



BWR Annual Fundraiser

What is the Dance for Peace ?

The Dance for Peace is a 5-hour dance-a-thon and a fun and exciting way to raise money to support BWR, a program of the YWCA of Central Massachusetts' Domestic Violence Services. It is designed to be non-competitive and family-friendly. In addition to dancing there will be special performances by local dance teams, dance instruction, and lots of other fun activities. Refreshments 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!

How Do I Participate?

First, you form a team. A team is at least two people and 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. At first, that may seem like a lot, but if 10 team members each get 10 people to give them \$10 to dance, that's a \$1,000! Remember, whether your team is just two people or 20, the minimum is \$1,000 in donations.

Want to dance, but don't have a team? Don't worry! Contact the event organizers and we'll place you on a house team.

How Do I Register My Team?

It's easy! Go to www.firstgiving.com/ywcacentralmass and click on "Start Fundraising." Select the Dance for Peace event, and select "Join Now," then create your Firstgiving account or sign in if you already have an account. Join a team or start your own. Then personalize your fundraising page and enter your team fundraising goal (*the minimum is \$1,000 but we encourage you to aim higher! After all, it's for a good cause!*). After you create your page, you can email the link to your friends and family, share it on your Facebook page, tweet it out, or send to your Linked In contacts. Then friends and family can contribute directly to your Dance for Peace fundraising goals with any major credit card, with a fast, simple and secure online transaction.

Individuals that start a team are considered the Team Captain. As a 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. Of course, you can always contact the YWCA's events department at 508-767-2505 x3009 or x3049 or email events@ywcaworcester.org for assistance. Staff is happy to help!

The day of the event, the Team Captain will be responsible for collecting and turning in the team's registration form along with the registration forms of every team member (*if they haven't been submitted online*). Also, you will need to turn in your team's donations totaling at least \$1,000. At that time you will receive a team bag with items to distribute to your team members before the dancing begins.

How Do I Help Raise the Team Fundraising Goal?

Each team is **encouraged** to raise a minimum of \$1,000 to participate in the Dance for Peace dance-a-thon. That may seem like a lot for one person, a small business or a club, but if everyone on your team does their part then you'll be surprised how easy raising a \$1,000 really is! But don't stop there –teams that raise the most money will win great prizes.

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. Right 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 BWR 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 (your hairdresser, florist, doctor) 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 lots more 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 you reach 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!

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

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

How Your Donations Can 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 three nights of emergency shelter for a woman whose life has been threatened by an abusive partner.
- \$1,250 provides 24-hours of hotline coverage.
- \$7,500 would provide a 10-week anti-bullying program three times a year to elementary and middle school students.
- \$10,000 would cover the annual utility costs of the confidential emergency shelter for victims of domestic violence and their children.

What does BWR do?

Every day, the staff and volunteers at BWR work to end domestic violence in our communities. That means we go beyond talking about it. That means we use all 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.

BWR is committed to working towards the existence of 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 BWR has been dedicated to creating a community free from domestic violence. To achieve its mission BWR provides core services, including community education, crisis intervention, emergency shelter, outreach, court advocacy, and counseling—all of which are available free of charge.

What does this fundraiser support?

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

Victim Services — BWR's services are designed to meet the needs of women and children 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 — BWR offers violence prevention services for youth, teens and adults in North Central Massachusetts. The violence prevention services educate the community by equipping individuals with the skills to resist violence/abuse and promote non-violent interaction. Programs aim to teach skills that can protect people from violence/abuse; change attitudes about violence; provide resource information; and encourage young people to talk to a trusted adult when in fear of being harmed.

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 BWR, the YWCA's Domestic Violence Services program in North Central Massachusetts. These 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 BWR, or the other ways you can get involved, please visit www.ywcacentralmass.org.

“Support Me” Sample Letter

I am excited to say that I am participating in the Dance for Peace, a dance-a-thon to benefit BWR's, the YWCA's Domestic Violence Services program in North Central Massachusetts. Please support my fundraising efforts with a tax-deductible donation. BWR 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.

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“Thank You” Sample Letter

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 bit closer to our fundraising goals. Thank you again for your generous support!

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