



## Dance-A-Thon Pointers

### **Introduction:**

- Introduce yourself as an American Red Cross Volunteer
- Youth volunteers are holding their 7th annual dance-a-thon on December 10, 2011.  
We are raising money for the local American Red Cross and the Measles Initiative
- Corporate sponsorships packages available through our Ad Book, or sponsor an individual dancer
- Donations above cost of ads are tax-deductible (a company can determine how much the ad is worth, and then any amount they give beyond that is tax-deductible)

### **Questions Sponsors Will Ask:**

#### **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.

#### **Q: How does this event work?**

**A:** The dance-a-thon is a high-school event. Students from many schools in Central New Jersey will come together to dance for 4 hours.

#### **Q: Where do in-kind donations go?**

**A:** They are given as door prizes to dancers.

**And remember... A strong Red Cross in our community keeps us all safe!**