



THE COMMUNITY ACTION AGENCY OF SOMERVILLE
INVITES YOU TO

SOMERVILLE SHAKEUP



Danceathon



Form your team • Find your supporters • Dance the day away

TEAM TOOLKIT



SATURDAY

MARCH 2

1:00 - 5:00 PM

Introduction



First of all, **thank you!** We're so excited that you've signed up to participate in the Somerville Shakeup Danceathon. By being part of a dance team in the Somerville Shakeup Danceathon, you're helping to end poverty in our community. We can't thank you enough!

In this guide, you'll find information about the Danceathon, social media tools to help you recruit team members and team supporters, and information about the Community Action Agency of Somerville (CAAS). If you have any additional questions about the event, please don't hesitate to reach out to Kwon Faith at kfaith@caasomerville.org or Alex Barbat at abarbat@caasomerville.org.

Jump to a section

About the Event

- Guidelines and Regulations for Teams

Your Team Page

- Accessing and Managing Your Team Page
 - Customizing your team page
 - Adding members to your team
 - Entering supporter pledges

Social Media Toolkits

Who is CAAS?

About the Event



It's gonna be a dance extravaganza at the Somerville Shakeup Danceathon! Join us for an afternoon journeying through time as you groove to the best beats of the 40's, 50's, and 60's, all for a great cause! Teams of dancers will be sock hopping to raise money for The Community Action Agency of Somerville and help us further our mission to end poverty in our city.

When: Saturday, March 2nd
1:00 PM to 5:00 PM

Where: Connexion Church
149 Broadway,
Somerville, MA 02145

Guidelines and Regulations for teams

- **Once you've registered, it's time to find your team!**
 - Team member registration closes on March 1st. People can join a team that's been created by receiving an email invitation from the team captain.
 - Team can be just one person (although we suggest more!) or up to five people.
- **Next, find your supporters!**
 - Team can be self-supported by team members, or by friends, family members, community members, coworkers, or employers - it's all up to you.
 - Supporters can either make a pledge or make a donation outright. We'll explain the difference later in the guide.
 - Supporters must register by March 1st.
- **Now for the day of the Danceathon!**
 - Dancing will start at 1:00 PM, but please plan to arrive at Connexion by 12:30 for registration.
 - Upon arrival, your team will receive pins that indicate your team number.
 - At the end of each hour, teams who have completed the hour will receive a sticker.
 - Official completion of the hour means that at least one member of your team was on the floor and participating in the dance in some way.
 - There will be a 15 minute break at the end of each hour for snacks, water, and restroom breaks.
 - Each hour's music will be themed by decade. Feel free to come in costume! There will be prizes at the end of the event for best costume or outfit!

Your Team Page



Accessing and Managing Your Team Page

Now that you've made a team, you can set up your Team Page.

- Go to bit.ly/Somerville-Shakeup and log into the account you used to create your team.
- Go to Causes on the navigation page on the left-hand side of the page. There, you'll find the team you created. Click on your team to access your team page.
- You'll navigate to this page to do any of the following actions:

Customizing your team page

- Now, you can edit your team page with a thumbnail, add a photo or video, a quick message from your team, and a team description. This is the page your supporters will see when they choose to support your team!

Adding members to your team

- Now that you've made a team, it's time to add your team members.
- On your team page, you'll see a gray toolbar with Actions. Click "Invite Dance Team Member" and enter their information to send them an invitation.

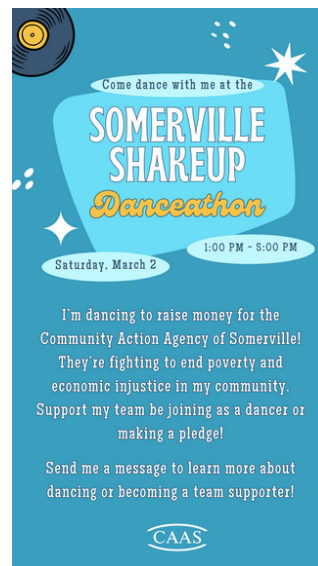
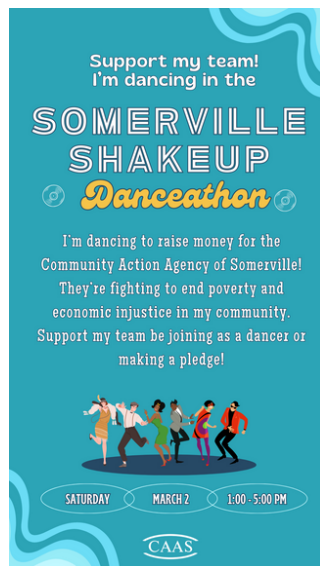
Entering supporter pledges

- When supporters choose to support your team, they can either make a donation to your team, or you can enter their information as a pledge. If they make a donation, this will be a one-time donation made before the event. If they make a pledge, the amount they pledge will multiply based on the number of hours your team remained on the dancefloor.
- Supporters can't make pledges themselves. If someone decides to make a pledge, you and your team members can enter that information under your team page.

Social Media Toolkits



**Click here
to
download
square and
vertical
graphics**



Sample Text

I'm dancing in the Somerville Shakeup Danceathon to raise money for @caas! CAAS fights to end poverty and economic injustice in Somerville. Join my team as a dancer, or become a supporter and make a pledge! You can learn more about the danceathon at bit.ly/Somerville-Shakeup

Who is CAAS?



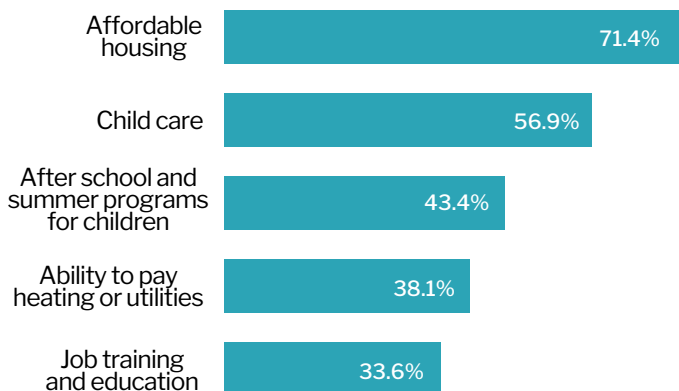
The Community Action Agency of Somerville (CAAS) has been the federally designated anti-poverty agency serving Somerville, Massachusetts since 1981. **CAAS' mission is to help local families and individuals achieve financial security while working to eliminate the root causes of economic injustice.** Each year, CAAS works to expand and promote opportunities for all Somerville residents in the fields of education, employment, housing, health, and improved neighborhood life; and serve as a structure for empowering both low-income constituencies and those whose full involvement in the community has been obstructed or discouraged by oppression and discrimination. Our Head Start programs operate in Cambridge as well, providing families in both cities with accessible childcare and wraparound family support.



In 2022, our three programs (Head Start, Housing Advocacy, and Community Organizing & Advocacy) made the following impact in our community:

- 386** Residents connected at Monthly Renters Meetings
- 32** Leadership Development Institute graduates
- 101** Families assisted in securing housing
- 119** Evictions blocked in Somerville
- 1:18** Teacher to student ratio in classrooms
- 275** Children and families served by our Head Start programs

Somerville's Top 5 Community Needs



Home to the Green Line extension and a growing tech and life science community, Somerville is a rapidly expanding city. However, neighborhoods are struggling to balance development with increasing gentrification and the rising threat of evictions, leading to the displacement of its deeply-rooted working-class, immigrant community.