

DANCE FOR *Peace*

End Domestic Violence



2017 Dance for Peace Fundraiser Information Packet

WHAT IS THE DANCE FOR PEACE?

The **Dance for Peace** is a three-hour dance-a-thon and a fun and exciting way to raise money to support the YWCA of Central Massachusetts' Domestic Violence Services. This non-competitive, family-friendly event is open to all who want to participate. In addition to dancing, there will be special performances by local dance teams, dance instruction, and lots of other fun activities. Refreshments and cash bar will be available.

HOW DOES A DANCE-A-THON WORK?

The **Dance for Peace** dance-a-thon is essentially a dancing version of a relay race—without the race. Every team must be represented on the dance floor by at least one team member for the duration of the event, but we encourage team members to dance together anytime!

WHAT DOES THIS FUNDRAISER SUPPORT?

100% of the net proceeds from the **Dance for Peace** will go to support YWCA programming, including victim services and community education.

Victim Services

YWCA's services are designed to meet the needs of individuals and families whose lives have been affected by domestic violence. Services include support groups, individual counseling, emergency shelter, referrals to community resources, safety planning, crisis intervention, and court advocacy. Family and friends of victims also have access to services.

Community Education

YWCA offers violence prevention services for youth, teens and adults in North Central Massachusetts. Violence prevention services educate the community by equipping individuals with the skills to resist violence and abuse and promote non-violent interaction. Programs aim to teach skills that can protect people from violence and abuse, change attitudes about violence, provide resource information, and encourage young people to talk to a trusted adult when in fear of being harmed.

HOW DO I PARTICIPATE?

First, form a team. A team must include least two people and can have as many as 20. Team members can be co-workers, friends, roommates, teammates—anyone who likes to dance, have a good time and be involved in helping out a good cause. Each team member then asks individuals to sponsor her/his participation in the dance-a-thon. The team fundraising goal is \$1,000. That may seem like a lot at first, but if 10 team members each get 10 people to give them \$10 to dance, that's \$1,000!

Want to dance, but don't have a team? Don't worry! Admission tickets to the event are \$20.00. All are welcome to attend.

HOW DO I REGISTER MY TEAM?

It's easy!

1. Go to www.firstgiving.com/ywcacentralmass/2017dance4peace and click "Fundraise". Create your FirstGiving account or sign in if you already have an account.
2. Select "I want to join an existing team" or "I want to create my own team" and follow the prompts.
3. If you are creating a new team, be sure to personalize your fundraising page and enter your team fundraising goal (we encourage you to aim high! After all, it's for a good cause!).
4. After you create your page or join a team, you can email the link to your friends and family and share it on social media so people can quickly and easily contribute directly to your **Dance for Peace** fundraising goals with any major credit card.

Any individual who starts a team is considered the Team Captain. As Team Captain your main responsibilities are to recruit team members and encourage fundraising efforts to help prevent domestic violence in our communities. In addition, you will want to customize your team's fundraising web page, communicate with team members and be a general resource about the **Dance for Peace**. Feel free to contact the YWCA's events department at 508-767-2505 x3009 or email events@ywcaworcester.org for assistance. Staff are happy to help!

The day of the event, the Team Captain will be responsible for collecting and turning in the team's registration forms. Also, you will need to turn in your team's donations.

HOW DO I HELP MEET MY TEAM'S FUNDRAISING GOAL?

Each team is *encouraged* to raise a minimum of \$1,000 to participate in the **Dance for Peace**. That may seem like a lot for one person, a small business, or a club, but if everyone on your team does their part you'll be surprised how easy raising a \$1,000 really is! But don't worry, if your team raises a little less, the donation still makes a huge impact.

Develop a list of people you can ask. Ask people from your address book, email contact list, holiday card list, your hairdresser, pet groomer, and other local business you patronize—even old friends from high school or college. People you see every day and work with are a great way to start.

Then ASK! It's simple, yet so often overlooked, feared or avoided. Before you ask someone for a donation to support your participation in the **Dance for Peace**, remind yourself of all the good that will come from that single donation—it will go to support education, prevention, and direct service programs at YWCA helping those in need. You are not asking someone for a donation for yourself, you are asking on behalf of others who may not be able to ask for themselves. That's what this is all about!

Here's an example of how to raise more than \$500 in just one week:

Day 1- Sponsor yourself for \$30

Day 2- Ask four family members for \$25 each

Day 3- Ask five friends for \$20 each

Day 4- Ask five co-workers for \$20 each

Day 5- Ask five local businesses (hairdresser, florist, doctor, etc.) for \$20 each

Day 6- Ask your company to sponsor you for \$100

Day 7- CHALLENGE YOURSELF. Ask one person among your network who you believe can make a contribution of \$250 or higher.

