



Dance-A-Thon 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 a huge event this December called Dance-A-Thon.

Go in depth about the cause: This will be the 7th annual Dance-A-Thon. It will be held at South Brunswick high school on December 10th. We are raising money for two great causes: the local American Red Cross and the Measles Initiative. (NOTE: feel free to show the brochure while talking about the causes).

Remind them that all donations are tax deductible. Federal Tax Identification number: 21-069-0619. Make check donations payable to American Red Cross of Central New Jersey.

How do I act?

Be enthusiastic: when talking about the cause(s), SMILE ☺

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 (since they listened to you talk about it.) 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. \$1 buys one vaccination. (More info about the causes is in the brochure.)

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, Notre Dame, South Brunswick High School, etc.) come together to dance for 4 hours.