Elonthon 2021 Event Fundraising Tips & Templates

Fundraising Incentives

- If you raise $100+
    - You'll be entered to win a Simply Oak gift card
- If you raise $200+
    - You'll be entered to win a Barnes & Noble gift card
- If you raise $300+
    - You'll be entered to win a Red Bowl gift card
- If you raise $400+
    - You'll be entered to win a Chick-Fil-A bag and chair
- If you raise $500+
    - You'll be entered to win a bluetooth speaker
- Power Hours only: if you raise $200+
    - You'll be entered to win a water bottle and some other items from Shamrock Nutrition

Fundraising Tips

- Create a Facebook fundraiser
    1) Log on to your DonorDrive page
    2) Click on "Your Page"
    3) Click on "Settings"
    4) Click "Create a Facebook Fundraiser"
    5) Save changes
    6) Invite any and all Facebook friends to your fundraiser!
- Incentivize your donors
    - Run a mile every $25 donated
    - Do 1 jumping jack for every $1 donated
    - Offer to run errands or make baked goods in exchange for a donation
- Venmo request friends and family to donate
    - Ask for them to donate the cost of their daily coffee
- Share your "why" on Facebook, Instagram, etc.
    - While Elonthon is a great cause, people want to know why they should help YOU as well, so share your story!
- Share any bingo boards or other fundraising resources that are shared on the Elonthon Instagram (@elonthon)
- Put your DonorDrive link in your Instagram bio
- Make a Venmo poll on your Instagram story (e.g. "will you donate $3 or $5 to help support Duke Children's?")

Fundraising Templates/Examples

- Text
    - Hi! Today is Elonthon, a 13.1 hour event benefiting Duke Children's Hospital. I would love any help you could provide in reaching my goal of $100 by the end of our event today! Thanks so much for your support!
    - Hey! I'm so close to reaching my goal for Elonthon! Would you be willing to donate $5 to help me reach it by the end of our event? Thank you!
- Facebook Post
    - Happy Saturday, Facebook Friends! Today is Elonthon! Over the next 13.1 hours, my goal is to fundraise as much as possible for the kids at Duke Children's Hospital! Please consider donating to help me reach my personal goal of $100 to help ensure that the kids and families at Duke Children's feel more comfortable and supported. Thank you to everyone who has supported me along the way, and let's do this for the kids!
- Email
    - Dear _____,

      I hope this email finds you well! This is my first/second/third/fourth year participating in Elonthon, Elon University's 13.1 hour dance marathon benefiting Duke Children's Hospital. Throughout the year and during our event, which is today, we raise funds and awareness to support the patients and families receiving care and treatment at Duke Children's.

      This year, my goal is to fundraise $100 for the kids. Would you be willing to support me? You can donate by visiting my DonorDrive link here: YOUR DONORDRIVE LINK.

      I would sincerely appreciate any support you can provide to support Duke Children's. Thank you so much, and I hope you have a great day!

      With gratitude,
      YOUR NAME

Thank you for your fundraising efforts, and let's do this For The Kids!