

The American Red Cross of
Central New Jersey Youth
Council Presents:

dance-a-thon

An event where high school
students in Central New Jersey
dance, fundraise, and attend to
raise support for the American
Red Cross of Central New
Jersey and the Measles
Initiative.



**American
Red Cross**
of Central New Jersey

707 Alexander Road
Suite 101
Princeton, NJ 08540
(609) 951-8550

[http://www.redcross.org/
nj/princeton](http://www.redcross.org/nj/princeton)

Your sponsorship supports the
lifesaving mission of the
American Red Cross in your
community, across the country
and around the world.

The American Red Cross
of Central New Jersey
Youth Council Presents:



dance-a-thon

Saturday
April 13th, 2013
6:00-10:00 PM
Hightstown High School
25 Leshin Lane,
Hightstown, NJ 08520



**American
Red Cross**
of Central New Jersey



Serving the people of central New Jersey through:

- Emergency relief for victims of disasters
- Meal delivery for homebound and elderly
- Public health and safety education, including First Aid and CPR
- Safe blood collection from voluntary donors for area hospitals

dance-a-thon proceeds support:

The American Red Cross of Central New Jersey and The Measles Initiative
The programs of the American Red Cross of Central NJ are supported through the help of volunteers and with the financial contributions of donors.



For more information, contact
Joelle Piercy
Community Services Coordinator
(609) 951-2123

MEASLES INITIATIVE

The Measles Initiative is a partnership striving to globally eradicate measles. Measles is one of the leading killers of children worldwide. The Measles Initiative has helped reduce measles deaths by 78% worldwide and by 92% in Africa between 2000-2008. It costs less than \$1 to vaccinate a child against measles, making it one of the most affordable health solutions.

*You can make a
difference!!*



FAQs



What is *dance-a-thon*?

dance-a-thon is an **annual fundraiser** planned by high school students in the American Red Cross of Central New Jersey Youth Council. High school students from local schools such as WWPHS South, WWPHS North, Princeton, South Brunswick, North Brunswick, and Hightstown work to raise funds **for both the American Red Cross of Central New Jersey's programs and the Measles Initiative.**

What is the Measles Initiative?

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When and where is *dance-a-thon* held?

Saturday, April 13th at Hightstown High School
Address: 25 Leshin Lane, Hightstown, NJ 08520

Who can attend the dance?

Any students in high school are welcome to come and support.

How much money do I need to raise?

Donate **\$10** to attend the dance.

How many community service hours will I receive?

The community service hours are determined based on the amount of money you raise (see "Dollars2Hours" chart) as well as additional hours for attending the dance.

How can I raise money?

Ask family, friends, neighbors, teachers, coworkers to sponsor you.

How do I win prizes?

The more money you raise, the more raffle tickets you will receive. These tickets can be used in the various raffles at the dance. These raffles include prizes such as gift cards to restaurants and shops, gym memberships, electronics, accessories, and more.

Questions? Contact Joelle Piercy
Community Services Coordinator
American Red Cross of Central New Jersey
(609) 951-2123, piercyj@usa.redcross.org



***dance-a-thon* Fundraising Pointers**
(when asking people for donations, i.e.: door-to-door, friends, family)

What do I say?

- **Introduce yourself and the cause:** Hi my name is ____, I am an American Red Cross volunteer and we are hosting an event this April called *dance-a-thon*.
- **Go in depth about the cause:** This will be the 8th annual *dance-a-thon* and will be held at Hightstown High School on April 13th. We are raising money for two great causes: the local American Red Cross and the Measles Initiative.
- **Remind them** that all donations are tax deductible. Federal Tax Identification number: 53-0196605. Make check donations payable to American Red Cross of Central New Jersey.

How do I act?

- **Be enthusiastic:** when talking about the cause(s).
- **Be prepared and confident:** know what you're saying – it is more professional.
- **Always thank** people regardless of whether or not they donate. If they don't, simply thank them for their time. If they do donate, thank them for their kind contribution and let them know that you appreciate their kindness.

