

GEORGIA COLLEGE **MIRACLE**

2018-2019



georgia
college
miracle

FUNDRAISING GUIDE



www.georgiacollegemiracle.com



Georgia College Miracle



@gcmiracle

WELCOME!

First of all, CONGRATULATIONS! You hopefully just signed up to fundraise with Georgia College Miracle! This packet will equip you with all the tools you'll need to attend Dance Marathon AND help make a difference in the life of a child!



This is our hospital! Thousands of children, in fact 45,000 a year, will pass through this building. In fact, Macie, the girl above, passed through this hospital a couple years ago. Every single dollar goes to this building, and thanks to YOUR help, we will see it open in February 2019 to help countless more children!

SETTING YOUR GOAL

Now it's time to set your goal! The entrance to Dance Marathon is \$55, so that is a good starting spot. But...you've got so much more potential! This graphic below shows a few of the necessary purchases that a children's hospital has to make. These numbers can help you connect with the cause and make a great goal.



What does it cost to run a children's hospital?

One pack of Diapers for Neonatal Patient.....	\$35.00
Infant Blood Pressure Cuff.....	\$45.00
Art Supplies for Child Life.....	\$135.00
Physical Therapy Toys.....	\$375.00
Portable Game System for Patients	\$575.00
Emergency Equipment	\$750.00
Portable Blood Pressure Machine.....	\$850.00
Vital Sign Machine.....	\$1,500.00
Infusion Pump.....	\$3,275.00
Hearing/Vision Screener.....	\$8,500.00
Isolette Bed.....	\$13,000.00
Giraffe Bed/Level 1 Incubator for Neonatal Baby.....	\$42,000.00
Pediatric Transport Ambulance.....	\$350,000.00
Donations from Supporters like You.....	PRICELESS

Here's another example of a way to set your goal! When donors see your personalized goal, it both gives some background to experience with GC Miracle and shows them you care about the cause!

Goal: \$1,333.24

Strange goal? Let me tell you about it.

- 1** = ONE movement, ONE campus, ONE cause and we are all fighting for the kids.
- 3** = This is my 3rd year participating in Georgia College Miracle, and I am SO excited to do more than we ever have before.
- 24** = I am lucky enough to be on the Family Relations Committee where I really get to connect with these kids, and make sure they have the BEST experience.

COMMUNICATION

Friends

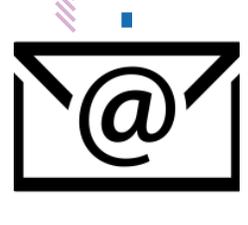
College friends and friends backhome usually respond to texts, social media, and venmo requests best

Acquaintances

Family friends and distant relatives who you may not want to text, usually will respond well to social media and emails!

Family

Family will respond to many different forms of communication! Your grandparents or aunt and uncle may appreciate a good old fashioned letter though!



SOCIAL MEDIA



FACEBOOK

Facebook is generally more for personal narratives and photo albums! So if you've been to Dance Marathon before or been to any Miracle events, then this is the place to post some pics! Family and friends that you're connected with love to see what you're up to. If you haven't been to DM or many Miracle events, that's okay too! We have a ton of pre-written templates online that you can customize to send out to family and post on social media!



INSTAGRAM

Instagram is great for personal pictures and stories! Posts with someone's face statistically get more attention and notice, so a regular post of yourself with a nice caption gives you a high chance for some attention and a donation. Instagram stories are a fun way to get your followers involved, either by using a countdown graphic or by doing a poll! Either way you go, we've got some more graphics waiting to be posted!



Sometimes it's the little things!

DONOR DRIVE

- Customize
- Add a picture
- Tell people why you stand

TEXTING

- Save donor drive link in your notes
- Once a month go through and text 5 people in your contacts
- Text 5 pals asking for a \$1 donation!

SELL OLD STUFF

- Bobcat exchange
- Organization fb page
- Instead of Venmo have your friends pay you back on your Donor Drive!
- Platos closet

INCENTIVES

- "if i reach certain amount i will..."
- Make best//challenges with your friends
- Great for intramural games football games and grades
- Post funny pics of yourself
- Donate for a tbh
- Be a designated driver for your friends

CARRY A CHANGE JAR

- Curiosity leads to donations
- You can always find change on the ground
- Keep a jar in your room
- Go canning downtown or in the classroom
- It helps to keep an excel spreadsheet showing:
 - Who donated
 - Donation size
 - Who have you contacted
 - Who haven't you asked

CHORES

- Mow the lawn
- Pick up sticks
- House sit

PERSONAL LETTERS

- Write them out = more personal
- Send out around the holidays and ask for donations as a gift
- Provide an envelope and stamp for them to mail their donation to you

SOCIAL MEDIA

- Put your dd link in bio
- Post your donor drive on Facebook and tag friends
- Tweet about it
- Give shout outs to people who have donated
- Ask for donations on your birthday
- Ask your parents to post your donor drive link on their Facebook pages
- Tweet at celebrities
- Share your story to make it more personal

JOIN TOGETHER

- Grab some friends and host a:
 - Bake sale
 - Car wash
 - Yard sale
 - Lemonade stand

USE YOUR TALENTS

ATHLETICS

- Ask people to sponsor your race

DO SOME MATH

- Think about your goal
- Divide it by 5
- That # is how many people you can ask for a \$5 donation
- EX: goal = \$100
- $100/5=20$
- That's only 20 friends who donate \$5!!

THANK YOU!

On behalf of Georgia College Miracle, **THANK YOU!** If you've looked through this packet, you are surely on your way to an incredible Dance Marathon! We can't thank you enough for your passion and excitement for being involved!



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