

IUDM SUMMER CANNING

While you're home for summer, or where ever you may be, canning in your community over summer is a great way to fundraise and spread awareness about IUDM and Riley.

You will find all you need to know about setting up a canning location yourself below, however feel free to email Emma Weiler, Director of Fundraising, fundraising@iudm.org, or Tiffany Lin, Canning Chair, ttlindm@gmail.com, 812-369-5562, with any questions or for help in setting up these opportunities!

Before Calling:

- Make a list of places you'd like to can at
- * Include phone numbers and addresses in your list to make organization easier
- Come up with dates and time slots that would work for you for each location
- Check the Google Form titled "Summer Break Canning" to make sure that no one else has already previously set up a location there. If they have, ask if you can go with them!

If Manager is Available

- Re-introduce yourself, state that you are a member of IUDM and this time state what committee you're on for IUDM

- Ask if they're familiar with IUDM

If **yes**, try to make a personal connection - They could be a previous dancer, know someone in IUDM, or know a Riley family, etc

If **no**, give a background of IUDM

- 2nd largest student-run philanthropy in the nation
- 36 hour dance marathon benefiting Riley Children's Hospital Indianapolis
- Last year we raised over \$3.8 million, FTK
- This year is the 26th marathon
- A large chunk of our fundraising money comes from canning (good way to transition into what canning is/ asking them)
- Describe canning
- You and possibly 1-2 other people standing out front asking for donations from customers using a Red Riley bucket (similar to Salvation Army)
- Ask if their business would like to support IUDM's fundraising efforts by allowing you to can outside (can give specific dates/times now)

Don't get too caught up in following this. Just make sure you include the major points and the conversation flows naturally... you don't want to sound like an awkward robot.

If Manager is Unavailable

- Leave name/number if they offer.
- Ask if for a time period when you can call back/ name of manager

During the Call:

- Introduce yourself and state that you're a member of Indiana University Dance Marathon
- Ask to speak with a store manager or business owner (write down their name so you can keep it for your records)

If the business says YES!:

Make sure you fill out the Google Sheet called "Summer Break Canning" provided by your Fundraising chair so that others know your canning location and we do not double book a location.

Before you leave for Summer Break

Make sure you check out a canning bucket in the IUDM Office - The office is open from 10 am - 5pm, Monday- Friday. The office is located on the 5th floor of the Student Activities' Tower of the IMU. Take the elevator by Starbucks to the 5th floor.

On the Day of Canning

Make sure you bring a friend and a bucket to can with you. Think about making a sign with FTK, IUDM, RW, ALC, etc on it. It lets people know what your cause is and might prompt them to ask more questions about it! Keep the money you collect in a safe place until you return to campus after spring break. It might be a good idea to make an excel sheet with the total and the usernames of all IUDM participants involved.

Good Luck and Have Fun!

FTK.RW.ALC.

Fundraising Committee