

## Getting Started

This section contains a pattern for your Dance Marathon including sample mission statements, committee setup tips, interview process tips, and examples from existing schools. This plan is the foundation for your marathon. After your first year you can even go back and make adjustments based on what you've learned. This is also a good outline to follow even if your school has done this for more than one year and you feel you need to re-focus.

## Mission Statements

Your mission statement should:

- ✓ Be short, concise and in plain language.
- ✓ Be a phrase that you can remember and repeat often.
- ✓ Be displayed whenever and wherever possible.
- ✓ Be the basis for all future activities.
- ✓ State who your organization is and what it does.
- ✓ Indicate for whom the organization operates.
- ✓ Explain the organization's intentions and priorities to members or individuals within the group and also the general public.

## Dance Marathon Committee Breakdown

Each school will be composed of different positions relating to their Dance Marathon needs. Some schools may change their committee structure and add committees each year as new needs arise for their organization. It is important however that you keep a maintainable structure and align duties accordingly. This will streamline the chain of command and decrease the number of positions you need on your committee. The key is to find dedicated and responsible people who believe in the cause. Examples of committee structures are in this section.

*Please remember!*

This section will give you sample organizational structures and committee descriptions. Create a committee that works best for your school. It may look exactly like one of these examples, or a combination of different structures.

## Recruiting & Assembling Your Committee

It's now time to extend the Dance Marathon family! Relax and get ready to spread excitement about this wonderful event. Included in this section are interview tips and sample questions for the interview. The recruitment process may be long, but remember that you represent Dance Marathon and that professionalism is always a must. The experiences individuals have during the interviewing process influences their perception and their willingness to be involved in Dance Marathon!

## Examples

### Mission Statements:

- **The Riley Children's Foundation** is dedicated to the health and well-being of Indiana children through our philanthropic leadership in support of Riley Hospital for Children, Camp Riley and the James Whitcomb Riley Museum Home.
- The mission of **Children's Miracle Network** is to generate funds and awareness programs to benefit children and affiliated hospitals.
- **The University of Iowa Dance Marathon** is a student-run organization. Dance Marathon works to bring emotional and financial support through special projects to families served by the Children's Hospital of Iowa and the University of Iowa Hospitals and Clinics, with an emphasis on the pediatric oncology unit.
- **IU Dance Marathon:** To create a Dance Marathon, a dynamic organization of friends and community that will provide hope for the children of Riley Hospital by generating funds which have built the Ryan White Infectious Disease Center and continue to support the Hospital's efforts to treat all its patients, regardless of financial concerns.
- **Clarian Health's** values determine our mission, vision and services. We value:
  - A patient's total care, including mind, body and spirit;
  - Excellence in education for health care providers;
  - Quality of care and respect for life;
  - Charity, equality and justice in health care;
  - Leadership in health promotion and wellness;
  - Excellence in research; and
  - An internal community of mutual trust and respect

## *The Committee Recruitment Process*

### Suggestions:

- ✓ Hold an informational “call-out” meeting for people interested in serving on Dance Marathon committees.
  - Explain Dance Marathon, your mission and vision, successes from previous years, and the relationship with Riley Hospital for Children.
  - Show a Dance Marathon video and a Riley video.
  - Be creative. This is a big time to get people excited about helping kids and to spread the word! It’s also the perfect time to have Morale present to get the crowd excited!
  
- ✓ Create a committee application form.
  - Have a box beside each committee name and ask the candidate to rank their order of preference for committee placement.
  - Ask questions about previous experience, why they want to get involved, time commitments, what they hope to take from their involvement, etc.
  - Have applications available in the Dance Marathon office; if your campus does not have an office then keep them in one central location on campus that is easy to access.
  - Distribute applications to student organizations.
  
- ✓ Once applications are turned in, review applicants and set times for interviews.
  - If you decide not to interview some of the applicants, call them promptly and thank them for their interest in Dance Marathon. Explain to the applicant that you are unable to place them on your committee, but invite them to stay involved with the cause. Inform them of other involvement opportunities, such as dancing, security, mass membership, etc.
  
- ✓ Determine how chairs will be selected.
  - Remember that a successful, well organized Dance Marathon is the top priority. It is extremely important to select chairs that are best suited for the position.
  - Most schools allow their directors to choose their chairs. Some schools assign chairs from the pool of applicants. This is found to be more “real world.” This also works well if chairs are younger and can look to assume director positions in upcoming years.
  - Picking chairs can be very difficult; make sure to take interviewers opinions into careful consideration.
  - Set up one meeting where everyone gets together to go through the pool of applicants.
  
- ✓ Investigate the people you are interviewing.
  - Have they worked for other student organizations?
  - Did they do a good job?
  - Are they motivated and responsible?

- Where does Dance Marathon fit as a priority in their schedule?
- ✓ Share applications.
  - If you don't place an individual on your committee, pass their application to another chairperson. Try to place as many people as possible, but make sure you have enough work for everyone to feel useful.
- ✓ Remember that you will delegate a great deal of responsibility to your committee members. The success of Dance Marathon relies on your committee as much as it depends on you!
- ✓ If you are deciding whether or not to put a friend on your committee, remember that these are candidates for a position. You want to put the most qualified person on your committee to make it the best committee possible. If you have difficulty judging certain candidates, ask another chairperson for help.
- ✓ Compare your "ideal committee member" to the candidates. Ask the following questions about the people you are selecting, and the decision should be easy.
  - Would you like your committee members to ...
    - Converse and present them well?
    - Be motivated and have a lot of drive and enthusiasm?
    - Have previous experience working in the area?
    - Be a hard worker who is willing to do what is asked?
- ✓ Make sure that the # of committee members is appropriate for the amount of work available. Having a committee that is bored is just as unsuitable as having a committee that is overworked.

