



WELCOME TO CLEMSON MIRACLE

2019-2020 Membership Packet

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WELCOME!

Thank you for your interest in Clemson Miracle! We are the Dance Marathon program at Clemson University benefitting our local Children's Miracle Network (CMN) Hospital, Prisma Health Children's Hospital-Upstate. As Clemson's largest student-run nonprofit organization, we work throughout the year to raise funds and awareness For The Kids (FTK) on our campus and in our community. Over the past 11 years, Clemson Miracle has raised nearly \$1 million For The Kids at Prisma Health. We are so excited for you to join us this year and help us raise funds and awareness For The Kids!

More than 400,000 kids are treated each year at Prisma Health Children's Hospital, and they are dedicated to providing the best quality care for children in a kid-friendly environment. We are so grateful for all of our Miracle Makers who put in their time, energy, and resources to benefit the children and families in our community. Together, all of us at Clemson Miracle are able to have a tremendous impact on the lives of so many children and families. Thank you so much for your hard work. GO TIGERS and FTK!

-The Clemson Miracle Team

MISSION, VISION, AND VALUES



MISSION STATEMENT

Clemson Miracle is a student-driven, philanthropic organization devoted to raising support for Prisma Health Children's Hospital-Upstate. Through Dance Marathon, the Clemson community, and Children's Miracle Network, we work together to make miracles happen.

VISION STATEMENT

Clemson Miracle will be a leading advocate for the safety and well-being of the children of the Upstate.

VALUES

Intentionality, family, and transparency

CONTACTS

Cindy Hund, Executive Director	clemsonmiracle@gmail.com
Ashley Lambert, Miracle Maker Relations Director	atlambe@g.clemson.edu
Elsa Meyer, Membership Chair	membership.clemsonmiracle@gmail.com
Maggie Downer, Fundraising Chair	fundraising.clemsonmiracle@gmail.com
Caitlin Rooney, Recruitment Co-Chair	recruitment.clemsonmiracle@gmail.com
Mackenzie Slade, Recruitment Co-Chair	recruitment.clemsonmiracle@gmail.com
Cara Katterman, Community Events Chair	ckatter@g.clemson.edu

SOCIAL MEDIA

BE SURE TO LIKE AND FOLLOW US ON SOCIAL MEDIA TO KEEP UP WITH EVERYTHING CLEMSON MIRACLE!

INSTAGRAM

@clemsonmiracle

FACEBOOK

facebook.com/clemsonmiracle

TWITTER

@clemsonmiracle

WEBSITE

clemsonmiracle.com



WHAT IS DANCE MARATHON?

Clemson Miracle is a part of a much larger organization called Miracle Network Dance Marathon. Over 300 college campuses across North America have started their own Dance Marathon programs, each raising funds and awareness for their local Children's Miracle Network (CMN) Hospital. Each program culminates their year-long efforts with an event to celebrate all of their hard work, and to honor their Miracle Kids and Families through games, dance, entertainment, and the final fundraising total reveal. Since Clemson Miracle's inception 11 years ago, we have raised nearly \$1 million For The Kids at Prisma Health Children's Hospital-Upstate!

HOW TO REGISTER



STEP 1

Visit clemsonmiracle.com and click on "Register".

STEP 2

Create an account or log in if you have participated before.

