

## **M.O.R.P.- It's a Thing: Planning a Successful Spring Dance**

Planning a second Spring Dance is a struggle for many schools. Homecoming is in the fall, and people go because it is a tradition. Prom is in the spring, and upperclassmen attend, but the underclassmen are left out. As a result, students often times want to plan a Spring Dance. This is how we made ours successful...

### **Making a MORP Happen:**

- **Make your dance a "Party with a Purpose"**
  - We raise funds for Relay for Life which helps students feel like they are making a donation to something important
- **Make your dance different from other dances.**
  - M.O.R.P= Prom spelled backwards! This dance is the opposite of Prom...
  - The dance has a specific theme that dictates the dress code. Themes from the past include:
    - Neon Out- all neon; Moping Under the Sea: clothes with a Neon Twist (floaties, scuba gear, dress like a fish/mermaid, etc.)
- **Make your dance happen for under \$500!!!**
  - Plan to spend WAY less than you do on other dances so that your profit margin is higher.
- **Make your dance a "THING"**
  - It needs to be an event that kids feel like they need to be at, so you have to market it as "THE EVENT" of the year! Make videos, have your council kids talk about it, have t-shirts made (for cheap), hang banners, create hashtags, have social media blasts, create a BUZZ and make it IMPOSSIBLE to not know "it's happening"! MORP videos from the past:
    - <https://www.youtube.com/watch?v=XKPrRqZEDwg>
    - <https://www.youtube.com/watch?v=1SXuDpnIjz0>
    - <https://www.youtube.com/watch?v=uAK0msMaKhM>

### **MAKING IT HAPPEN: BUDGET**

- **Cost... as cheap as possible!:**
  - DJ= \$0-\$300
    - Find a student DJ that will play for free, or a local DJ that will give you a HUGE discount
  - Decorations= \$200
    - Decorate like it is a kids birthday party... cute, but NOT fancy!! Think lots of butcher paper!
  - Refreshments= \$0
    - Have your school clubs donate drinks and cookies for club points. Use the extras for later events!
  - Tickets= \$0
    - Print them on Cardstock at the school
  - T-Shirts= \$1000 at \$5/shirt
    - We ordered 200 and sold out... the goal is to sell out and only have a limited supply! Make it special!
- **Income:**
  - Ticket Prices= \$5-\$10/ticket! (We made \$6,000- 600 kids came!)
    - Our Homecoming costs \$20 and Prom costs \$35, so just make sure that your ticket price is less than your HC and Prom! As long as you can get 50-100 kids there, you will break even.
  - T-Shirt Prices= \$10/shirt (we made \$1000- 200 shirts sold)
  - SELL refreshments= \$1 for soda, \$1 for 5 cookies (think oreo donations) (we made \$500)

**\$7500 for Relay for Life!!!!**