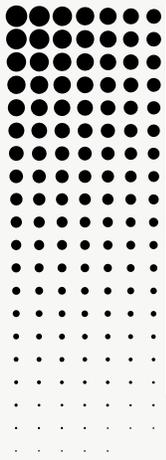

PARTICIPANT

HANDBOOK



WELCOME TO OCU MIRACLE MARATHON





WELCOME MESSAGE

Thank you for joining us for Miracle Marathon 2025!

This year, we invite you to Go Beyond - beyond expectations, beyond limits, and beyond challenges—as we come together to support the Children's Health Foundation. Over the past seven years, more than 1,000 participants like you have raised over \$100,000 here at Oklahoma City University. You're also part of a national movement, with students from over 400 universities contributing to more than \$350 million raised for pediatric medical research, treatment, and intervention since 1991.

Through your dedication and the magic of Miracle Marathon at OCU, we are creating brighter futures for children who are the true stars of this cause. Children's Miracle Network Affiliates treat over 22,500 children every day, offering care for a vast array of medical challenges. Right here in Oklahoma, we provide life-changing healthcare, ensuring that young patients can stay close to home while receiving the specialized treatment they deserve.

As we Go Beyond this year, our mission remains unwavering: we will not stop fighting until every child can receive the care they need. Together, we are building a world where every kid can live their dream and shine brightly, no matter the challenges they face.

Thank you for playing your part in this incredible story and for helping us make miracles happen for the kids of Oklahoma.

**WITH GRATITUDE,
BEN BALL
EXECUTIVE DIRECTOR**



WHO WE ARE



Miracle Marathon is a student-ran philanthropy organization at OCU that raises fund and awareness for the Children's Health Foundation through an annual dance marathon and peer to peer fundraising.

OUR HISTORY

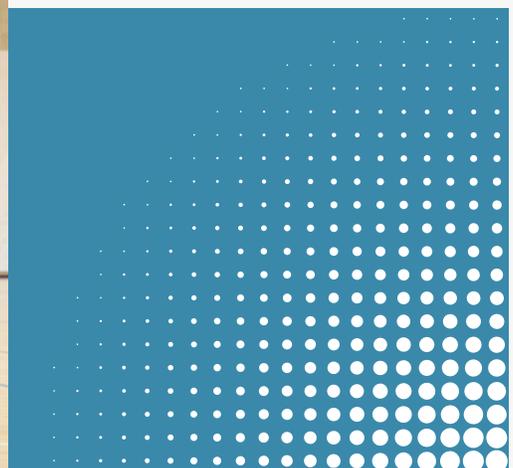
OCU Miracle Marathon began in 2018 to begin fundraising for the Children's Health Foundation. In the past 7 years, we have raised over \$100,000 to benefit children's health! In 2024 alone, we raised \$20,000!

OUR CAUSE

Children's Miracle Network (CMN) is a network comprised of local member hospitals and foundations that provide life-changing care to kids in need throughout the country. Each year, CMN hospitals treat 12 million kids. Here in Oklahoma City, the **Children's Health Foundation (CHF)** is the CMN affiliate that Miracle Marathon raises money for. Together, we work towards the mission of Change Kids Health, Change the World.

OUR WHY

Each year, CHF names one child who benefits from their work as their Champion Child. The 2024 Champion Child is 13 year old **Connor Goolsby**. Connor was born with Spina Bifida and hydrocephalus and has had over 26 surgeries in his short life. Kids like Connor are the reason we LOVE supporting CHF and doing what we do.



MEET THE TEAM



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EXECUTIVE DIRECTOR

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WHAT TO EXPECT



WHAT IS A DANCE MARATHON?

A Dance Marathon is a fundraising marathon event that involves games, fundraising dares, dancing and activities!

Miracle Marathon hosts a dance marathon annually as our MAIN EVENT!

We have booths, vendors, food, fundraising opportunities and teach a morale dance throughout the evening!

FAST FACTS!

- You Must Register to Attend
- All attendees receive a free t-shirt for registering
- No dance experience is needed
- All registrants receive access to their own DonorDrive account to fundraise individually
- Miracle Kids will be in attendance
- IT'S A PARTY!!