STEP 3

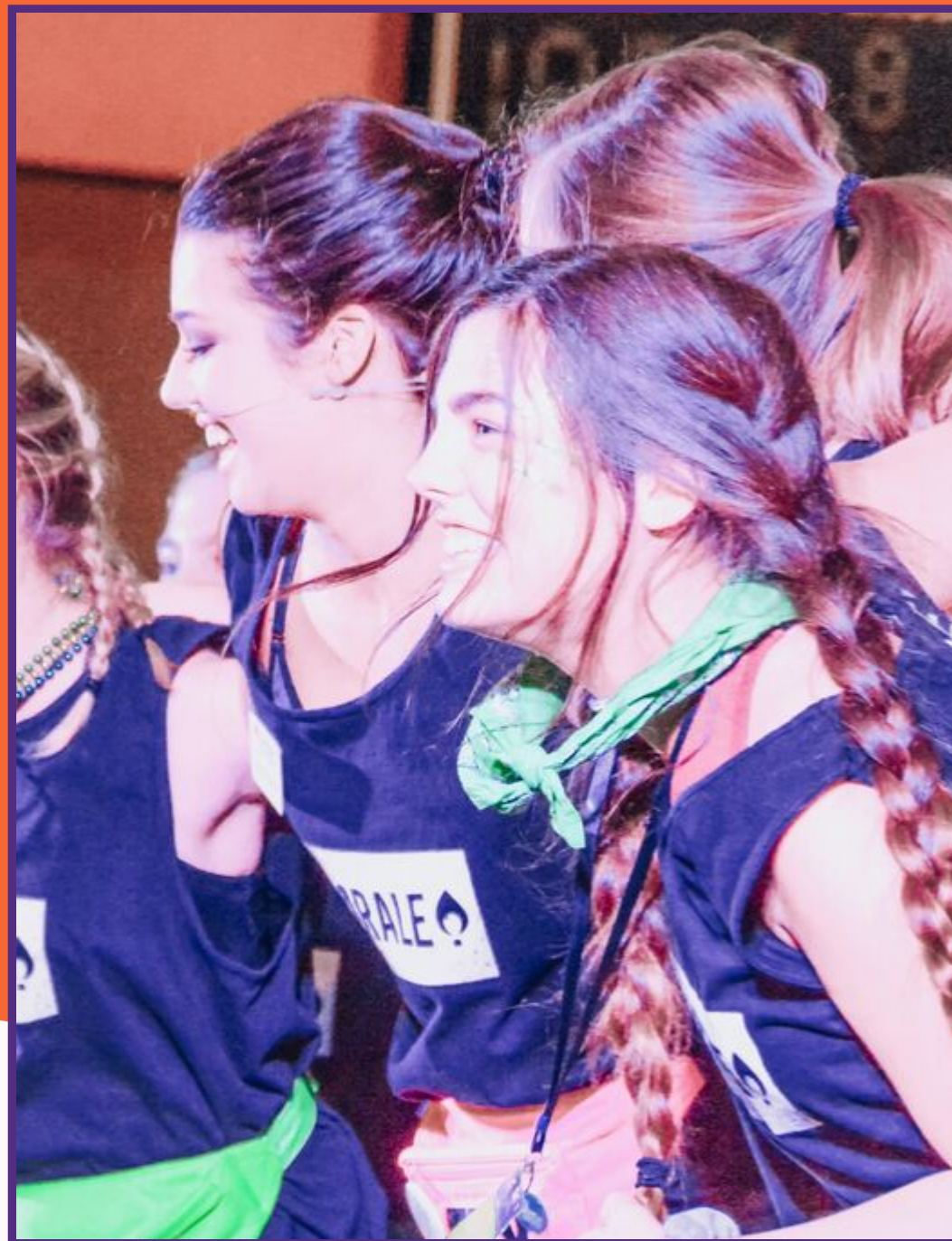
Register as an individual Miracle Maker or join a team. You can choose to create a team if you are the first member of your team to register.

Not sure which team to join? Choose CM TIGS and our Membership Chair can move you to another team if needed.

STEP 4

In order to register for Clemson Miracle, you must pay a \$10 registration fee (more about this on page 10).

HOW TO REGISTER



STEP 5

Set your fundraising goal. The minimum is \$100, but we encourage you to go above and beyond!

STEP 6

Customize your DonorDrive page with pictures, videos, personal stories, and more. Customized pages are far more likely to receive donations than those with the generic template.

STEP 7

Share your page on social media and with friends and family! You can send emails and share on social media directly from DonorDrive, and donors are able to donate to your fundraising goal.



\$10 REGISTRATION FEE

This covers your event shirt, food at the event, and also goes towards your personal fundraising goal!

WHERE DOES MY MONEY GO?

The money you raise goes directly towards our total fundraising goal that we reveal at Dance Marathon in February! All of our collective funds go to our local CMN Hospital, Prisma Health Children's Hospital-Upstate, and benefit our local Miracle Kids.

WHAT SHOULD MY STARTING GOAL BE?

First year Miracle Makers: \$100

Returning Miracle Makers: \$100 higher than what you raised last year

Once you've hit your goal, don't forget to raise it again and keep fundraising For The Kids!

LET'S TALK NUMBERS

FUNDRAISING

TIPS AND TRICKS FOR GETTING STARTED

- Offer to drive your friends around for donations
- Deliver coffee or food to friends studying in the library for a small donation
- Host a Taco Tuesday party with your friends and have them donate to you instead of going out to eat
- Offer to do your roommate's chores for them for a week for a \$5 donation
- Keep a jar for your spare change and donate it all to yourself before Dance Marathon
- Post about our Miracle Kids on your social media and why they inspire you to do Dance Marathon with your DonorDrive link
- Shave your head/dye your hair when you raise a certain amount of money
- Post a funny picture on Facebook or Instagram for each donation received



TIPS AND TRICKS FOR GETTING STARTED

- Have stuff you don't want anymore? Sell it on a website like Poshmark or Curtsy!
- Babysit and have a % of your earnings go to your fundraising account
- Send emails and follow through with phone calls
- Have your parents post your fundraising page on their Facebook pages
- Contact old teachers/professors
- Ask for donations on behalf of the holidays and your birthday
- Tweet at celebrities
- Talented? Write a song, perform a rap, write a poem, or perform a dance move for every donor who donates to your page and post it on social media
- Participate in all Clemson Miracle fundraising campaigns!



