alumni, or civic - in person or virtual - include them all.
4. Local Businesses: Have a favorite coffee shop, book store, doctor, restaurant, gym, hair stylist, deli or one that you frequent regularly? Consider asking them to support you on this journey.
5. Ask your neighbors: immediately next door and around the neighborhood.
6. Connect with your current colleagues and reach out to former ones. Let them know what you're supporting.
7. Touch in with alumni from your alma mater as well as with business clients, contacts, partners, and vendors. You never know who is looking to support a good cause. Personal connections are the key to support.
8. Remember social media. Check out your own LinkedIn account. Search your contacts to identify who might be interested in supporting the Tiny Dancer Project.

How to ask for funds

How do YOU want to reach out to make the ask?

1. Phone
2. Email
3. In-person meeting
4. Social Media - Facebook, Instagram, LinkedIn, Twitter. If you go this route, consider creating a fundraising campaign through Facebook. You can choose your charity (Tiny Dancer Project) and spread the news!
5. Good, old fashioned 'Snail Mail' - because who doesn't love getting a personal letter in their mailbox?

HOW TO RAISE $1000 IN 10 DAYS

Setting a goal and then reaching it can feel like an overwhelming task when you first get going. Here are a few ideas to get you started and help you reach or surpass your goal.

Day 1	$25
Lead by example and make the first donation! Your network of friends family and co-workers will be more likely to support you if they see that you have given.

Day 2	$125
Post a link to your online fundraising site on all of your social media platforms. Let everyone know that no donation amount is too small. Give an example like: 'If 10 of you give just $10, together we can give pediatric cancer research $100!'

Day 3	$175
Ask your employer for a contribution from your company. Better yet, ask if your company will match what you raise! If they will, tell all of your connections that their gift will be DOUBLED by the generosity of your company! That's a win for ALL.

Day 4	$425
Ask five businesses or companies that your company is connected to or works with to sponsor you for $50 to raise $250!

Day 5	$450
Ask your company if you can host a dress down day in exchange for donations to the Tiny Dancer Project. If just five of your co-workers participate and donate just $5 you can add $25 to your fundraising goal!

Day 6	$575
Reach out and connect with five members of your family. Ask for a $25 donation from each. You will add $125 to your total fundraising efforts!

Day 7	$775
Ask 10 of your close friends to consider donating $20 to raise an additional $200.

Day 8	$875
Talk to four of your neighbors. See if they will donate $25 each. This will bring you $100 closer to your fundraising goal!

Day 9	$925
Ask 10 members from your club or place of worship if they will each give $5. You will raise an additional $50.

Day 10	$1000
Ask three businesses you use a lot (coffee shop, dry cleaner, nail salon, hair stylist/ barber, etc.) if they would contribute $25 each. This will bring in the final $75. Even better? Ask if they would be willing to have a change jar or DipJar for the Tiny Dancer Project!

3 SIMPLE WAYS TO PROMOTE YOUR EVENT

Looking for some easy ways to promote your event? Look no further. You can choose one or all from this list to make your event a smashing success! Remember to have fun and enjoy the ride!

Use Social Media

- Create a Facebook event and invite all of your friends OR create a Facebook fundraiser. Make sure you include all of the details of your event and share why YOU support the cause.
- Create a hashtag or use one that already exists (#tinydancerproject)
- Think about a 'takeover' of a popular social media account that you and others follow - maybe your local sports team or school Instagram account - and use it as a platform and opportunity to share and promote your event.
- Make a Snapchat Geofilter for the day of the event
- Post photos of your event on social media - you can even consider posting the 'getting ready' pictures (think set-up and decorating).
- Remember to tag Tiny Dancer Project so we can see all of the awesomeness you are out there creating! @tinydancerproject (Facebook and Instagram) @tinydancer_org (Twitter)

Use Your Creative Flair

- Use a free site like Canva to create promotion materials like flyers, posters or even a graphic to help get the word out!
- Make sure your materials include Tiny Dancer Project's logo, the date and location of your fundraising event, and a contact for sign-ups or questions.
- Promote your event in real life (flyers, posters, table hand-outs, bulletin boards, etc.), via email, on social media (Facebook, Instagram, Snapchat, Twitter), or through local newspapers and magazines.
- Ask local sponsors to get involved (local bank, coffee shop, ice cream shop, pizza spot, etc.)
- Pull out all of your Tiny Dancer swag and have some available as prizes to incentivize people to attend! Food is always a big hit, too!

Recruit Event Ambassadors

- Identify people who are really passionate about getting involved and ask them to be an ambassador for your event. Their job is to recruit others to your event by posting on social media, sending emails, posting flyers, and by word of mouth.
- Get influential people involved in the event (local news anchor, the dean or principal of your school, a star athlete or singer).
- Share any promotional materials you create both online and in-person with your event ambassadors.

DONATION RECORD

INSTRUCTIONS:
1. This form is intended to help you keep track of the donations you receive while fundraising. Please send one copy to Tiny Dancer Project and keep one for your own records.
2. Make checks payable to Tiny Dancer Project and write the name of your event in the memo line. Donor receipts are available by request. Please provide a valid mailing address to receive a receipt. Your donors' cancelled checks also serve as their receipt.
3. If you receive cash donations, please tally the total amount and write a check or money order for the total amount received.

TINY DANCER PROJECT

Donor's Full Name	Address	City, State, Zip	Phone	Email	Amount	Paid
Sample: Awesome Donor	1 Tiny Dancer Way	Greenwich, CT 06830			$20	x
1.						
2.						
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20.						

First Name _____ Last Name _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Email _____
Name of Event _____

Mail Donations to:
Tiny Dancer Project
2 Greenwich Office Park
Suite 300
Greenwich, CT 06831