



CITIZEN ADVOCATES
OF WASHINGTON COUNTY
PO BOX 582
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MAY 12, 2017

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1. Many paths to winning

Choose the one that fits you best.

Not everyone is a winner in the sense of holding a trophy at the end of the event, but no one has ever walked away without something. There have been several dancers who overcame stage fright. Others pursued lessons after the event, and became more accomplished in their dance ability. We've talked to several dancers who went on to do additional volunteering. A number of dancers had never raised money before and found it a skill they never knew they had. Keep in mind that there is no, one, best way of securing votes for your *celebrity dance*. However, one of the best ways is to make sure that there are plenty of your supporters at the event on May 13th, voting for you throughout the evening. It's all about votes, and these don't just happen, they are a result of your efforts to inform your family, friends, coworkers, and business acquaintances of what you are doing and why you are doing it. Your goal is to raise money, have fun, and experience the once in a lifetime opportunity of being a *Dancing For A Difference, Celebrity Dancer*.



2. It's all about raising money

Online fundraising is the key.



There are two trophies in this event. There is an *Popular Trophy* trophy and an *Technical Trophy*. We encourage every dancer to compete to win the event by becoming the “popular” winner—the dancer raising the most money. Winning the technical side of the event is fun, and that is why we have a trophy celebrating it. This is a charity event, however. Therefore, as a *Celebrity Dancer* **your primary aim is to raise more money through voting donations than the other 11 dancers**. Here is how the voting works.

—>**Pre-Event.** On March 1st the CA website <www.cawash.org> will open to ticket and table sales for the event. You will be receiving your own *Celebrity Dancer* page on a fundraising website we are using this year: <www.crowdrise.com>. **This is your page to design and customize.** Linking it to social media would be a plus. Your page should contain a short bio, a brief description of your *Platinum Sponsor*, a bio picture from the *Pre-event*, and a link through which your fans can support your dance with their *cash voting investments*. Jessica or myself can help you with the page setup. Votes will be tallied and processed through this site. There should be an instructional box on the page giving your fans all the information they will need to vote for you, and invest their cash donations in your dance effort. They may invest any amount they wish. To promote efficiency and consistency, we are asking that votes be cast in denominations of \$10 increments. The site will remain open until 9:45 PM the evening of the *Gala*. **For ticket or table sales all inquiries should be through the CA site.** We also welcome checks payable to Citizen Advocates as long as they are designated votes for you and the your name is listed.
Address is: PO Box 582, West Bend, WI 53095.

—>**Onsite.** Throughout the evening of the *Gala*, volunteers will be selling additional votes on the dance room floor. At 10:00 PM one dancer will win the *Popular* trophy, having raised the most money. Votes will also be tallied by cell

—>**Dividing your votes.** You have the opportunity to “split” your vote totals between Citizen Advocates and “another” Washington County 501c3 nonprofit organization. 15% of the vote totals will be donated to your chosen, “other” Washington County charity. If the charity meets special guidelines established for their participation in the event, that percentage will be increased to 33%. (See special handout on Charity Participation.)

—>**The Judges' Votes.** Your short, competitive performance will be judged by a panel of three judges. There is one Citizen Advocates judge and two Fred Astaire judges. Voting is on a scale of 1 to 10, with the highest score being 30.



Here are additional ways that dancers have raised votes in the past.

1. **Checks from business donors:** The easiest and quickest way to build your vote total is to approach business owners that you know willing to support your charity dance and ask them to purchase votes on your dancer page or write out a check to CA. We also accept all credit cards (*Master Card, VISA, American Express, and Discover* cards) in payment. **Remember, their investment is 100% deductible since CA is a 501c3 nonprofit programs. It is good to remind vote buyers of this.**



2. **Internet blasts:** I will design an internet blast template for you that you may use to send out group email to friends and family alerting them to your charity dance and urging them to vote for you. All you will need to do is to send your blast out once a week reminding them to place their votes. We will give you a list of email votes after the event so that you may thank them for their pledges.



3. **Fundraisers within the fundraiser:** We've had several dancers hold their own fundraisers to raise money to buy votes for the event. One dancer held a brat fry and another did a Zumba dance event. In

both cases the cash raised was converted to a check that was deposited to the dancer's online vote total. You can raise dozens of votes this way. The Local *Piggly Wiggly* store and *Pic & Save* will allow these events, but you will need to call now to reserve a date. If you do plan a fundraiser we would like to know the date and place so that we could publicize it.



4. **Posters & Business Cards:** We will print up to 20 posters, 11" x 17", that you may post anywhere you feel that you will be able to drum up votes. These are optional and I will need to hear from you by mid-March as to whether or not you will want or need these. You will also receive 100 business cards advertising the event and your participation (optional). Ticket invitations (*Leave Behinds*—see page 3) are optionally available as well.



5. **Use Your Employer:** Perhaps your employer would allow you to raise votes for your dance at your workplace? One of our dancers held a *Casual Day*, with all the proceeds for being allowed to wear casual clothing going to his vote totals.



Here's what I need you to do:

1. Get me lists and follow the guidelines I have set above.
2. If you are a member of a Board of Directors supporting your dance, you will need to contact these Board members to encourage them to participate personally in the event for you.
3. If you are a member of a Rotary, Kiwanis, BNI, running group, club, or other community organizations, it would be good for you to get them excited as well using one of the possible ideas above.
4. It would be appropriate if you would write a letter of thanks to your Platinum Sponsor.