Hello there!

On the following pages, you’ll find some customized Donor Drive notifications from Guinathon, Youngstown State University’s Dance Marathon.

We found that these messages were the most effective when personalized because they really make our dancers feel unique. Everyone gets excited when they get a donation and an email that tells them so, but we have the extra bonus of other benefits associated with making miracles. Most of what we offer in our Miracle Milestones program are incentives that don’t cost our program anything, but that are very enticing for dancers.

When sending out notifications to people who have reached the first Miracle Milestone compared to those who are in comma club, the wording looks different. The earlier messages thank dancers for signing up and beginning to collect donations, while encouraging them to keep up their efforts to reach their $50 fundraising minimum. We encourage these dancers to check out fundraising tips and follow our social media for updates. As dancers raise more and more, we thank them with a reward they will have at main event and lightly encourage them to keep collecting donations. Focus on appreciating these dancers and their reward rather than pushing them hard to raise more money is what makes them excited to reach the next Miracle Milestone all on their own!

Feel free to contact us at guinathon@ysu.edu if you have any questions and good luck in your efforts FOR THE KIDS!

# TRIGGERED NOTIFICATIONS

PARTICIPANT REGISTRATION THANK YOU

Hello and welcome to GUINATHON, Youngstown State University's Dance Marathon!

We are super EXCITED to have you at our event on February 10th, 2018, and we are ECSTATIC to be able to create many miracles with you throughout the year!

If you didn’t know already, you are required to raise a minimum of $50 to have full access, which includes t-shirt, food and an all day access pass to this year's event. If you don't raise the $50 you will receive a visitor pass, which only includes limited access. Don't worry though, it’s not as SCARY as it may seem! If you’re not sure how to fundraise, check out[guinathon.ysu.edu/fundraising-tips](http://guinathon.ysu.edu/index.php/fundraising-tips/) for some UNIQUE and easy ways to meet that $50 requirement, and even exceed your goal! Here is an easy road map of how to raise your $50 and feel free to message us anytime for help on ways to fundraise.

   Follow us on [Facebook](https://www.facebook.com/Guinathon/), [Twitter](https://twitter.com/ysu_guinathon?lang=en) or [Instagram](https://instagram.com/ysu_guinathon/) for updates, announcements, and events leading up to our dance marathon. You can also visit our website[www.guinathon.ysu.edu](http://www.guinathon.ysu.edu/) for more information.

We can't wait to see YOU on February 10th, 2018, FOR THE KIDS!

Make sure to follow us on social media!

Facebook: [Facebook.com/](http://facebook.com/CMNHospitalsDM)[Guinathon](http://facebook.com/guinathon)

Instagram: [@ysu\_guinathon](http://instagram.com/ysu_guinathon)

Twitter: [@ysu\_guinathon](http://twitter.com/ysu_guinathon)

MIRACLE MILESTONE 1 (FUNDRAISING TOTAL IS $0 - $49)

 Subject: Congratulations- You have reached Miracle Milestone #1

HEY DANCER,

CONGRATS on reaching Miracle Milestone #1! You now have earned a 3 hour pass into the event as well as 300 Miracle Points! These points will earn you a chance to compete for our Miracle Cup the day of the event. To dance, eat, and enjoy our entire 8 hour event, make sure to fundraise AT LEAST $50! Keep an eye on our social media for tips on how you can fundraise and earn more Miracle Points.

MIRACLE MILESTONE 2 (FUNDRAISING TOTAL IS $50 – $100)

 Subject: YOU ARE INVITED!

HEY THERE GUINS,

YOU have made it to Miracle Milestone #2! You have earned entry into our ENTIRE 8 hour event, WAHOO! You also have achieved 500 Miracle Points! Now you will receive a t-shirt, event food, and an endless amount of memories. Now that you have raised at least $50--WHICH IS AMAZING—you can raise your goal and keep on fundraising to make many more miracles possible FOR THE KIDS!

We can’t wait to see you February 10th!

MIRACLE MILESTONE 3 (FUNDRAISING TOTAL IS $101 – $250)

 Subject: You get to take a seat!

HI MIRACLE MAKER,

Welcome to Miracle Milestone #3! Because you have been AWESOME at fundraising, you now get a 10 minute sit down pass to rest those legs and prepare for more crazy dance moves! You also have earned 800 Miracle Points that will go towards your total! Keep on fundraising and spreading awareness across the campus community!

Thank you for creating miracles with us!

MIRACLE MILESTONE 4(FUNDRAISING TOTAL IS $251 – $500)

 Subject: Who are you sending to JAIL?

GREETINGS!

CONGRATS on reaching Miracle Milestone #4, YOU ARE ON A ROLL! Because of you undeniable awesomeness, you are going to be able to give a dancer shout-out on stage! You will also be able to send your friend, enemy, or just a random person to jail FOR FREE.   You also have earned 1200 Miracle Points that will boost your chances of earning the Miracle Cup! YOU are now only HALFWAY to being a member of the COMMA CLUB--YOU GOT THIS

Keep up the hard work!

