



**IRMGARD'S LEGACY:
A CAMPAIGN FOR LIMS**

**Fundraising
Team Kit**

IRMGARD'S LEGACY: A CAMPAIGN FOR LIMS

On May 15th, 1981 the Laban Institute of Movement Studies officially changed its name to the Laban/Bartenieff Institute of Movement Studies, honoring Irmgard's contribution as founder of the Institute. A party was thrown at LIMS, by then board member, Patrice Clareman, with over 100 members and friends of LIMS gathered to celebrate the name change. Irmgard was too ill to attend but, Jody Zacharias, then executive director, read a statement to the press, which Irmgard had prepared with the help of Carol-Lynne Moore.

Carol-Lynne recalls, “[sitting] with Irmgard in her upper west side apartment...we crafted the statement together. Periodically she dozed off, but on awakening miraculously picked up where she left off.”

A few months later Irmgard left this world, but she left behind a legacy which has been carried forward by her colleagues and students, leading to a global community of movement analysts and a proliferation of interest in the field of LBMS.

Join us in celebrating and strengthening her vision and legacy by starting a fundraising team to ensure that LIMS, the institute she founded, continues to thrive for years to come.

With appreciation and gratitude,



Curtis Stedge
LIMS' Executive Director

TRMGARD'S LEGACY: A CAMPAIGN FOR LIMS

Why Start a Fundraising Team?

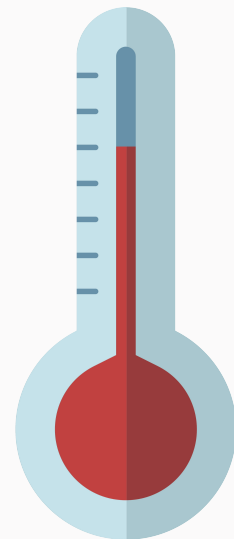
- Starting a fundraising team is the best way to amplify your support for LIMS and maximize your fundraising efforts.
- It's also a great way to build community in a fun way.
- And did we mention that the team organizer of the top three teams will each win an awesome prize?

The team organizer for each of the top three fundraising teams will be award one of the following:

- A LIMS lifetime membership (valued at \$2,000)
- Registration to the International Conference on LBMS 2025 (valued at \$400)
- Gift cards towards courses and events (valued at \$200)

The campaign begins May 15th and ends June 15th.

Help us reach our goal of raising \$81,000!



IRMGARD'S LEGACY: A CAMPAIGN FOR LIMS

How to Start a Fundraising Team

It's super easy to start a fundraising team. You can create an individual campaign for a team of one or gather a group to help you fundraise with a team campaign. Either way our fundraising platform Zeffy simplifies the process by guiding you through the setup step-by-step. It also helps you keep track of your campaign's progress and sends you updates as donations are made to your campaign.

To Start a Campaign:

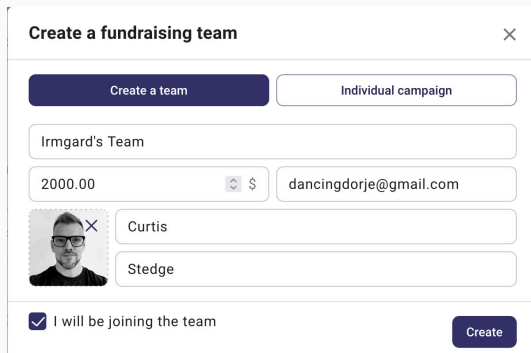
- Follow the link to Zeffy, [HERE](#).
- Click on the "Fundraise" button.
- Choose "Create a Team" OR "Individual Campaign"

To Create an Individual Team Campaign

- Set a campaign target
- Input your email, First Name and Last Name, and set a profile photo.
- Click the "Create" button

To Create a Group Team Campaign

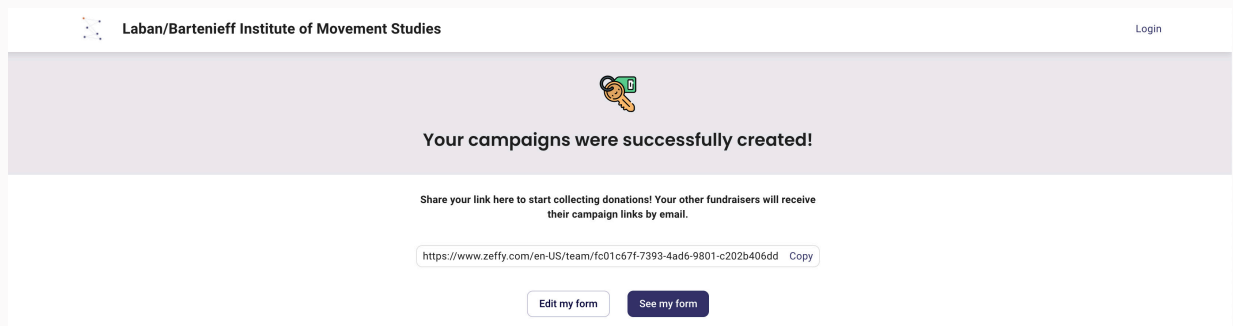
- Choose a team name
- Set a campaign target
- Input your email, First Name and Last Name, and set a profile photo.
- If you will be joining the team be sure to check the box.
- Click the "Create" button