FUNDRAISING

TEAM CAPTAINS

WHAT IS A TEAM CAPTAIN?

A Team Captain is an individual who serves as the liaison between Clemson Miracle and their own organization. They communicate important information such as dates, fundraising pushes, fundraising templates, and other general resources to ensure their team has the tools they need to be successful!

HOW DO I BECOME A TEAM CAPTAIN?

You can either apply or be recommended by a member of your organization. As of now, Team Captains do not have to partake in an interview process and applicants will be reviewed on an application basis only.

TEAM CAPTAINS

ROLES & RESPONSIBILITIES

- Attend Team Captain meetings and All Hands On Deck (AHOD) meetings.
- Be in attendance at various Clemson Miracle events and attend the Dance Marathon event, stay throughout the program, and be a leading motivator for your team on the day of the main event.
- Responsible for signing up and managing your team members, as well as relaying event dates, fundraising tips, and other important information that you are given.
- Be excited and engaged! (Be your team's hype person)

MIRACLE CUP



RULES

- Miracle Cup will be a competition between teams based off of participation, registration, and fundraising throughout the year. Teams are not required to be affiliated with an active student organization. There will be two brackets: one for small organizations (≤ 75 members) and one for large organizations (> 75 members).
- If an organization wishes to participate in Miracle Cup, they must be registered as a team on DonorDrive. The Team Captain must register their organization as a team and members can then register and join the team.
- Organizations are expected to follow all rules and any questions can be sent to membership.clemsonmiracle@gmail.com.



+1 POINT AWARDED FOR EVERY \$1
FUNDRAISED BY YOUR TEAM



PERCENT NIGHTS

Points awarded based on the percent of your organization's roster who participates.

≤25% = +50 points

≤50% = +100 points

≤75% = +150 points

≤100% = +200 points



TEAM CAPTAIN MEETINGS

+25 points for each meeting (Team Captain and AHOD) attended by the Team Captain

-25 points for every meeting missed by the Team Captain



MIRACLE CUP POINT BREAKDOWN



PUSH DAYS

Push days will occur throughout the year and communicated to Team Captains and through social media. This includes registration pushes and fundraising pushes.

1st place team = +500 points

2nd place team = +300 points

3rd place team = +100 points



FUNDRAISING EVENTS

Includes hosting your own fundraising event, percent night, etc. with funds benefitting your team's fundraising for Clemson Miracle.

+100 points per event held



MIRACLE CUP POINT BREAKDOWN



BANNERS

1st place = +300 points

2nd place = +200 points

3rd place = +100 points

Other participants = +75 points



TABLING

Points awarded based on the percent of your organization's roster who checks in at our table on library bridge.

≤25% = +25 points

≤50% = +50 points

≤75% = +75 points

≤100% = +100 points



MIRACLE CUP POINT BREAKDOWN

MIRACLE CUP POINT RULES

FUNDRAISING EVENT RULES

Team Captain must coordinate with CM's Membership Chair and communicate the details of the event. The CM Membership Chair and other Clemson Miracle members may assist with ideas and organization for external events.

BANNER RULES

Banners must be made using 1 full or queen-size sheet. Each team may submit one banner for judging. They will be judged on creativity, originality, and artistry at the final Dance Marathon event. Banners must be completed, dry, and turned in neatly folded the Monday before the event (February 24th) in order to be eligible.

DONATION RULES

- Donations made on DonorDrive to the team page or an individual member of the team will be counted for points.

CANNING

- Cash fundraised from canning may be turned in and also counted for points.
- Canning is when members go around to local places with buckets/cans and ask for donations. Canning details including time and place must be coordinated with CM's Membership Chair.



MIRACLE CUP DONATION RULES

SAVE THE DATE

**CLEMSON MIRACLE DANCE MARATHON 2020
WILL BE FEBRUARY 29TH BEGINNING AT 11AM!**

Our final event will be held in Fike Recreation Center and will celebrate all we've accomplished throughout the year. This will be our last big fundraising push and will be an 11-hour event with lots of dancing, games, food, entertainment, and so much more. You will hear our Miracle Families tell their stories, learn the line dance, and celebrate all of our hard work over the past year. The event will end with the reveal of our final fundraising total!