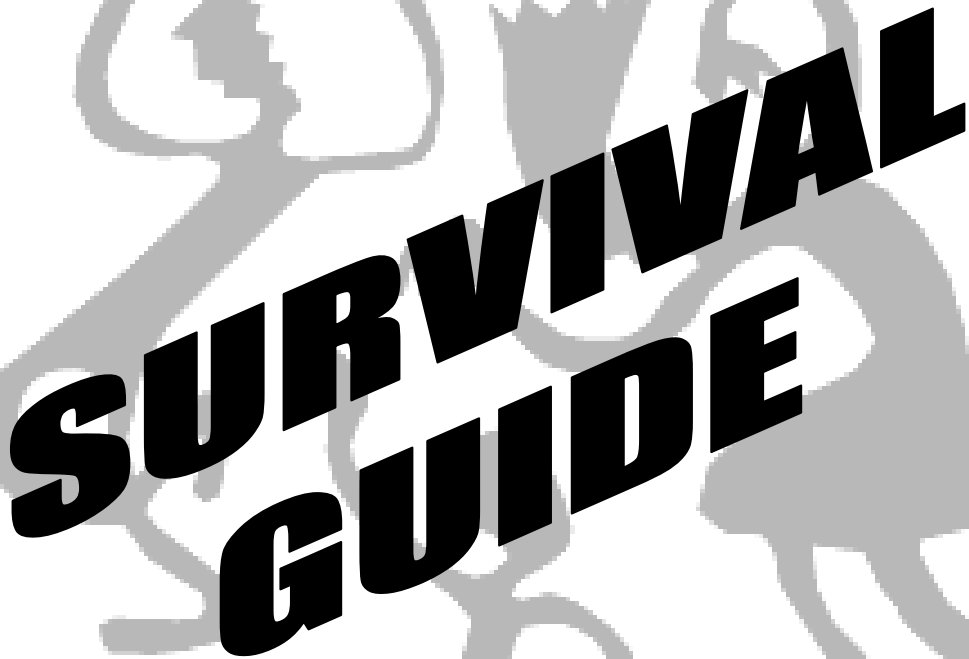


University of Iowa



**SURVIVAL  
GUIDE**

Dance Marathon 14

Friday, February 1<sup>st</sup> - Saturday, February 2<sup>nd</sup>

2008

Iowa Memorial Union

## Can You Believe it?

We're less than two weeks away from The Big Event, and it'll be here before you know it. So get ready and get excited, because DM14 will be a night to remember!

The information in this packet will tell you everything you need to know about last-minute fundraising, checking in for the marathon, what to bring, what to expect—even how you can get your friends and family involved!

## Need to raise more money to earn your ticket to The Big Event on February 1<sup>st</sup> and 2<sup>nd</sup>?

Are you just short of raising the \$425 to attend The Big Event?  
Or, are you looking to bump yourself up to the next Dancer Incentive Program level?

We've got good news for you!

**NEIGHBORHOOD CANNING** will take place everyday from now up until The Big Event on February 1<sup>st</sup>!

From 5pm-8pm on weekdays and noon-4pm on weekends, you can go door-to-door in local neighborhoods and ask for DM donations. Interested? Show up at the Dance Marathon office, located on the basement level of IMU in the back right corner of the Student Activities Center (near Java House). From there, we'll give you the tools you need for canning, and tell you which local neighborhood to go to!

\*\*\*We cannot provide transportation to-and-from Iowa City neighborhoods. Please make transportation arrangements in advance. Contact your morale captain if you do not have access to a vehicle.\*\*\*

**DOWNTOWN CANNING** will be held every evening from Thursday, January 24<sup>th</sup> to the following Wednesday, January 30<sup>th</sup> (just two days before the marathon!).

Email [dm.canning@gmail.com](mailto:dm.canning@gmail.com) if you plan to can downtown, or just show up: go to the Sheraton hotel lobby downtown at 11:30 pm on any night canning is offered!

**ONLINE GIVING PAGES** are an amazing way to raise donations quickly. Visit [www.dancemarathon.org](http://www.dancemarathon.org) and click on Dancer Login to create your page, or to log into an existing page!

## What to Expect at... THE BIG EVENT!

Dance Marathon is 24 hours of free food, free entertainment, lots of kids, and of course:

LOTS OF DANCING!

Don't worry, you won't be Dancing the entire time- you'll also be eating, playing, listening to great bands, and watching lots of other great entertainment on one of our two stages. Be sure to check the two big screens in the Main Lounge often- they'll let you know what's going on throughout the marathon!

