



**SATURDAY, APRIL 17, 2010
6PM – 11PM
MEMORIAL AUDITORIUM ANNEX**

THANK YOU for taking an active role in supporting Burlington City Arts children's art education programming with your participation in BCA's Dance-A-Thon. Here is some information to engage your friends, family, and co-workers to help you reach your personal goal.

WHAT IS BCA'S DANCE-A-THON?

The Dance-A-Thon is a fundraiser for Burlington City Arts and a celebration of the individuals in our community who help make BCA's work possible. When you participate in the Dance-a-thon, you raise money in the weeks leading up to the event from friends and family who will sponsor you in your efforts, then come to the Dance-a-thon to celebrate your fundraising success with other participants. Prizes will be awarded at the event for the top fundraiser, the fundraiser with most donations received and much more! By joining in the Dance-a-thon, you'll have the opportunity to show your support of BCA and help raise awareness and help fund our children's art education programming.

HOW DOES THE DANCE-A-THON WORK?

Participants form teams made up of co-workers, friends, family, etc, or raise money individually. Each participant then creates a fundraising page at www.firstgiving.com/bca and finds people to sponsor them with a donation to Burlington City Arts. On the day of the Dance-a-thon, the area's hottest DJ's will play sets along with special guest stars/fundraisers from the community. Throughout the event we'll be giving away great prizes. You choose how to participate in the event – by yourself, or with a team it's up to you! Even if you can't be at the dance, you can still raise money for the cause and be eligible to win our great prizes!

FABULOUS FUNDRAISER PRIZES INCLUDE:

- Top Individual Fundraiser: 4 tickets to a Boston Bruins Game (2010-2011 Regular Season) in the TD Banknorth Garden Ticketmaster Luxury Box
- Every \$100 raised gets one entry in a drawing for: 2 tickets to a Boston Celtics Game (2010-2011 Regular Season) in TD Banknorth Garden's Loge Section

And... tons of other great prizes including:

A romantic stay for two at the Essex, Vermont's Culinary Resort and Spa featuring breakfast, massages, a three-course dinner in Butlers Restaurant and Tavern, and a bottle of sparkling wine.

Stay tuned for more prize announcements!

HOW DO I REGISTER?

It's easy! Visit www.firstgiving.com/bca and register online! Questions? Call us at 802.865.5816 or visit www.BurlingtonCityArts.com.



WHO IS BURLINGTON CITY ARTS?

Burlington City Arts (BCA) has served the cultural and artistic needs of the Greater Burlington area for more than 25 years. Our vision is to fuse a dynamic relationship between the arts and community, to nurture creativity and imagination, and to ignite a passion for learning through the arts. We run a range of arts programs from the Firehouse Center for the Visual Arts and throughout the city, and have established the Firehouse Gallery as one of the few exhibition spaces in the state dedicated to showcasing contemporary art. Coupled with our commitment to accessibility, the Firehouse Center for the Visual Arts And BCA's Print + Clay Studio enable us to present an integrated series of art experiences that help set us apart from other art centers across the country and cement Burlington's reputation as one of America's most livable cities for the arts. In spite of these accolades, the area also has the highest rate of families with children living in poverty in the state and the highest rate of people receiving food stamps. Every child should have the opportunity to experience art. But sadly, for children in need, summer art camps, visits to museums, travel to cities, and enrichment opportunities so common to fortunate children are virtually non-existent. We make a difference. Our educational offerings include classes, camps and workshops for children year round as well as programs that are targeted to capture at risk teens or reach out to hospitalized children. We build a scholarship fund every year so that no one is ever turned away who seeks to take a class, camp or advance their professionalism in the arts.

WHAT DOES THIS FUNDRAISER SUPPORT?

100% of the proceeds from this event will directly support Burlington City Arts Art Education Programs:

Mentor Arts- Pairing youth with a variety of challenges with supportive, encouraging adult mentors, Mentor Arts allows children to build self-esteem and creative expression. Mentor Arts helps young people gain the skills and confidence to be responsible for their own future. In Mentor Arts' after-school drop in center, youth in the program can hang out, make art, and get homework help.

Early Arts- Through the BCA Education program, Head Start, and various partnerships with community organizations, Early Arts incorporates the arts into the curriculum of area pre-schools by bringing professional artists to the classroom setting who approach the concept of literacy through lessons in visual arts, music, dance and drama.

Summer Camp Scholarship Program- BCA's extensive Summer Art Camp program never turns away a student by providing partial and full scholarships to families in need. Students create and learn with art at one of BCA's professional studios located at Memorial Auditorium and the Firehouse Center on Church Street.

Gallery Education Program, See.Think.Do! - This gallery education program invites youth and adults to the Firehouse Center for an interactive arts experience. Visits last approximately 1–1.5 hours and begin in the gallery with open-ended questioning, discussion and hands-on activities. Visits conclude in the studio classroom where students will create their own original artwork to take home.