MIRACLE MILESTONE 5 (FUNDRAISING TOTAL IS $501 – $750)

 Subject: I hope you like to dance…

Hey There!

YOU have reached Miracle Milestone #5 FOR THE KIDS! Absolutely amazing job! Because of your awesome-ness, you will be invited ON STAGE to perform the Morale Dance at our event in February. You will also receive 1700 Miracle Points--WOW! We could not be more thankful for your efforts to raise money and awareness for the incredible heroes at Akron Children’s Hospital Mahoning Valley. We encourage you to keep pushing your goals to raise as much money as you can, FOR THE KIDS!

KEEP ON DANCING (:

MIRACLE MILESTONE 6 (FUNDRAISING TOTAL IS $751 – $999)

 Subject: Food. FOOD. Food.

WELCOME TO MIRACLE MILESTONE 6

Because of your hard work and dedication, you are receiving dinner with the Miracle Families the day of our event! You will be able to get to know the families and spend time with the kiddos as you all enjoy dinner. You will also earn 2300 Miracle Points to your total, as well as 20 raffle tickets! You are only ONE MILESTONE AWAY from becoming part of the Comma Club, and we know you can do it! Check out our social media for fundraising tips and ideas for inspiration!

YOU are the reason for so many more miracles in our community!

MIRACLE MILESTONE 7 (FUNDRAISING TOTAL IS $1000+)

 Subject: YOU DID IT-COMMA CLUB

ATTENTION!

You are now a member of the COMMA CLUB.  Thank you so much for your hard work and dedication to the cause.  Because of you, we are putting an end to childhood illness.  Because of your achievement, you will receive a Miracle Surprise!  The suspense is unreal. You will also receive a special Comma Club shirt so that you can display your awesome-ness to the world, along with 4000 Miracle Points!  We can’t wait to celebrate a year of success at the Dance Marathon in February!

THANK YOU again for all that you do FOR THE KIDS!

# SCHEDULED NOTIFICATIONS

\*Note: Guinathon this year had a $50 fundraising minimum, so we scheduled notifications to remind dancers of their total and encourage them to start or keep fundraising!

24 DAYS BEFORE MAIN EVENT

Fundraising total less than or equal to $0.01

 Subject: ZERO TO HERO

Hey dancer!

We noticed that you are still at $0 for your fundraising efforts, but you still have 24 days to fundraise FOR THE KIDS.  **Here are some reasons why you should reach your $50 minimum:**

1. Full access to the event

2. Free giveaways

3. Free food

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

**Here are some easy ways to raise $50 in 24 days:**

1. Ask five people for $10

2. Email past/current professors and asking for a donation

3. Post your link on social media

4. Donate you money from morning coffee and ask your friends to do the same

5. Start a change jar at home or at work

We hope these help you to reach you minimum so you can spend the day with us while we band together to make miracles **FOR THE KIDS!**

If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

Fundraising total $0.02 - $49

Subject: THANKS FOR BEING A HERO-KEEP GOING

Hey Miracle Maker!

Great job on starting your fundraising for YSU Dance Marathon FOR THE KIDS!  There are **24 days** left for you to hit dat fundraising minimum. **Here are some easy ways to raise $50 in 24 days:**

1. Ask five people for $10

2. Email past/current professors and asking for a donation

3. Post your link on social media

4. Donate you money from morning coffee and ask your friends to do the same

5. Start a change jar at home or at work

**Here are some reasons why you should reach your $50 minimum:**

1. Full access to the event

2. Free giveaways

3. Free food

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

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If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

17 DAYS BEFORE MAIN EVENT

Fundraising total less than or equal to $0.01

 Subject: 17 DAYS UNTIL WE PARTY WITH A PURPOSE

Hey dancer!

We noticed that you are still at $0 for your personal fundraising efforts, but you still have 17 days to fundraise FOR THE KIDS. HOWEVER, the cutoff for extra benefits is January 31st.  **Here are some easy ways to raise $50 in 17 days:**

1. Bake treats to sell at work or at school and donate the proceeds to your donor drive account

2. Donate clothes to Plato's Closet

3. Ask family or neighbors if you can help with chores around the house

4. Send a letter to family who live far away and ask for a donation

5. Do a dare to donate challenge on social media (ask friends and family to challenge you to a dare in return for a donation)

 **Here are some reasons why you should reach your $50 minimum BEFORE 1/30:**

1. Full access to the event

2. Free giveaways

3. Free food

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

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If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

