
MOBILIZATION AGAINST AIDS

Dear Dancer:

Thank you for signing up for "CARE TO DANCE?" It's good to hear from a dancer who cares! The initial response has been overwhelming and December 6th promises to be an exciting and memorable date in the fight against AIDS.

Enclosed is your "Dance Card." This is the key to the success of the event. Basically, the amount of money generated depends upon your ability to sign up as many people as possible to support your dancing effort.

So start now! Pick up your phone and call as many of your friends as you can and ask them to pledge. Before you dance, there are three important steps to follow:

1. Soliciting sponsors to support your dancing.
2. Collecting the pledged amounts from your sponsors.
3. Bringing your pledges to the event.

1. SOLICITING SPONSORS

Don't be afraid to ask people to sponsor you. Many people want to do something about AIDS, and they are just waiting for somebody to ask for their help. You've already responded by agreeing to dance. Your friends and family will be pleased to support you in your effort.

So be ambitious. Everyone cares about AIDS, and most have not yet been asked to help. Many people can easily afford to pledge \$10 per hour (which would be a maximum pledge of \$100). Some could pledge more. Further, if you ask for a minimum pledge of \$1 per hour, almost everyone can afford to contribute an amount as small as that. You'll be surprised at the willingness of people to do something to help. But these are your friends, and you know best how to approach them. Try simply saying "I've entered a Dance-a-thon to fight AIDS. I'm going to dance for ten hours, and I need sponsors. Will you pledge \$5 (or \$10 or \$1) for every hour that I dance?"

Start early. Many people may be approached by others to become sponsors, so it's important for you to get to your friends as soon as you can. Also, the event is on Sunday, December 6th ... and that is very close. So make those phone calls today!

If your friends or family want to also dance -- GREAT! Tell them to register right away by calling Mobilization at 863-4676.

2. COLLECTING YOUR PLEDGES

We urge you to try to collect your sponsors' pledges at the time they pledge -- or at least before the event itself. For most pledges, people will probably just give you a check right away (checks should be made payable to Mobilization Against AIDS or MAA). Explain that non-stop dancing is not required, but that you are asking them to pledge for the duration of your attendance at the event.

This method of pre-payment is the standard system for events like the AIDS Walk-a-thon, etc. The reason it works well is because people make their contribution on the spot while they are most motivated. It also reduces considerably the expense of having to send "reminders" to the sponsors.

Of course, some people may not be able or willing to pre-pay their pledges. That's O.K. We'll be glad to send people a reminder after the Dance-a-thon if that is their preference.

3. AT THE EVENT

Dancers should arrive at the I-BEAM no later than 1:00 p.m. on the day of the Dance-a-thon. This is important because we will have to process your pledges before the event begins. We will also assign you your Dancer Number, match you up with a partner (if you wish) and take care of any logistical problems which may arise.

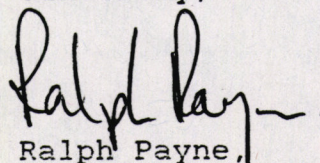
Dancing will start at 2:00 p.m. sharp and last until midnight (for a total of 10 hours). Though the Dance-a-thon will actually last 10 hours, you are not required to dance non-stop (unless of course you want to). The main thing is to have fun, and help in the fight against AIDS.

So take as many breaks as you wish, alternate on and off with a partner, or just dance part of the Dance-a-thon. Whatever works for you. All that we ask is that you pledge to dance for a total number of hours, and do your best to meet your pledge.

You are encouraged to stay until midnight. We will then have a closing ceremony with awards for the dancer who has collected the highest amount, the best individual dancer, best couple, etc.

So thanks once again for caring! If you have any questions or concerns, please give us a call. Start collecting those pledges, and we'll see you at the dance.

Sincerely,



Ralph Payne,
Care-to-Dance Coordinator.

MOBILIZATION AGAINST AIDS

December 15, 1987

Dear Marathon Dancer:

Thank you! Thank you! Thank you!

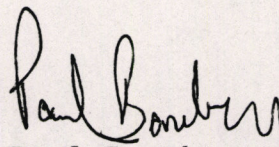
"CARE TO DANCE?" was a huge success, raising over 27,000 dollars in pledges from 175 dancers. The average dancer raised nearly 200 dollars and many dancers raised far more. The dance-a-thon winner was Howard Smith who raised over 1,100 dollars by himself!

We strongly believe that everyone involved in the dance-a-thon was a winner. Mobilization Against AIDS, the San Francisco AIDS Foundation, the Gay Community and all of us who care about stopping AIDS benefitted. Every dancer was a winner and helped us immensely in our fight against AIDS. We have enclosed a simple award certificate as a token of our esteem. Please accept it with our gratitude.

A number of dancers still have friends who pledged for them but have not yet sent in their check. Please ask them to send that check right away or better yet, pick up the contribution yourself and mail it to us. After all, you all are a team who began this dance marathon together.

We've enclosed a few postage paid envelopes for your convenience. If we can be of any help, let us know. We are usually reachable between 9 a.m. to 5 p.m. at 863-4676.

And thanks again!


Paul Boneberg
Executive Director

Care to Dance?

WANTED: A thousand Dancers who Care to help in the fight against AIDS by participating in San Francisco's first AIDS Dance-A-Thon.

All you have to do is ask your friends to pledge a small amount of money for each hour that you dance at the Dance-A-Thon, collect the money, and dance!

Let's harness the fantastic energy generated at the discos. Fight AIDS while you dance!