In addition to a number of other programs, BCA organizes free concerts for the community in Battery Park every summer, manages the Artist Market in City Hall Park, and exhibits a broad range of artwork through the Firehouse Gallery, Metropolitan Gallery, Burlington International Airport and many other sites. The successes of our talented and deserving youth are dependent upon rich experiences that can change the course of a life, and the generosity of our community makes these experiences possible for so many. Thank you for your support of arts education at Burlington City Arts! Learn more about us at www.BurlingtonCityArts.com.



START FUNDRAISING IN 4 EASY STEPS:

1. Set a Fundraising Goal

Raise just \$100 and get a Dance-A-Thon t-shirt! Choose a lofty goal and shoot for the stars! You will be surprised how easy it is to raise money just by asking those you know. Remember, teams and individuals with the highest number of donations win fabulous prizes!

How to raise \$600 in 1 week:

Day 1: Sponsor yourself for \$30

Day 2: Ask four family members for \$30 each

Day 3: Ask five friends for \$25 each

Day 4: Ask 5 co-workers for \$20 each

Day 5: Ask five neighbors for \$25 each

Day 6: Ask your company for a \$100 contribution

2. Create a Fundraising Plan

Develop a list of people you can ask. Use people from your address book, email contact list, holiday card list, etc. People you see every day and work with are a great way to start.

3. Start Fundraising

- Create an online fundraising page. Sign up at www.firstgiving.com/bca. People can contribute directly to BCA with any major credit card, with a fast, simple and secure online transaction. Personalize your page and receive instant notification when someone donates. After you create your page, you can email the link to your friends and family, Tweet it using Twitter, or put it in your Facebook or MySpace profile.
- Create a team or fundraise as an individual - You decide. Either way you can encourage your friends to create pages and, if you choose, join your team
- Get creative. Sell crafts you make by hand, have a bake sale, raffle off a prize, sell on Ebay – there's lots of ways to get donations!
- Don't forget the power of words. Something as simple as sending a personal letter about your experience with BCA will yield great results.
- Raise online and in person. You can collect cash and checks made out to Burlington City Arts.
- Ask businesses and friends. Don't forget to ask the company you work for to make a contribution. \$100 is a great place to Start!

4. Turn in Your Money and Say Thanks!

- Put all your cash and check donations in your registration envelope and bring them with you to the check-in table at the marathon.
- Don't forget to send a thank-you email or letter to all that donated on your behalf!



In your pdf browser, use the text selection tool to select, copy, and paste these sample letters into email or word documents.

JOIN MY TEAM SAMPLE LETTER

Dear Friends and Family,

I've decided to participate in the Burlington City Arts Dance-A-Thon and I'm inviting you to join my team! By joining my team, you will be signing up not just for an evening of fun, but also for a celebration of the great things we can achieve when working together for a common cause. By participating in BCA's Dance-A-Thon, we will be showing our support and generating awareness for Burlington City Arts Children's Programming. These include a summer camp scholarship program so every kid has a chance to learn and grow through creativity, and Mentor Arts, a program pairing at-risk youth with dependable mentors to explore the arts. So what are you waiting for? Join my team today or make a donation on my behalf. Click here to Visit my personal fundraising page to learn more.

P.S. If you would like more information about BCA's Dance-A-Thon, how proceeds from the fundraiser benefit Burlington City Arts, or the other ways you can get involved, please visit www.burlingtoncityarts.com.

SUPPORT ME SAMPLE LETTER

I am excited to say that I am participating in the Burlington City Arts' Dance-A-Thon., and prior to the event will raise funds and awareness for Burlington City Arts Children's Programming that make a difference in Burlington. Please support my fundraising efforts with a tax-deductible donation. Burlington City Arts is a local nonprofit dedicated to making the arts accessible in our community by offering a summer camp scholarship program so every kid has a chance to learn and grow through creativity, and Mentor Arts, a program pairing at-risk youth with dependable Mentors to explore the arts. It's easy to support me in the Dance-A-Thon. Simply click on the link at the bottom of this message to see my personal fundraising page and learn more about this cause. Any amount, great or small, helps to make a difference. I appreciate your support and look forward to letting you know how I do.

P.S. If you would like more information about BCA's Dance-A-Thon, how proceeds from the event benefit Burlington City Arts, or the other ways you can get involved, please visit www.burlingtoncityarts.com.

THANK YOU SAMPLE LETTER

Thank you for sponsoring me in the Burlington City Arts Dance-A-Thon! I am so grateful for your support, which brings me one step closer to achieving my fundraising goal. Your contribution can, and will, make an immediate difference in the lives of many Burlington area youth by bringing art into preschools, after school programs and bringing students into the Firehouse Center to learn and create. These rich experiences can change the course of a life, and the generosity of our community makes these moments possible for so many. With every donation, each step I dance will take become more powerful and brings us closer to making the arts more accessible to all in our community. Thank you again for your generous support!

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