There'll be prize drawings, FREE foot massages, and tons and tons of free food. Be sure to check out the Snack Shack, located in the Richey Ballroom (3<sup>rd</sup> Floor) for something to munch on between mealtimes!

All Dancers get to visit the Mood Room- where you'll get to SIT DOWN, watch some movies, and get even more FREE massages and snacks! Don't miss this!

Depending on your final fundraising total, you might even enjoy some AMAZING perks at The Big Event- like showers, professional massages, or special meals! **Check out the next page**, which outlines the Dancer Incentive Program, to see which of these things you qualify for!

Do you have to stay for the whole time? YES.

Will you get tired? PROBABLY.

But here's a little bit of motivation: anyone who has done DM before will tell you that the last couple of hours are THE BEST PART of the entire event!

Believe us, you won't be tired once Power Hour starts ☺

What's Power Hour?

Power Hour is the last hour of Dancing at The Big Event. You're on your feet, jumping and Dancing your heart out for one hour straight. It's intense, it's exhausting, but it's the biggest rush of adrenaline you'll ever feel.

Mail Call...

Each Dancer has their own special little bag for motivational mail. If you'd like to write notes or give treats to other Dancers, make sure it is in an envelope and labeled with that Dancer's name and Morale Group #. The group number is **most important** as we have to distribute all the mail call into the bags on that Friday and will be unable to look up Dancers' group numbers. There is a box labeled "Mail Call" in the Dance Marathon office for you to drop off any letters (IMU Basement, in the back right corner of the ITC near Java House)

## Dancer Incentive Program Levels 2008

- **Copper Dancer: \$425.00 - \$599.99** (Registration fee counts)
  - Dance Marathon T-Shirt
  - Foot massages
  - Unlimited Trips to Snack Shack
  - Trip to the Mood Room
  - Chance to win a trip to the Hospital Marathon \*6 winners
- **Bronze Dancer, \$600.00 - \$799.99**
  - All Copper Incentives
  - Chance to win gift certificates from local businesses (i.e. One Twenty Six, Z'Mariks, Buffalo Wild Wings, Old Chicago, Scheels, Pizza Ranch, and more!)
  - Entry to win FOUR Iowa Cubs tickets, 2008 Season
  - Opportunity to win Vikings Gear
- **Silver Dancer, \$800.00 – \$999.99**
  - All Bronze Incentives
  - Extra Trip to the Mood Room
  - +2 entries in raffles attained
  - Win a meal with a DM family in the family room
  - Chance to win MLB Tickets: game announced in February
- **Gold Dancer, \$1,000.00 – \$1,199.99**
  - All Silver Incentives
  - Trip to the Red Carpet Lounge
  - +4 entries in raffles attained
  - One week free pass at Iowa City Fitness
  - Chance to win a two hour family room pass
- **Diamond Dancer, \$1,200 – \$1499.99**
  - All Gold Incentives
  - Full body massage from Omni Therapies
  - VIP Jump-pass
  - Shower!!!
  - Free spring semester pass to Iowa City Fitness
  - +5 entries in raffles attained
  - Opportunity to win **ALL ACCESS PASS** to the family room starting after opening ceremonies
- **Platinum Dancer, \$1500.00 or more**
  - All Diamond Incentives
  - +6 entries in raffles attained
  - Pancho's Burritos for a year
  - Top Money Raiser: iPod

**\*\*\*If a Dancer recruits 2+ Spirit Dancers, Dancer is bumped up one level\*\*\***

**Coming at you LIVE from the IMU MAIN LOUNGE:**

We The Living  
UI BREAKERS (wei-bui@uiowa.edu)  
Jake Dilley Band  
CLASS Dance Troupe  
Iowa City Senior Citizen Drill Team  
McKinley Place  
Lisa Bluder  
President Sally Mason  
Passinisi Duo  
Family Speakers  
And much, much more!

**Merchandise for sale at The Big Event:**

“I ♥ DM” Keychains     \$1  
“Dance4Life” Bracelets     \$1  
T-Shirts     \$12  
Blinky Heart Lights     \$2

### What to Bring

- A change (or two!) of comfortable clothes- including socks. Don't wear jeans! Try PJ pants or mesh shorts.
- Toothbrush & toothpaste
- Deodorant
- Foot spray/Cushioned insoles
- Foot lotion
- Camera
- Small towel and needed toiletries
- Eye drops / Contact Supplies
- Ace bandages / Supports / Braces (if needed)
- Comfy shoes! Slippers are very popular.
- \$\$\$... if you want to buy merchandise!

