



Contact: Lori Provost, Special Projects
National Dance Education Organization
301-585-2880
lprovost@ndeo.org

8609 Second Avenue, Suite #203B
Silver Spring, MD 20910

Press Release

NDEO Doubles Efforts on Thank A Dance Teacher Day *Social Media Day of Giving on 12.1.15*

Silver Spring MD, October 26, 2015: For the second year in a row, the National Dance Education Organization (NDEO) will kick-off “Thank A Dance Teacher Day,” a social media, giving campaign which will take place on December 1, 2015. NDEO hopes to reignite its efforts to inspire fundraising and social action for dance education on Facebook, Twitter, and Instagram.

Last year’s campaign was a success with over 1,300 dance enthusiasts participating on Facebook and over \$2,500 in donations raised to provide professional development scholarships. For the first time, NDEO was able to offer scholarships to dance educators in order to bring higher levels of training to their studios or schools. NDEO’s new professional development scholarship fund was an immense benefit this past year.

According to NDEO Executive Director, Susan McGreevy-Nichols, “We had many scholarship applicants with impressive resumes and goals, and great financial and professional needs. This year, we are looking to provide even more scholarships to our deserving field. Our objective is to double our efforts to reach this year’s campaign goal of \$5,000. To do so, we need your help.”

The 2015 campaign will follow the same model as last year in that NDEO is urging all dancers, students, teachers, dance dads & moms, fans, etc. to take the “Thank

For Release 12PM, EST, October 26, 2015

More

A Dance Teacher Challenge” by (1) thanking your dance teacher publically by posting a video or "unselfie" on social media and (2) donating \$10 towards every dance teacher thanked. All media shared in conjunction with “Thank a Dance Teacher Day” should include #ndeothanks.

New this year, NDEO is launching a fundraising program called #NDEOStudentThanks for students and National Honor Society for Dance Arts (NHSDA) members to participate in and sharpen their skills in charitable giving and activism.

This program will build upon the “Thank A Dance Teacher” model in that student groups and NHSDA chapters will create and promote their own “Thank A Dance Teacher” giving campaigns. NDEO will set-up a special fund for every school that signs up and all funds raised will go directly to NDEO’s professional development scholarship fund. Schools are eligible to receive complimentary NDEO benefits based on donation amounts. The first, second, and third place schools will also receive rewards. The #NDEOStudentThanks campaign will begin on “Thank A Dance Teacher Day” on December 1, 2015 and run throughout the year. For more information, visit www.ndeo.org/studentthanks.

“If you are dancing, thank your dance teacher! If you have ever danced, thank your dance teacher! This is a great opportunity to pay it forward and make NDEO your charity of choice for year-end giving,” adds McGreevy-Nichols.

Coinciding with Thanksgiving and the start of the holiday shopping season, donations will now be accepted throughout the holiday season and remain open until Dec. 31st.

The Thank A Dance Teacher webpage lists reward levels for individual donors and schools that raise the most or specific amounts. With every \$10 donation made toward thanking a dance teacher, NDEO will add your name and the name of your dance teacher to the [Donor Registry](#) webpage.

The webpage also contains information on instructions for posting “unselfies” and videos. There is a list of recommended captions for participants to post on their “unselfie” signs that garner public attention to the impact dance education is having in the world. These captions provide language that pays homage to dance educators and their ability to inspire 21st century skills, habits of mind, and college and career skills. For more information on “Thank A Dance Teacher Day”, visit <http://www.ndeo.org/givingtuesday>.

The National Dance Education Organization will work in collaboration with #GivingTuesday (a movement started by the 92nd StreetY and U.N. as a response to commercialization and consumerism in the post-Thanksgiving Black Friday and Cyber Monday season). NDEO is an official partner of the National #Giving Tuesday Movement.