

MOVE MOMENTUM

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WE BELIEVE THAT DANCE IS FOR EVERYONE.

WE STRIVE TO MAKE THIS A REALITY.

Danceathon

Saturday 21st March 2026

FUNDRAISING PACK



WHY SUPPORT US?

Last year, we launched our first-ever all-day Danceathon on Winchester High Street to spread some cheer and raise vital funds for Move Momentum's classes. The event was a resounding success, bringing the joy of dance to the heart of the city. Seeing the smiles on shoppers' faces and watching so many members of the public join us for a boogie made it an easy decision: we had to bring it back.

The Danceathon will turn the High Street into a vibrant, open-air studio. With an eclectic mix of tunes playing throughout the day, we aim to inspire participation, creativity, and—most importantly—fun. Whether you are an experienced mover or are trying dance for the very first time, there will be plenty of opportunities to take part, watch, and connect with the local community and visitors alike.

As a charity, we rely on donations and fundraising to ensure our dance classes remain accessible and affordable for everyone. **At Move Momentum, dance is more than just movement. Our impact is measured in transformed lives, with 84% of our participants reporting improved mental health and 88% experiencing a deeper sense of social connection and belonging.**

This has been a year of significant financial pressure. We understand that everyone is navigating tough times due to the cost-of-living crisis, which is exactly why inclusive, affordable services like ours are needed now more than ever. The demand for our classes continues to rise, yet funding is becoming increasingly difficult to obtain, leaving small charities like ours struggling to keep up with the growing need in our community.

Your support directly fuels our mission to provide high-quality, inclusive dance:

- **Protects Core Classes:** Keeps our programmes running for those who rely on them for physical and mental well-being.
- **Ensures Accessibility:** Supports our bursary scheme so that no one is ever excluded due to financial hardship.
- **Fuels Growth:** Helps us move toward launching postponed projects, bringing accessible dance to more people.
- **Sustains Our Community:** Provides the vital resources our teachers need to focus on delivering our dance sessions and supporting our dancers.



GETTING STARTED

Dance for a Cause: Get Sponsored!

While we love seeing passers-by join in for a quick boogie, we're looking for a "Core Crew" of dancers to commit to the full day (or a specific slot) and get sponsored for their efforts!

By signing up as an official Danceathon participant, you can create your own fundraising page and ask friends, family, and colleagues to back your moves. Whether you're dancing for one hour or the full day, every pound you raise goes directly toward keeping our inclusive dance classes affordable for the Hampshire community.

We really appreciate your decision to raise funds to support us! To get started, you can email our Fundraising Manager, Keeleigh, at keeleigh@movemomentum.co.uk to be sent a variety of materials you can use to help you raise money. Alternatively, there are resources at the end of this pack that you can print.

You can also tell us about your activity via social media and we will share your story and encourage people to sponsor you.

 Facebook: [facebook.com/move.momentum](https://www.facebook.com/move.momentum)

 Instagram: [@move.momentum](https://www.instagram.com/move.momentum)

Fundraise in whichever way works best for you!

Set up your own JustGiving Page

Here's how to create your own page linked to Move Momentum's Danceathon 2026:

- Visit the campaign page:

<https://www.justgiving.com/campaign/mm-danceathon-2026>

- Click "Be a fundraiser - Start fundraising"
- Log in/sign up, set your target, and personalise your page
- Click "Launch" to go live

Alternative ways to fundraise:

- Share the main danceathon fundraising page:
<https://www.justgiving.com/campaign/mm-danceathon-2026>
- Print out the paper sponsorship form linked in this pack.
- Set up a Facebook Fundraiser - All funds raised via Facebook are donated to us through PayPal Giving.
- Via our Donate button on our website.
- Direct Donations - You can also transfer funds directly to our bank account or send a cheque. Please contact us for bank details if preferred.

Top Tips!

- Ask your sponsors to add Gift Aid to their donations
- Challenge others to join in with your fundraising efforts
- Set a realistic goal
- Be the first to donate to your own fundraising. It shows your friends and family that you're taking your fundraising seriously, and people who make a donation to their own page to get them started tend to raise more
- Ask your employer whether they have a matched giving policy. One quick conversation could help double the money you raise.
- Say 'thank you'!

A Little Friendly Competition...

To make things even more exciting, the individual who raises the most funds will win **exclusive, personalised Move Momentum merchandise**. So set your target high and get sharing!

Let people know you are fundraising for us

- Post on social media, tag us [@move.momentum](#)
- Use resources from the media pack to advertise;
- Ask our team for some flyers to hand out or display in windows or on notice boards
- The more visibility we create, the stronger the event will be.

Resources!

- [Paper sponsorship form](#)
- [Media Pack](#) including flyer & graphics for social media.
- See next page for ideas for social media posts:



Social Media Templates for Participant Sponsorship

Template 1: The Big Announcement

Caption: I've officially signed up for the Move Momentum Danceathon 2026! 🎉🌟 On Saturday, 21st March, I'll be joining the team on Winchester High Street to dance my socks off and raise vital funds for inclusive dance classes in Hampshire. Move Momentum is a brilliant local charity that ensures dance is accessible to everyone, regardless of age or ability. I've set a goal to dance for [Insert Number] hours and raise £[Insert Goal]. If you can spare the "price of a coffee" to support me, it would mean the world! 🍵🙌

Donate here: [Insert your JustGiving link] / Link in bio to donate! 🔗🌟

Template 2: The "Training" Update

Caption: Getting those steps in! 🕺 Physical prep for the Move Momentum Danceathon is well underway. I'm dancing to support a community where everyone feels empowered and included. Every pound raised helps keep these life-changing classes running right here in Winchester. Current fundraising total: £[Insert Amount] — help me get to my goal of £[Insert Goal]!

Donate here: [Insert your JustGiving link] / Link in bio to donate! 🔗🌟

Template 3: The Final Push

Caption: This is it! Tomorrow is the big day. 🎉

I'll be hitting Winchester High Street for the Move Momentum Danceathon. If you're in town, come say hi and cheer us on! If you can't make it, there's still time to sponsor my sore feet for a great cause. 🙌

Donate here: [Insert your JustGiving link] / Link in bio to donate! 🔗🌟

Template 4: The "Thank You" (Day after the event)

Caption: WE DID IT! 🎉🕺 The Winchester High Street Danceathon was an incredible experience. My feet are aching, but my heart is full. We danced for [Insert Hours], met some amazing people, and most importantly, raised £[Insert Personal Total] for Move Momentum! A huge thank you to everyone who donated and cheered us on. Your support keeps inclusive dance alive in our community. ❤️ It's not too late to tip the total:

Donate here: [Insert your JustGiving link] / Link in bio to donate! 🔗🌟

#Danceathon2026 #MoveMomentum #Winchester #DancingForACause
#InclusiveDance #CharityChallenge