### What to Leave at Home

- Jewelry and other valuables
- Squirt guns/toys
- Caffeine
- Balls / Frisbees (We have lots of fun games at the event)

### During the Event

- Drink plenty of fluids. You are going to sweat! Water will be available at all times. Dance Marathon is caffeine-free so please tell your visitors to remember this if they bring you treats! Caffeine is a great pick-me-up, but can result in a nasty "caffeine crash"!
- Wear your Dance Marathon T-Shirt as much as possible (especially during opening and closing) unless you are wearing a Dance Marathon T-shirt for the group you are dancing with.
- Wash your face and brush your teeth often. This will help wake you up!
- Stretch and keep moving. A great way to do this is by DANCING! ☺
- Wear comfortable shoes and clothes. Take advantage of foot massages. Eat snacks!
- Play with the kids, talk to other Dancers, and enjoy yourself!

### Visitors

Tell your friends and family about Dance Marathon! Visitors can be a great way to boost your morale. There is no admission fee, but donations at the door are appreciated and go directly to Dance Marathon. You may want to have your cell phone handy at The Big Event so that if you DO have visitors, you can find them quickly. **Visitors are welcome from 9:00 PM on Friday until 4:00 PM on Saturday.**

- **Please tell your guests to leave balloons at home—some DM kids have latex allergies!!!**

### Before the Event

- **EAT!** Your first meal will not served until midnight, and we don't want you to get hungry before then!
- Get lots of sleep! DM is fun, but exhausting! You'll have a much better time if you're well-rested!
- Drinking alcohol makes you dehydrated and fatigued, so take it easy the few nights before. (The bars will still be there in a week!)
- Get all your homework done. You'll need the Sunday after Dance Marathon to rest and recuperate (and watch the Superbowl!).
- The day of Dance Marathon, eat food that is high in carbohydrates (breads, pastas) and drink lots of water.
- Stay away from caffeine, sugar, and alcohol during the week before the Event- trust us on this one!

# Turning Donations in before The Big Event

The best time to turn in your donations is... now!

Turning in donations early is the BEST way to shorten your check-in time. We will have "express check-in" for Dancers who have already turned in their money!

Donations can be turned in to the IMU Box Office (1<sup>st</sup> Floor, IMU) during their normal business hours up until 5 pm on Thursday, January 31<sup>st</sup>. After that time, you will need to turn donations in when you check-in for The Big Event.

If you receive donations after you have checked in, you can deposit them at the IMU North Room anytime after opening ceremonies of the Big Event.

## Check-in for the Big Event

### Early Check-in

Thursday, January 31, 2008  
6:00-9:00 PM  
North Room (near Main Lounge, 1<sup>st</sup> Floor IMU)

Avoid the lines and get your rest on Friday!  
If you do early check-in on Thursday, you will need to check your bag separately. You may bring your bag to the IMU Basement Quiet ITC anytime on Friday from 10:00 AM-6:00 PM.

### Regular Check-in

Friday, February 1, 2008  
10:00AM-5:00PM  
North Room (near Main Lounge, 1<sup>st</sup> Floor IMU)

Bring your bags! Check-in closes at 5:00PM!

\*\*\*If you cannot make any of the check-in times, you must e-mail [dm.business@gmail.com](mailto:dm.business@gmail.com) in advance!

All Dancers should return to the IMU Main Lounge for the Big Event by 6:00 PM on February 1, 2008.

## Cancer Camp \$10 Challenge

**Goal:** To have each Dancer that attends the Dance Marathon BIG Event raise at least \$10 online during the BIG Event, February 1 & 2, that will go towards the Heart Connection Camp. It is the hope that with at least 1,000 dancers at the BIG Event that we can raise at least \$10,000, if not more!

**Where is this money going?** Heart Connection Camp is actually a two part camp; the first part being for patients and the second being for siblings of patients. Each session is a weeklong at a camp in Boone, Iowa where doctors and nurses get to interact with patients in a different environment and everyone gets to let their hair down and have a great time. During the sibling session they get to interact with other children who are experience the same thing and have fun and just be kids.

This is a wonderful program that Dance Marathon hopes to continue to support, and the Cancer Camp Challenge will help to ensure that DM is able to do just that.

**How will this work?** The online giving system will have a pre-generated email that you can use to send to family, friends, or anyone you know asking them to help this incredible cause. Dance Marathon will have the message completed and uploaded for you. All you will need to do is send the email(s) from your personal online giving page. You will be given time during the event to use a computer to send the email(s) out, or you can send out the email before hand and add a message to donate between 8am Friday, February 1 and 3pm Saturday, February 2.