DONOR DRIVE



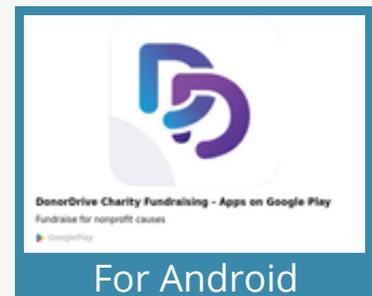
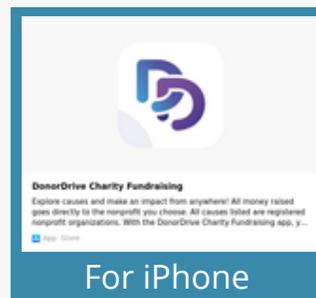
01 DOWNLOAD THE APP

When you register for Miracle Marathon, you will automatically gain your own fundraising page! To make it easier to access, we recommend you download the app.

Search for program: Miracle Network Dance Marathon

Find an Event: OCU Miracle Marathon 2025

Login with your registration credentials



02 CUSTOMIZE YOUR PAGE

Take a minute to add your personal flare to your page to make others more likely to connect with your story and donate to your page!

Add a profile picture!

Update your story!

Set Donor Incentives for fun tasks for fundraising!

03 START FUNDRAISING

DonorDrive makes fundraising SUPER easy!

Simply copy the link and share your page with everyone you know!

DonorDrive also has button in the fundraiser tab to easily and automatically create a Facebook fundraiser. Users with facebook fundraisers typically raise 8x more than those without!

FUNDRAISING



TIP #1

Don't be afraid to just ask!

It can be very intimidating to ask for money but if you resonate with our cause you will understand how important this work is!



TIP #2

Capitalize on Your Incentives!

By listing incentives for donations, potential donors and your friends will be more likely to donate because they get something in return like a silly drawing or a song recommendation.



TIP #3

Ask more than you receive!

Not every person you ask will be able to donate (and that's ok!!) The more people you ask, the higher chance you will get a donation.



TIP #4

Personalize your ask!

People are for more likely to donate when they know who is asking for the donation. Build a connection, use people's names and follow up for a more personal ask.



TIP #5

Share your WHY!

the most successful fundraising asks are the asks that prove to the donor why their donation matters. Use pictures of the kids or your personal connection to child healthcare to make an impact and gain a donation.

FUNDRAISING IDEAS

ASK FOR DONATIONS INSTEAD OF BDAY PRESENTS

SKIP BUYING COFFEE AND DONATE THAT \$ EACH WEEK

HOST A BAKE SALE OR A CAR WASH

USE SOCIAL MEDIA!!!

SELL YOUR OLD CLOTHES

LEMONADE STAND

MOW LAWNS FOR CASH

TUTOR CLASSMATES FOR A DONATION

DESIGN A PLAYLIST FOR \$5

SHAVE YOUR HEAD FOR A PRICE

ASK YOUR PROFESSORS

OFFER TO DO A CRAZY DARE

DO EXTRA CHORES FOR \$

HAVE YOUR FRIENDS PAY TO PIE YOU



GET CREATIVE & MAKE A CHANGE!!!!



MIRACLE CUP!

REGISTER YOUR STUDENT ORG AS A TEAM & COMPETE FOR THE CUP

Points are awarded for attending Miracle Marathon events! # of points is dependent on what % of the organization participates.

Points are also awarded for fundraising. \$1 = 1 point

Every team assigns a **team captain** who keeps in contact with the Miracle Marathon exec and motivates their team to attend events & to fundraise

**MOST POINTS
& YOU WIN!**

DETAILED POINT
BREAKDOWN
VIEWABLE HERE:





UPCOMING EVENTS



WINTER INVOLVEMENT FAIR

Thursday January 9th
10am-12pm
Student Lounge Outside Caf

VALENTINE'S CARD WRITING

Tues. Feb 2 - Thurs. Feb 4
11am-2pm
Outside Caf

MR. MIRACLE PAGEANT

Saturday February 15
7:30PM in Petree
\$5 admission

WEEK OF MIRACLES

Mon. March 31 - Thurs. April 3
Join Us for a new event each day
More details to come

MAIN EVENT

Fri. April 4
6:30-9:30pm
Student Lounge Outside Caf