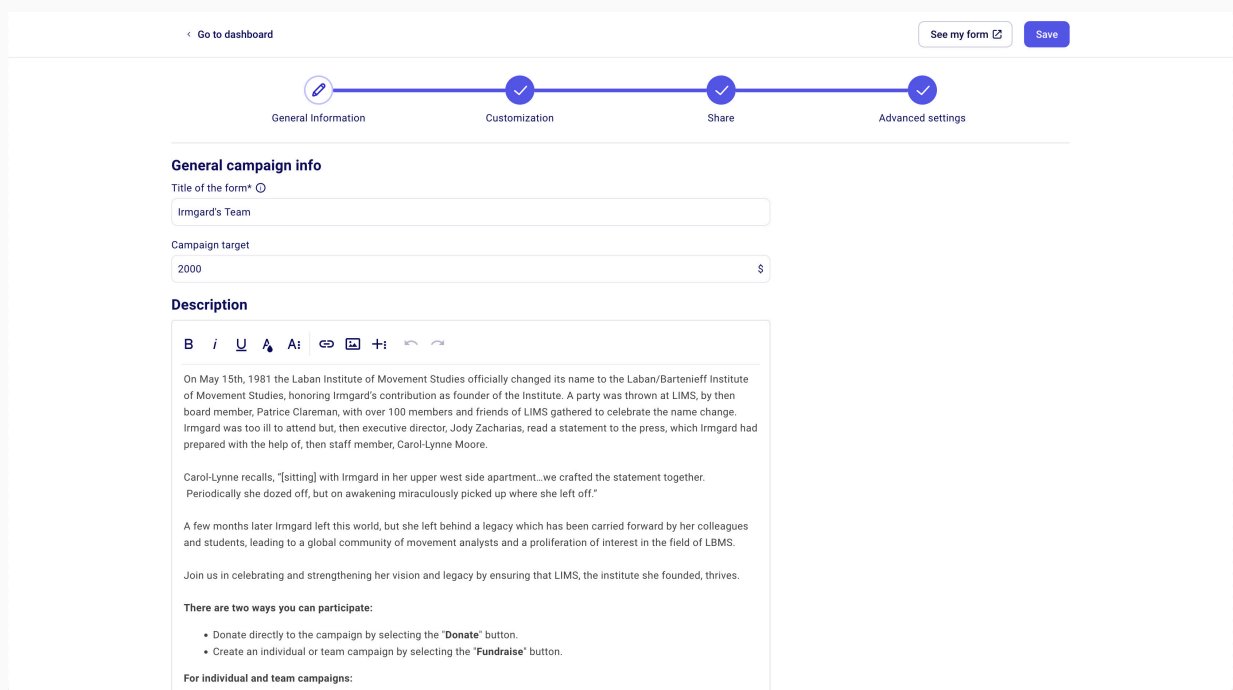
The screenshot shows a web form titled "Create a fundraising team" with a close button (X) in the top right corner. The form has two tabs: "Create a team" (selected) and "Individual campaign". Below the tabs are input fields for: Team name (filled with "Irmgard's Team"), Campaign target (filled with "2000.00" and a dollar sign icon), Email (filled with "dancingdorje@gmail.com"), First Name (filled with "Curtis"), and Last Name (filled with "Stedge"). At the bottom left, there is a checked checkbox labeled "I will be joining the team" and a "Create" button at the bottom right.

How to Start a Fundraising Team (cont.)

Once you create your campaign you will see the screen below. Click on the "Edit my form" button to proceed. At this time check your email for an activation link to setup your password for the account.



From here you can edit your campaign info including the title of your campaign, campaign target, and description. Once you've edited these click save, then click on "Customization" in the blue bar at the top of the screen.



How to Start a Fundraising Team (cont.)

