

**Fundraise Your Way**  
Do It Yourself



**Dance Party for Juvenile Arthritis Toolkit**



## What's Your Dance Mode?

Whatever it is, be your own DJ, choose your own beat and hit the dance floor — your way, anytime, anywhere. Whether you enjoy karaoke with family and friends, dancing at a silent disco, participating in a dance-off competition or showcasing your on-stage talents. Dance Party for Juvenile Arthritis (JA) connects people of all ages, dance skills, and musical talents to come together and show off their moves to conquer arthritis.

When you organize your Dance Party for JA you can unite your neighborhood, community or school to join the movement and support the 300,000 children and nearly 60 million adults living with daily arthritis pain.

Thank you for joining the community and championing the fight to conquer arthritis. Together we are #StrongerThanJA

**Not sure how you want to participate? This do it yourself toolkit provides you with ideas, customizable resources and the option to create your own Dance Party for JA fundraising web page.**

- 1 What is your Dance Mode?**
- 2 Get Your Dance Party Started**
- 3 Hit the Dance Floor**
- 4 Sound Check: Frequently Asked Questions**

## What We Do: Conquer Arthritis

With your support, the Arthritis Foundation is boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer arthritis with life-changing science, resources, advocacy and community connections. Learn more about how your support furthers our work.



**Scientific Research:** We were key to making biologics a reality. And today we're accelerating the development of new treatments while pursuing a cure.



**Juvenile Arthritis:** We support families challenged by juvenile arthritis and other childhood rheumatic conditions through life-changing programs and resources.



**Patient Education & Resources:** As your go-to place for managing arthritis and being empowered, we provide trusted information and numerous ways to connect with others.



**Advocacy:** With our army of over 100,000 Arthritis Advocates, we're breaking down barriers to improve access to quality health care that's affordable.

## 1 What's Your Dance Mode?

### Choose Your Own Beat

Dance Party for JA connects people of all ages, dance skills and musical talents to come together—your way, any-time, anywhere.

Choose your beat and brainstorm your Dance Party for JA.

### How?

#### Grooving All Year Long



Plan a variety of fundraising events throughout the year and celebrate with a year-end Dance Party!

OR

#### Solo Acts



Start recruiting and promoting a few months leading up to your event and rally the squad for a day of fun!

**Dance Party Challenge:** Challenge your family and friends to bust a move and share their moves on social media! Set a suggested donation amount for everyone who accepts the Dance Party challenge and recommend a donation amount for those who decline.

**Dance-Off:** Organize a competition between two dancers or groups who must progressively dance better than their opponent. Whatever your preferred style of dancing, whatever your level of experience, a bit of imagination and teamwork is all that is required. Collect donations as votes or ask for a registration fee to enter. Or post your dance moves in a video on your fundraising page; those with the most views and donations by X date win a TBD prize!

**School Spirit:** Choose a home game or a school-wide activity/event like a pep rally or dance. Involve other school groups, such as all athletic teams, cheerleaders, school groups like student council, parents and faculty to show their school spirit and support for those living with arthritis.



**Pledge:** Ask family and friends to pledge for dancing a set amount of time. For example, friends might pledge for every minute danced, for every song the dancer boogies to, or donate for accepting the challenge.

**Host a Party:** Jam with granny, rock the skating rink, organize a karaoke night, designate proceeds from a concert or recital, or dedicate a special day, like a birthday, to donations in lieu of gifts.

**Jam Your Way:** Have a different idea? Or want to mix and match? Reach out to [DIY@arthritis.org](mailto:DIY@arthritis.org) and let us help you in brainstorming your idea.

## Where?

Think about where and how to organize your Dance Party and whom to involve and invite to the party.

- **In person**, you'll have all your participants and supporters come together to bust a move at a designated time and place.
- **Virtually**, your participants and supporters will pick their tunes and count their dancing minutes on their own or join your event virtually.
- **Mash-up**, participants and supporters have the option to participate in person, virtually or on social media.

### School & Campuses

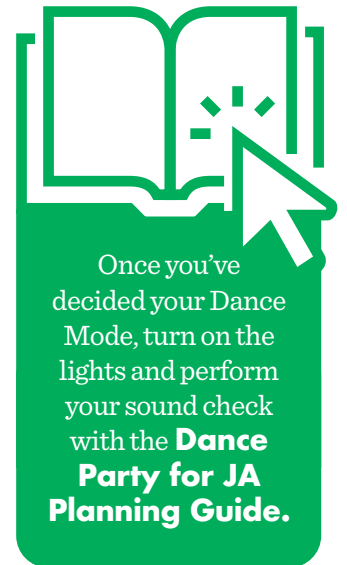
- Pep Rallies
- Year-End Assemblies
- Halftime Activity
- Gym or Music Class
- *Your Way*

### Groups

- Service Groups
- Sororities & Fraternities
- Dance & Cheerleading Teams
- *Your Way*

### Community

- Dance/Piano Recitals
- Neighborhood Block Party
- Virtually with JA Camp families
- *Your Way*



## 2 Get This Dance Party Started!

Now that you've decided your Dance Mode, it's time to get the party started and create your personalized Dance Party for JA fundraising page.

Personalize your Dance Party for JA Fundraising page at:

**Fundraise.arthritis.org**



### 1. Initiate your Dance Party for JA fundraising page by registering to Start a Fundraiser.

- Choose:
  - **Individual** if you prefer to do something on your own and collect donations.
  - **Group** if you want to invite others to join your group/team and collect donations.

### 2. Set Your Fundraising Goals

- Setting a fundraising goal helps keep you focused, build momentum and guide you in executing your plan.
- Consider making your own contribution and set the stage with recommended donation amounts or donations centered around your event theme.

