



Dear future Be Discovered Dancer:

**Be Discovered programs are priceless opportunities of a lifetime** and an investment in your future, regardless of whether you are considering dance as a career or whether you are joining us just for the experience.

Many past Be Discovered students have attended our programs with the money that they collected through fundraising and sponsorships. It worked for them, and it will work for you!

### Where do I begin?

Past Be Discovered dancers have found significant success with these two fundraising platforms:

- Raise funds online from friends, family and even strangers who want to help at [www.indiegogo.com](http://www.indiegogo.com) and [www.gofundme.com](http://www.gofundme.com) Create a Facebook or other social media page to raise awareness. Platforms like Go Fund Me make it easy to reach friends and family near and far. To set up a page, you'll need to prepare by setting a goal for the amount of money you'd like to raise. Don't forget to add in your flight, hotel, and parent/family expenses if applicable.

As you set up your page, the sample letter below can be used as a model to tell friends and family about the amazing educational dance opportunity that you have been given. Feel free to personalize your write-up by saying which parts of the Intensive you're most excited about, how you've always dreamt of visiting this city, or how you feel that the intensive will help to further your dance training, self esteem and/or career.

Note that services like these do charge a fee—generally a percentage of the total amount raised—so be aware of that. Full details on how to set up a page can be found on the funding website of your choice. Depending on your chosen site, you'll likely also be offered the chance to add photos, a video, and in some cases, incentives for your donors. Be creative with these! This could be anything from a thank you card, a big hug, a t-shirt featuring donor names and logos, etc. The sky's the limit!

- Send a good, old-fashioned letter via mail or hand delivery! In addition to a fundraising page online, past dancers have had tremendous success sending letters to friends, family members, and local businesses asking for donations. Letters are excellent because they specifically target one particular person, family, or business, which can improve your chances for receiving funds. In



addition to being more personal than an online platform, you won't be paying out a fee, which means that you get to use 100% of the funding received towards the program. If you have set up an online fundraising platform, be sure to add this link to your letter to allow those who prefer to donate via credit card to easily sponsor you!

**Here are some other steps that students have taken:**

- **Get creative!** If you have success with an idea not listed here, please share it with us so that we can share with others.
- The internet and local libraries are amazing resources. **Do a search** for fundraising and sponsorship ideas.
- Use **savings** for educational experiences.
- Get a low interest **loan** at a financial institution.
- Apply for **grants** and government funding (may have deadlines).
- **Involve everyone.** Make a list of everyone you can contact: family, friends, neighbors, dance studio, school (phys. ed., theatre, dance & arts departments), employers, family employers, church, community groups and organizations, and anyone else you can think of.
- Ask for the **gift of dance** in advance for birthdays and special occasions.
- **Set deadlines** with those you contact to let you know if they can help. Remember, Be Discovered programs sell out annually and have a date you must register by.
- **Be persistent and follow up.** This will show your passion and seriousness.
- Have a **Talent Show, Fashion Show, Dance-A-Thon, Bake Sale, Garage Sale or Car Wash.** Add your own ideas here.
- **Design a t-shirt** to wear at special events and during the program featuring sponsor logos as a thank you for their support. Offer to do something in exchange for being sponsored. Volunteering is a great option. If you are up for this, be sure to add this to your letter when you are customizing it.
- Have an **auction** and/or **raffle** with items donated from sponsors.
- **Service clubs** may have foundations and national organizations which may sponsor you. Check your local newspaper to see which clubs are active in your area or do an online search. Here are a few examples: Lions Club International (the world's largest service organization), Rotary, Shriners, Legion, Kiwanis and Toastmasters, to name a few.



**Below is a letter to customize to start sending out** via email and snail mail. Hand deliver it, if this is convenient for you and for the recipient. Edit it to suit your needs and the needs of those you are contacting. Remove some of the wording that we include to guide you in your letter writing (i.e. Name, Date, etc.) Be sure to fill in all \_\_\_\_\_ spaces!

**1<sup>st</sup> template is for scholarship recipients and the 2<sup>nd</sup> template is for non-scholarship dancers.**

If you receive cash, put this in your bank account to send us the payment. We need your **deposit** to guarantee your spot in the program.

Be sure to follow our registration process even if you are seeking sponsors and using fundraising to fund your experience. Be sure to visit [www.bediscovered.net](http://www.bediscovered.net) for all details on signing up.

**Last but not least, make this fun!** Focus on the end result and not the process. See yourself partaking in the program and being a part of this experience of a lifetime. Using that energy to fuel this goal will make it worth your effort.

[Read our Testimonials](#) to hear directly from dancers and parents from their experiences with us.

If you have any questions, please email me at [Diana@bediscovered.net](mailto:Diana@bediscovered.net) It would be my pleasure to answer them for you.

Wishing you all my best,

Diana Uribe



Your Name  
Your Address  
City, prov/state, Postal/zip code

Your telephone number including area code  
Your email address

Date:

To Whom It May Concern: (If contact name is known, use "Dear \_\_\_\_\_,")

My name is \_\_\_\_\_, and I have been awarded a \$\_\_\_\_\_US scholarship to attend a dance training intensive with Be Discovered, which will take place in \_\_\_\_\_(city name here)\_\_\_\_\_ from \_\_\_\_\_(dates here)\_\_\_\_\_.

This is a dream come true as dance is my life. It is my passion, and this opportunity of a lifetime is something that will positively change my life. With your financial assistance, I will be able to be a part of this educational experience as the funds will help me pay for the rest of the trip, which is \$\_\_\_\_\_US.

Previous Be Discovered dancers have received \$10 US - \$5000 US from a sponsor. I am committed and serious about this program, and any amount you can sponsor me with will truly go a long way.

I will be working with the industry's top instructors, professionals and leaders. I will learn to be a professional and will see if I have what it takes to make it as a dancer. Dancers are athletes, and just like Olympians, we need sponsors to be able to keep training with the best in the world. In addition, my self-esteem and confidence level will increase with my participation.

Please read testimonials of the program:

<https://bediscovered.net/aboutus/testimonials>

To learn more about the program or confirm any of the information, feel free to contact Talent Director, Diana Uribe at [diana@bediscovered.net](mailto:diana@bediscovered.net) or toll free at 888-657-4202. If you would like to contact me (dancers under 18, add "or my legal guardian"), my telephone number and email address have been provided.

The program sells out annually, so your immediate attention to this matter is requested. Please let me know if you will be able to help me make my dreams come true. Thank you in advance for believing in me and helping me.

Your Name (be sure to sign your name between the last line above and your name)



Your Name  
Your Address  
City, prov/state, Postal/zip code

Your telephone number including area code  
Your email address

Date:

To Whom It May Concern: (If contact name is known, use "Dear \_\_\_\_\_,")

My name is \_\_\_\_\_, and I have a dream to attend a dance training intensive with Be Discovered, which will take place in \_\_\_\_\_(city name here)\_\_\_\_\_from\_\_\_\_\_(dates here)\_\_\_\_\_.

This is a dream come true as dance is my life. It is my passion, and this opportunity of a lifetime is something that will positively change my life. With your financial assistance, I will be able to be a part of this educational experience as the funds will help me pay for the rest of the trip, which is \$\_\_\_\_\_US.

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Your Name (Be sure to sign your name between the last line above and your name.)