Fundraising total $50+

 Subject: GO FOR GOLD

WOOOOOW YOU ARE AMAZING

Congratulations on reaching your fundraising minimum, but the fun doesn't stop there! We won't stop fighting until all the kiddos in the valley are out of hospital beds.  We hope you unite with our cause and continue to raise funds and awareness FOR THE KIDS.  With 15 days left, there is still time to make an even bigger impact.  **Here are some ways that we would love to see you fundraise even more in the next 15 days:**

1. Wear a costume on campus if you raise a certain amount of money

2. Challenge friends and family to a dance-off and post on social media to remind people why you are asking for donations

3. Tell a miracle story and connect your fundraising to a cause (statistics, video, important numbers)

**Thank you again for being a hero, we can't wait to see you on February 10th!**

If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

10 DAYS BEFORE MAIN EVENT

Fundraising total less than or equal to $0.01

Subject: T-TEN DAYS

Hey dancer!

We noticed that you are still at $0 for your personal fundraising efforts, but you still have 10 days to fundraise FOR THE KIDS.  **BUT, TODAY is the final day to raise $50 to receive all of the benefits listed below:**

1. Full access to the event

2. Free giveaways

3. Free food

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

**Here are some easy ways to raise $50 in 10 days--**

1. Go canning for donations at a family business, church, or other event

2. Ask one person a day for a $5 donation

3. Promise to take one pie in the face for every $10 you raise

4. Host a movie marathon and ask friends or family for $5 to join

5. Ask friends or family to donate and then match their dollar amount in return

We hope these help you to reach you minimum so you can spend the day with us while we band together to make miracles **FOR THE KIDS!**

If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

Fundraising total $0.02 - $49

 Subject: TEN DAYS AWAY

Hey Miracle Maker!

Our party with a purpose is only 10 days away.

We just wanted to THANK YOU for being an extraordinary dancer FOR THE KIDS.  Every dollar helps to make more miracles in the valley.  There are **10days** left for you to hit dat fundraising minimum.**Here are some easy ways to raise $50 in 10 days:**

1. Go canning for donations at a family business, church, or other event

2. Ask one person a day for a $5 donation

3. Promise to take one pie in the face for every $10 you raise

4. Host a movie marathon and ask friends or family for $5 to join

5. Ask friends or family to donate and then match their dollar amount in return

**Here are some reasons why you should reach your $50 minimum:**

1. Full access to the event

2. Free giveaways

3. Free food

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

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3 DAYS BEFORE MAIN EVENT

Fundraising total $50+

 Subject: 3 DAYS AWAY

What's up party people?!?!?!

Great work on fighting FOR THE KIDS! Can you believe that we are only **3 DAYS AWAY** from the main event??  We are so excited for our YSU community to gather in one place to fight for a cause bigger than ourselves. The next **72 hours** are your last chance to blow your fundraising goal out of the water, and we know you can do it! **We would love to see you try the following things and earn more Miracle Point incentives!**

1. Ask friends and family to share your post so you can reach a new audience

2. Say you will do something embarrassing at main event if you raise a certain amount of money

3. Cook dinner at home for family and friends and have them donate to you what they would usually spend at a dinner out

**Thank you again for being a hero, we can't wait to see you on February 10th!**

If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

2 DAYS BEFORE MAIN EVENT

Fundraising total less than or equal to $0.01

 Subject: T-48 HOURS

We noticed that you are still at $0 for your personal fundraising efforts, but you still have **48 HOURS** to fundraise FOR THE KIDS. Here are some easy ways to raise $50 in **48 HOURS:**

1. Post a video of yourself on social media explaining the cause and asking for donations

2. Message your link through text or messenger to friends and family

3. Call your dentist, doctor, or any other office you visit and ask for a donation

**Here are some reasons why you should reach your $50 minimum by the 8th:**

1. Full access to the event

2. Free giveaways

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

We hope these help you to reach you minimum so you can spend the day with us while we band together to make miracles **FOR THE KIDS!**

If you have any questions, contact us at ysudm.dancerrelationsmanager@gmail.com

Fundraising total $0.02 – 49

 Subject: T-48 HOURS

CONGRATS on making a difference in the lives of children here in the Mahoning Valley. No amount of effort is too little or small, and we appreciate everything you are doing FOR THE KIDS. There are **48 HOURS** left to fundraise FOR THE KIDS. Here are some easy ways to raise $50 in **48 HOURS:**

1. Post a video of yourself on social media explaining the cause and asking for donations

2. Message your link through text or messenger to friends and family

3. Call your dentist, doctor, or any other office you visit and ask for a donation

**Here are some reasons why you should reach your $50 minimum:**

1. Full access to the event

2. Free giveaways

3. Free food

4. A chance to meet the amazing Miracle Families from Akron Children's Hospital

5. The ability to party all day with the amazing students at YSU

6. To come together for something bigger than ourselves, for the kids

We hope these help you to reach you minimum so you can spend the day with us while we band together to make miracles **FOR THE KIDS!**

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