Plan your "ask" and strategy well, take a deep breath, and make the request. More often than not, you will be surprised by the result!

There are plenty of ways to raise money. Have a fundraising party, create an email campaign, mail out letters, hold a team yard sale, bake sale or car wash. Try a little bit of everything to help your team reach and exceed its fundraising goal. Remember: ASK!

Remember how powerful personal letters and notes can be. Share your reasons for participating in the dance-a-thon and spread your enthusiasm around!

SAMPLE LETTERS

Use these sample letters as templates to send to your family, friends, and colleagues. Simply copy and paste into a document or an e-mail!

"Join My Team" Sample Letter

Dear Friends and Family,

I've decided to participate in the YWCA Dance for Peace Dance-a-Thon and I'm inviting you to join my team! By joining my team, you will be signing up not just for an evening of fun, but also for a celebration of the great things we can achieve when working together for a common cause. By participating in this Dance-a-Thon, we will be showing our support and generating awareness for the YWCA's Domestic Violence Services program in North Central Massachusetts. These services include housing and counseling for victims, as well as education and prevention programs. So what are you waiting for? Join my team today or make a donation on my behalf. Click here to visit my personal fundraising page to learn more.

P.S. If you would like more information about this Dance-a-Thon, how proceeds from the fundraiser benefit YWCA, or the other ways you can get involved, please visit www.ywcacm.org.

“Support Me” Sample Letter

Dear Friends and Family,

I am excited to say that I am participating in the Dance for Peace, a dance-a-thon to benefit the YWCA's Domestic Violence Services program in North Central Massachusetts. Please support my fundraising efforts with a tax-deductible donation. YWCA provides services for victims, as well as education and prevention for the community. It's easy to support me in the Dance-a-Thon . Simply click on the link at the bottom of this message to see my personal fundraising page and learn more about this cause. Any amount, great or small, helps to make a difference. I appreciate your support and look forward to letting you know how I do.

P.S. If you would like more information about this Dance-a-Thon, how proceeds from the fundraiser benefit YWCA, or the other ways you can get involved, please visit www.ywacm.org.

“Thank You” Sample Letter

Dear Friends and Family,

Thank you for sponsoring me in the YWCA Dance for Peace Dance-a-Thon! I am so grateful for your support, which brings me one step closer to achieving my fundraising goal. Your contribution can, and will, make an immediate difference in the programs provided to support abuse victims in Northern Worcester County. Their education programs have the potential to significantly impact an entire community. With every donation, each step I dance brings us a bit closer to our fundraising goals. Thank you again for your generous support!

P.S. If you would like more information about this Dance-a-Thon, how proceeds from the fundraiser benefit YWCA, or the other ways you can get involved, please visit www.ywacm.org.

Donations can be made by cash or check payable to YWCA-BWR with DANCE FOR PEACE in the memo. Also, donations can be accepted online at **www.firstgiving.com/ywacentralsmass/2017dance4peace**.

Don't forget to thank the people who donated on your behalf!

HOW YOUR DONATIONS HELP

Know your facts and understand how important it is to take action so everyone can live a safe and fulfilling life.

- \$90 will buy a new set of bedding (mattress pad, sheets, pillowcases, comforter and pillow) for one shelter bed.
- \$100 provides a woman with advocacy and support in pursuing a restraining order.
- \$500 provides 24 hours of helpline coverage.
- \$1,250 provides three nights of emergency shelter for a woman whose life has been threatened by an abusive partner.
- \$7,500 funds a 10-week anti-bullying program three times a year to elementary and middle school students.
- \$10,000 covers the annual utility costs of the confidential emergency shelter for victims of domestic violence and their children.

WHAT DOES YWCA DO?

Every day, the staff and volunteers at YWCA work to end domestic violence in our communities. That means we go beyond talking about it—we use all of our resources to keep families safe from harm, support them in their struggle to overcome the impact of domestic violence and engage our communities in prevention.

YWCA is committed to working towards a society free from domestic violence; a society where men, women and children are safe and can live productive and healthy lives. For more than 30 years, YWCA has been dedicated to creating a community free from domestic violence. To achieve its mission YWCA provides core services, including community education, crisis intervention, emergency shelter, outreach, court advocacy, and counseling—all of which are available free of charge.

HAVE QUESTIONS?

Contact our events department at **events@ywacentralsmass.org** or **508-767-2505 x3009** with any questions.

Thank you for participating in YWCA's Dance for Peace! Good luck, and have fun!