



DANCEATHON

FUNDRAISING GUIDE



Primrose Hospice, St Godwalds Road, Bromsgrove, Worcestershire B60 3BW

Registered charity number 700272



Registered with
FUNDRAISING
REGULATOR



WHAT IS A DANCEATHON?

Danceathon fundraisers are a fun, simple way to help charities raise funds. Participants purchase a ticket to take part in a dance marathon and pledge to fundraise by seeking sponsorships from friends and family for their challenge. You have the flexibility to choose the duration of the danceathon that suits you and your participants best—anywhere from 3 to 6 hours is recommended. A danceathon can be held as a one-time event, multiple dance sessions, or virtual event.



WHY DO YOUR DANCE MOVES MATTER?

Primrose Hospice & Family Support Centre offer care and advice to patients living with a life-limiting condition and support families in the Northeast Worcestershire area. Voluntary contributions make up 84% of our total income. By hosting a danceathon event, you will be helping us to raise the £1.95 million needed each year to provide our services.



WHY HOST A DANCEATHON FOR YOUR NEXT FUNDRAISING CHALLENGE?

Dance marathons are excellent fundraisers for children and teens. If your organisation is already engaged with youngsters, organising a dance marathon could be an excellent fundraising option, making participant recruitment more straightforward.

Danceathons are also cost effective for instance, an organisation you may already have the perfect venue. A danceathon event gives a chance for your organisation to support your local community as well as provide a fun engaging activity for your participants.



£330

Could cover the cost of one of our Family Support Workers to visit a terminally ill patient on the Primrose Ward at the Princess of Wales Hospital for a week. Our counsellors can help them understand and come to terms with their diagnosis and signpost patients to other services such as benefits advice.

£150

Could provide a child with specialised support from a dedicated team of child psychologists, giving them the tools they need to cope with their emotions and find their way through their grief.

£90

Could pay for a patient to visit the hospice for a day, including their transport, medical care, a nutritious meal and access to our support groups.

HOW TO GET STARTED

To begin planning your in-person danceathon fundraiser, start by considering key elements such as the venue and a date and time that suits you. You will want to determine the dance styles and music that will be featured, secure volunteer dance instructors, and manage event logistics. Additionally, consider whether you'll provide prizes, goodie bags, or themed props to enhance the participant experience.

MAKING THE MOST OF YOUR MOVES

A bank of resources have been created to assist you throughout your event. You can download these here: <https://primrosehospice.org/events/primrose-danceathon/>

- Use our adaptable poster to share event details in high-visibility areas.
- Spread the word on Social Media with our downloadable graphic.
- Utilize our document on setting up a Just Giving page for group or individual sponsorships & download our Danceathon sponsorship form.



HOW WILL WE SUPPORT YOU?



Our fundraising team know all about holding a Danceathon event and will support you in hosting a danceathon that is enjoyable, engaging and effective in raising funds for Primrose Hospice. They can provide you with suggestions on local dance instructors, venues and more.

Ready to get started? Contact our fundraising team



events@primrosehospice.org



01527 889796



<https://primrosehospice.org/events/primrose-danceathon/>

Thank you for taking time to read through our fundraising guide, we look forward to the opportunity to work with you.



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