### 3. Personalize Your Page

- Update your account/profile photo, display name, fundraising goal, and story sections.
- Share the details of your event, including the different ways people can participate.



**Did you know that those who personalize their fundraising page raise 4x more than those who don't?**

**Share your "why" by updating your story section.**

- Why do you support the Arthritis Foundation?
- Why did you decide to host your DIY fundraiser?
- Why does their donation and participation matter?

### 3 Hit the Dance Floor

It's time to take the stage and share your WHY! Invite people to join you, let them know WHY you are fundraising and how and why it's important to join your party.

After you sign up, customize your Dance Party for JA page and secure your day-of details, it's time to recruit your participants in your fundraising portal.

□ **Locate “Connect with Social Networks”** in your dashboard. Update your social networks by sharing your fundraising page and increase awareness of your fundraiser to engage others in your efforts.

When someone donates or joins your effort, tag them (@johnsmith) to recognize, acknowledge and thank them for their support!

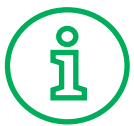
□ **Locate “Ask Friends to Donate”**

When asking your family and friends to join or support your party, it's important to reach out in a variety of ways and often (at least once a week). Mix it up with phone calls, texts, emails, social media posts, flyers around town, and yes, even face to face!

The important thing is to:

- Set a schedule to ask for support and share updates.
- **Practice Your Pitch.**
- Share your **why** and **reason** for supporting the Arthritis Foundation.
- Follow Up. Most people want to support you but may need a gentle reminder!

□ **Locate “Give Yourself a Gift”** and make a personal donation to launch your fundraising and inspire others to contribute.



Did you know that those who **make a personal donation to their own fundraising activity raise on average of 7x more!?**

Did you know that those who **share their fundraising why and link to their fundraising page on social media see a 50% increase** in funds raised than those who don't?





## **Bust A Move and Have Fun!**

The stage is set, and the big day is finally here! Take time to enjoy the connections you've made and the lives you've touched along the way. Your passion will support millions of people living with arthritis. Enjoy the day and have fun!

## **Post-Event Encore**

Recognize and thank your donors, volunteers and supporters. Celebrate your success and share how they made a difference!

- Hand-written thank-you notes may take more time, but they are personal and very meaningful. Try printing photos and including them with your note.
- Give social media shout-outs by tagging businesses, donors and participants.
- Send us your photos! We'd love to highlight you in an upcoming blog or use your story as inspiration for other DIY fundraisers! Send to [DIY@arthritis.org](mailto:DIY@arthritis.org).

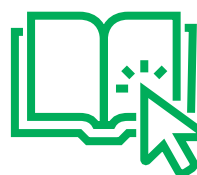
If you have any additional funds to turn in, complete the donation submission form to ensure checks are properly credited to your fundraising efforts. Within 15 days of the end of your fundraiser, please mail the form and checks to:

### **Arthritis Foundation – Attn: DIY**

1355 Peachtree Street NE  
Suite 600  
Atlanta, GA 30309

## **4 Sound Check: Frequently Asked Questions**

If questions arise beyond the resources below, please reach out to our Community Events team at [DIY@arthritis.org](mailto:DIY@arthritis.org). For additional support and join our DIY Fundraising Facebook Group [HERE](#) to network and brainstorm with others.



### **Additional Resources**

Logo and Brand Guidelines  
Frequently Asked Questions



## Turn on the Lights, Dance Party for JA – Planning Guide

### 1. For an in-person Dance Party for JA fundraisers, you'll want to:

- Initiate the planning process three to six months in advance.
- Secure a date and location.
  - At home, school or place of business?
  - When do I need to reserve my location?
  - Will I need a permit or event insurance?
- Consider how and where to recruit participants and publicize the event.
- Decide how your Dance Party for JA will raise funds.
  - Are you selling tickets for admission?
  - Are participants fundraising or paying a registration fee?
  - Are you offering sponsorships?  
Figure out what types of expenses you will have.
  - Decorations, DJ, venue, snacks and beverages?
  - Are local businesses and party stores able to sponsor or donate items?
- Decide whether to have a DJ and if you'll need someone to emcee the event.
- Consider whether you'll need volunteers to assist with event logistics.
  - If so, be sure to assign roles, set expectations for time commitment and schedule a walk-through before the big event.
- Think about how to create lots of opportunities for participants to have fun and document the experience. Some “extras” that can help make your Dance Party participants feel extra special:
  - Costumes or themes.
  - A photo booth or station with silly props.
  - Playing special songs or doing dances that are special to your group.
  - Prizes that offer everyone the chance to take something home.
  - Snacks, drinks and other refreshments.
  - Raffles or drawings for prizes between songs.
  - Special guest appearances.
  - Performances by professional dance groups.





## 2. For a virtual Dance Party for JA fundraiser, you'll want to:

- ❑ Initiate the planning process two to three months in advance.
- ❑ Decide what virtual technology (i.e., Zoom, Facebook Live, Twitch) you will use, who can help you with the behind-the-scenes operations or emcee?
- ❑ Consider whether to provide the music and a live link so people can dance “together,” or whether people will participate individually on their own schedule.
- ❑ Plan how to recruit participants and publicize the event.
- ❑ How will your Dance Party for JA raise funds?
- ❑ Consider how to create lots of opportunities for participants to have fun and document the experience. Some options include:
  - Costumes or themes.
  - Playing special songs or shout-outs that are special to your group.
  - Special guest drop-in appearances.

## 3. For an in-person/virtual mash-up, you will want to review and consider both planning guides above.

## 4. For a Dance Party Challenge:

Use **Geena's step-by-step guide** and rock out to “Party Rock Anthem” by LMFAO. Or create your own tutorial and ask your family and friends to accept your challenge and bust a move.