**Wait a second, I already raised my money? Why do I have to raise more?** If you have already raised your money you do not have to raise any more money. You can still come to the BIG Event and have the time of your life. The Cancer Camp Challenge is a great (and optional) way to do something more For The Kids (FTK!). Kids that have gone to the camp have had the time of their life, and Dance Marathon wants to make sure this incredible opportunity continues.

**Incentives for you:** The main incentive for the Cancer Camp Challenge is simply knowing that you have helped a child battling cancer to have a week of fun during the summer. Additionally, the top 10 money raisers will secure a trip to the DM Diner to have dinner with DM Families. The DM Diner program takes place on Sunday evenings and brings catered meals to the families at the hospital.

## Getting Your Friends and Family Involved...

Do you know someone who wants to get involved in DM, but who isn't quite ready to make the commitment for 24 hours of Dancing? We've got TWO great options for them! They can do one or the other, or even BOTH!

### Spirit Dancing

The Spirit Dancer Program provides a more flexible option for participating in Dance Marathon. Spirit Dancers may register as an individual Spirit Dancer, or dance with a community organization, youth group, co-workers, etc. Below are the Spirit Dancer Program details:

- Registration is easy. There is no registration fee. Simply register online at [www.dancemarathon.org](http://www.dancemarathon.org)!
- During the event on February 1<sup>st</sup> and 2<sup>nd</sup>, the Spirit Dancers are invited to attend Dance Marathon 2008 during a specific four-hour time period so they can meet the Dancers and families they have so graciously supported. Most importantly, they will be able to see first hand what a difference their contribution has made. However, they are not obligated to come to the event.
- A minimum donation of \$100 is required in order to participate in the Spirit Dancer Program. Spirit Dancers are encouraged to match the fund raising efforts of the students who participate in Dance Marathon. **In order to officially participate in Dance Marathon 2008 as part of the Spirit Dancer program, donations must be received prior to the event on February 1<sup>st</sup> and 2<sup>nd</sup>.**

**Attention Dancers:** If you recruit at least two Spirit Dancers, your Dancer Incentives will be raised one level!

If you have any questions or concerns about the Spirit Dancer Program please contact:  
Tim Ulaszek: [dm.executivechair@gmail.com](mailto:dm.executivechair@gmail.com) /Haley Bell: [dm.development@gmail.com](mailto:dm.development@gmail.com)

### Volunteering

People interested in helping run The Big Event may do so by registering at [www.dancemarathon.org](http://www.dancemarathon.org) and clicking on "Register Now" and then "Volunteer Registration." Volunteers sign up for four-hour shifts, but may sign up for more than one shift if they would like to!

Volunteers help with things like serving meals, selling merchandise, supervising Dancers, bag check, and lots of other miscellaneous jobs!

This is a GREAT way to contribute to DM as well! So please encourage people you know to get involved if they aren't already!

## **Dance Marathon 15 Application Timeline**

Applications are all due by 3:00pm on the deadline date in the Office of Student Life (145 IMU).

### **Chief Executive Director**

Application due: Tuesday, February 5

Interviews to be held: Wednesday, February 6

### **Executive Business Director, Executive Family Relations Director, Executive Event Director**

Application due: Friday, February 8

Interviews to be held: Tuesday, February 12

### **Sponsorship Director, Development Director, PR/Marketing Director, Hospital Director, Morale Director, Facilities Director**

Application due: Thursday, February 14

Interviews to be held: Sunday, February 17

### **Chair Applications**

Application due: Wednesday, February 27

Interviews to be held: Sunday, March 2

### **Family Relations Applications**

Application due: Monday, March 3

Interviews to be held: Week of March 3

### **Morale Captain Applications**

Application due: Tuesday, March 4

Interviews to be held: Week of March 4

### **MCA Applications**

Application Due: Monday, March 11

Interviews to be held: Week of March 11

### **Committee Applications (Sponsorship, Business, Development, Event, PR/Marketing, Facilities)**

Application Due: Monday, March 11

Interviews to be held: Week of March 11

*You are allowed and encouraged to apply for more than one position if you wish. An entirely new application is not necessary, but position specific questions may change from application to application. It is in your best interest to look at new applications and answer any new questions that are position specific.*

Questions? Email Lindsey Arnold at [dm.exec08@gmail.com](mailto:dm.exec08@gmail.com)