From the Customization page you are able to add a video or photo to your campaign page and personalize your thank you email that will be sent to donors. Take the opportunity to be creative here. The most successful campaigns include a personalized video that tells donors why the campaign is important to you and what their donation will help to do.

The screenshot displays a web interface for customizing a fundraising campaign. At the top, there is a navigation bar with a "Go to dashboard" link, a "See my form" button, and a "Save" button. Below this is a progress indicator with four steps: "General Information" (checked), "Customization" (active), "Share" (checked), and "Advanced settings" (checked).

Customize your form

Photo Select a color for your form

Photo: A small profile picture of a man with glasses is shown next to a color selection bar.

Form banner

Image or Video

Import a banner for your form

Thank you configuration

Customize the email sent to the donor after the donation.

Email subject*

Thank you from the bottom of our heart

Rich text editor: B i U A: A: [Link] [Image] [Table] [Code] [Variable] [Template]

Dear **First name**,

Thanks so much for choosing to support us this year. By making a donation to LIMS you're ensuring that Irmgard's legacy is sustained for years to come.

This donation greatly helps our mission. We will now be able to:


- sustain and strengthen our current programs
- fund the development of new and innovative programs and initiatives
- reduce barriers to access by offering need-based scholarships to our students

If you have any questions or would like to contribute further, contact us at connect@labaninstitute.org to become a volunteer, or talk to your friends about our cause!

Warmly,

Curtis

—
Curtis W. Stedje MFA, CMA (he/him/his)
Executive Director


LABAN / BARTENIEFF
Institute of Movement Studies
138 South Oxford Street, Suite 2D

How to Start a Fundraising Team (cont.)

When you've completed your edits in the Customization page click save. If you would like to translate your campaign into Spanish go to the Advanced Settings page. Otherwise, go to the "Share" page where you will find a number of ways to share your campaign.

The image shows two screenshots of the Zeffy fundraising campaign management interface. The top screenshot is the 'Customization' page, and the bottom screenshot is the 'Share' page.

Customization Page:

- Progress bar: General Information (checked), Customization (checked), Share (unchecked), Advanced settings (checked).
- Fields in english: Title of form* (Irmgard's Team). Rich text editor with content about the Laban Institute of Movement Studies.
- Translations in spanish: Title of form* (empty).
- Message of the amount 1, 2, and 3: (empty text boxes).

Share Page:

- Progress bar: General Information (checked), Customization (checked), Share (active), Advanced settings (checked).
- Sharing link: <https://www.zeffy.com/en-CA/team/fc01c67f-7393-4ad6-9801-c202b406dda1> (Copy button).
- More ways to share:
 - QR code: Integrate the code in your physical communications (letters, printed out at your office, etc.). Your supporters will be able to find your campaign easily by scanning this code.
 - Embed: Copy the following html code into a html block in your website. No need to be a web developer!
 - Embed a pop-up form: Recommended method for embedding. [Learn how to add it to your site!](#)
 - Send the pre-filled form to your contacts: Send a form to your contacts with all of their information pre-filled.

Congratulations your campaign is setup!

Next Steps

It's time to spread the word so you can reach your campaign target. Use the link on the "Share" page to guide people to your campaign.

Here are some ways you can publicize your campaign:

- Invite team members to expand your reach by sending them your campaign link and having them click on the "Join the team" button.
- Draft and send an email, with your campaign link, inviting people to donate.
- Post your campaign link on social media with an invite to donate.
- Create a flyer with a QR code (also available on the "Share" page).
- Feel free to use some of the images **HERE** as you publicize your campaign.

During your campaign remember to:

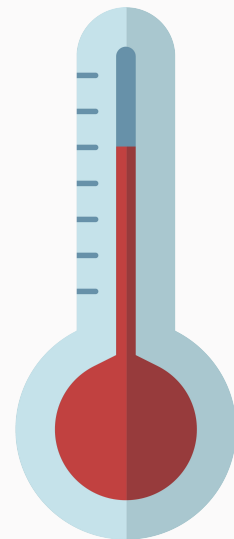
- Update your donors on the status of campaign.
- Post your progress to social media.

Have a question or need guidance?

Email us at connect@labaninstitute.org

Thank you so much for your support! This campaign wouldn't be possible without you.

Help us reach our goal of raising \$81,000!



IRMGARD'S LEGACY: A CAMPAIGN FOR LIMS

“We need a place where the related disciplines which deal with human expression and physical function can enrich their knowledge. I believe that this Institute [LIMS] will be such a place — a center for cross-fertilization of ideas from the whole field of movement study.”

**Irmgard
Bartenieff -
May 15, 1981**