WHERE? The I-BEAM, 1748 Haight, San Francisco

WHEN? Sunday, December 6th — 2 pm till 2 am

IT'S SIMPLE! 1. Complete the Registration Form below and return it to Mobilization Against AIDS. We will send your DANCE CARD on which to gather pledges.

2. Start talking up the event to your friends and collecting checks for their pledged amount.

3. DANCE!

☐ YES! I Care to Dance. Send me my Dance Card / Registration Kit.

☐ Furthermore, this is such a great idea that I've enclosed a contribution of ☐ \$25 ☐ \$10 ☐ \$5 to help with organizing expenses.

☐ Dancing's not really my game but here's a contribution to help Mobilization Against AIDS.

Dancer's Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

(Note: You may register with a partner if you wish, in which case your partner should also complete a registration form. But don't worry — most people will not have partners. We'll find you one at the Dance!)

Please return this form to Mobilization Against AIDS, 1540 Market Street, Suite 60, San Francisco, CA 94102 (415) 863-4676.

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AIDS DANCE MARATHON

PARTICIPANT

At the I-BEAM

San Francisco • December 6th 1987

*We deeply appreciate your participation as a
Marathon Dancer in raising funds for AIDS health and
civil rights advocacy. Thank you for caring.*

MOBILIZATION AGAINST AIDS

SAN FRANCISCO DANCE-A-THON TO FIGHT AIDS CARE TO DANCE? DANCE CARD



Dancer Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

Suggested minimum pledge: \$1.00 per hour. Please arrange pre-payment of pledge so the event can be a culmination of our efforts. Make checks payable to Mobilization Against AIDS. *Thank you*

BRING THIS FORM WITH YOU TO THE DANCE-A-THON!

SPONSORS NAME	ADDRESS / CITY	ZIP	PHONE	PLEDGE PER HOUR	x 10 HRS = TOTAL	AMOUNT PRE-PAID
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2						
3						
4						
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IS YOUR DANCE CARD FULL?

The Nation's First Dance-a-Thon to Fight AIDS

TOTAL
PLEDGE

TOTAL
PRE-PAID

MOBILIZATION AGAINST AIDS

CARE TO DANCE?

Dance Instructions

- All marathon dancers must check in and receive number. This number will allow you to receive free non-alcoholic beverages, food, and entry to the I-BEAM.
- Please don't overextend yourself. This is a fun event not a "dance-to-you-drop" event. Be sure to:
 - o Take plenty of breaks
 - o Keep drinking fluids
 - o Eat enough to allow you to keep dancing
 - o Stop immediately if you feel hurt or in anyway might become hurt.
- The I-BEAM is generously donating free non-alcoholic beverages to any marathon dancer. Show your dance number to the designated bartender for any non-alcoholic beverage.
- The food displayed is free to all marathon dancers.
- You may leave the I-BEAM and be readmitted without paying their standard cover fee as long as you keep your dance number.
- Your dance card 'pledge sheet' will be available to pick up after 8 p.m. at the registration table. Be sure to pick it up to gather outstanding pledges.
- We urge you to collect any remaining unpaid pledges as soon as possible. Please try to deliver these to Mobilization Against AIDS within one week - by December 14th.
- There will be an award ceremony tonight at midnight at the completion of the marathon. Awards will be given to a dozen champion marathon dancers who raised the most contributions. Certificates of awards will be given and followed in a few days by an engraved plaque.

Thank you for caring enough to dance to raise money for Mobilization Against AIDS and the San Francisco AIDS Foundation. Your support makes a big difference in our battle against AIDS.

Masters of Ceremonies are Danny Williams and Sando Counts.

MOBILIZATION AGAINST AIDS

Evening: Late December 1987

To: All AIDS Dance Marathon Sponsors

From: Mobilization Against AIDS

Re: Your Pledge

Thank you for being a supporter of a dancer in the dance marathon to fight AIDS - "Care to Dance?". Some weeks ago when you made a commitment to your friend or co-worker, no one knew how the event would turn out. Would hundreds of dancers really show up? Would they actually dance for ten hours? Could people dance this long or would there be medical problems? Could our dancers get financial sponsorship from their friends and co-workers?

All these questions were answered at the event. As you've probably heard, "Care to Dance?" was a huge success. 175 people danced - most for 8 to 10 hours. These dancers raised over \$15,000 dollars that night and turned in pledges for an additional 12,000 dollars. The music was excellent, the I-Beam staff efficient, and everyone seemed to have an extraordinarily good time raising money to fight AIDS. But don't let anyone kid you: ten hours is a very, very long time to dance. Although our friends who danced enjoyed themselves, they also worked hard - very hard - to fulfill their commitment to dance.

If you haven't already, won't you take this opportunity to fulfill your financial pledge? We know it is probably a very small amount (most pledges were for \$20 or less), but taken together many small pledges add up. As of late December, there are over 8,000 dollars in outstanding pledges remaining to be paid. Our records indicate that your pledge has not been received yet. Because we are processing thousands of

pledges and donations, our records are incomplete, so if you've already paid your pledge, we sincerely apologize. Please drop us a note or give us a call so we can correct our records.

A few dancers hve indicated that some of their sponsors needed receipts or had specific questions about their donation. If you have any concerns whatsoever about "Care to Dance?" or its beneficiary organizations - Mobilization Against AIDS and the San Francisco AIDS Foundation - please call us at (415) 863- 4676.

We thank you again for your generous support. And although we've already sent your friend - the dancer - a thank you letter and award certificate, you might let them know that you're proud of them.

After all, in difficult times its good to have friends who care.