FAQs

- **Q: Where will my donation go?**
- **A:** 80% of the profits from this event will benefit local American Red Cross programs such as local Disaster Response; Home Delivered Meals, Health and Safety Services, and more. The remaining 20% of the profits will go towards the Measles Initiative, an international program with the goal of eradicating measles from the world. Through this program, the Red Cross vaccinates children in Asia and Africa.
- **Q: How does this event work?**
- **A:** The *dance-a-thon* is a high-school event. Students from over 8 local high schools in Central New Jersey (i.e.: WWPHS-South, WWPHS-North, Princeton High School, Hightstown High School, North Brunswick High School, South Brunswick High School, Montgomery High School, etc.) come together to enjoy a dance.



dance-a-thon Fundraising Record Sheet



Student's Name _____ School _____

Checks payable to: The American Red Cross of Central New Jersey
Tax Identification Number: 53-0196605

Date	Contributor's Full name	Full Address (include town and zip)* or e-mail	Contact Number*	\$ Amount

**not mandatory*

Please turn in your sheet at the *dance-a-thon* registration desk with the funds in an envelope. If you are unable to attend *dance-a-thon* but have fundraised, please contact Tiffany Huie at tiffanyhuie@gmail.com or Yae-Seul Han at yae-seul@hotmail.com



TAX IDENTIFICATION NUMBERS

Before going door-to-door fundraising, cut up the following sheet into slips. Each slip includes the tax identification number of the American Red Cross of Central New Jersey. If the donors donate through check, they will be able to use this tax identification number to receive tax returns for their monetary donations.

If donors donate through cash, make sure you write down their names and contact information (see record sheet). Drop off your record sheet with the donations the day of the dance. This way, the chapter will be able to send them hard copy receipts for their donations. For donations made through checks, you do not need to take down information—the donors’ contact information is printed on their checks.

It is important to let potential donors know that 1) all donations are tax deductible and 2) you have a tax identification number that they can keep. Not only will it make you seem more reliable, but it may also increase the amount of donation.

If you have any questions contact Tiffany Huie at tiffanyhuie@gmail.com or Yae-Seul Han at yae-seul@hotmail.com.

<p><u>AMERICAN RED CROSS</u></p> <p>Tax Identification Number: 53-0196605</p>	<p><u>AMERICAN RED CROSS</u></p> <p>Tax Identification Number: 53-0196605</p>	<p><u>AMERICAN RED CROSS</u></p> <p>Tax Identification Number: 53-0196605</p>
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Cut and distribute to donors.

\$ Raised	Hours
\$20	1
\$40	2
\$50	8 (Sponsored Dancer)
\$60	9
\$80	10
\$100	13 (Bonus)
\$120	14
\$140	15
\$160	16
\$180	17
\$200	20 (Bonus)
\$220	21
\$240	22
\$260	23
\$280	24
\$300	27 (Bonus)
\$320	28
\$340	29
\$360	30
\$380	31
\$400	34 (Bonus)
\$420	35
\$440	36
\$460	37
\$480	38
\$500	43 (Super Bonus)
...And So On...	
\$600	50
\$700	57
\$800	64
\$900	71
\$1,000	82 (Super Bonus)

Dollars-2-Hours Chart

Community service hours will be calculated by Red Cross staff, rounding to the lowest \$20 increment

Sponsored dancers must stay all 4 hours to get the 4 hours of community service. Less hours attended will be deducted from your total. Dancers who raise less than \$50 will only get 2 hours of community service.

Bonuses have already been calculated into the chart



The Logic Behind the Numbers

We estimate that it takes 1 hour to raise \$20

Sponsored dancers receive hours based on amount raised AND time dancing

1 hour per \$20 will not accurately describe the hard work of every fundraiser; some will raise money faster or slower than others. We are giving an extra 2 hours every \$100, and an extra 4 hours for each \$500 raised in an attempt to reward those who work hard.