## *The Interview*

- ✓ Hold interviews on one or two evenings. Schedule fifteen minutes to one half hour for the interviews, but actual interviews should take approximately 10 to 15 minutes. Use the remainder of the time to write notes and initial impressions before the next candidate arrives.
- ✓ Reserve rooms in a neutral location for interviews, usually on campus in a quiet location. Have a chair outside the room where you are interviewing or a reception area set up with Dance Marathon information so candidates can relax while they wait.
- ✓ Interview with at least two other directors. Two opinions are almost always better than one. Plus, if you don't choose that person, the other directors may have just the spot for them.
- ✓ Start the interview with a big smile and a firm handshake.
- ✓ Dress professionally and remember that you may be the candidates' first look at Dance Marathon.
- ✓ Introduce each person in the room when the applicant walks in.
- ✓ Explain that the interview is a chance to get to know the candidate better. Outline the agenda for the interview.
- ✓ Use the interview as a time to explain the requirements with Dance Marathon. Briefly explain your vision, expectations, and connection Riley Hospital for Children.
- ✓ Ask the applicant if there is anything he or she would like to add to their application.
  - For example: "It's been a while since you turned in your application, and sometimes you may remember some facts or ideas you forgot to place on your application. Is there anything you would like to add?"
- ✓ Personalize the questions using the application as a guide.
  - For example: Joe, on your application you said you would like to get involved with Dance Marathon because of previous experience you gained while working at ...
- ✓ Most importantly, make the person feel relaxed and at ease during the entire interview
- ✓ After asking the questions, give the applicant any important information, dates, and times they need to know. THANK THEM and SMILE! Give them a specific day and time that you will contact them. Tell them the time you will be posting the official committee list-- usually the day after you call to inform them of the selection. Make sure you call everyone, whether you place them on your committee or not.

## Sample Interview Questions

1. Why did you choose to apply for this committee?
2. What role do you see this committee fulfilling for the Dance Marathon?
3. How do you fit into this vision?
4. What qualities will you bring to this committee?
5. How did you prepare for this interview?
6. When did you first hear about Dance Marathon?
7. What do you see as the biggest challenge facing Dance Marathon?
8. Describe one experience when you were part of a team?
9. What traits do you think you bring to the team?
10. Do you see any disadvantages or challenges of this team?
11. Define teamwork?
12. What is your biggest weakness and how do you compensate for this weakness?
13. If we were to ask your roommate, best friend, or mom what your greatest strength and weakness was, what would they say? Why?
14. What are your three best qualities?
15. To this point, what has been your biggest accomplishment in life?
16. Who is your role model and why?
17. In what way does this role model or person inspire you?
18. How are you like or not like this role model or person?
19. If you could meet someone in history, who would it be?
20. If you could wake up having gained one ability or quality, what would it be?
21. Would you rather be a member of a world championship sports team or be the champion of an individual sport? Why?
22. How do you motivate yourself?
23. How do you motivate others?
24. Describe your leadership style.
25. Describe a time when you used leadership to solve a situation or conflict.
26. How much time do you expect to commitment to Dance Marathon?
27. What other time commitments do you have?
28. How do you manage your time?
29. What makes you stand out from the other candidates?
30. Give me an example of when you...
  - a. Did more than was expected.
  - b. Were not pleased with your performance.
31. If you could be a theme song, what would it be?
32. What was your favorite part of last year's line dance?
33. If you could be any road sign, which one would you be?
34. If we were to ask for three references, who would they be?
35. Why did you choose these references?

## Riley Development Chair Interview

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

1. Of all the organizations on campus, why did you choose to be involved with Dance Marathon?
2. What is your most memorable Dance Marathon moment?
3. Can you think of a time when you made a difference in a child's life? How?
4. Can you tell us one strength and one weakness that you possess?
5. What have you done that has demonstrated initiative and a willingness to work hard?
6. What approaches would you take to motivate people?
7. Why did you prefer Riley Development? What can you offer this committee, do you have any specific ideas in working with the children at Riley?
8. Suppose you are talking with a Riley parent who is hesitant about attending the Marathon. How would you convince them to attend the Marathon?
9. How much a time commitment would you be willing to put into being on a committee? Are you willing to put in extra time in volunteering at Riley Hospital, and implementing programs at the local schools?
10. What is your favorite children's movie, why?

11. Although there is a specific fundraising committee, it's everyone's responsibility to raise \$ for the KIDS. What will you do to help raise your share?
  
12. How does your childhood draw you to wanting to help children?
  
13. Do you have any ideas for more interaction for dancers and the Riley families during the year, and at the Marathon?
  
14. At the Marathon, if you noticed that a Riley child was missing, what would you do?
  
15. At the Marathon, if you noticed that a Riley child seemed bored, and disinterested, how would you approach them and get them involved?
  
16. What are three qualities that you possess without using the letter E?
  
17. If you weren't chosen for this position, would you be willing to be on a different committee?
  
18. When you leave the room today, what one quality would you like us to know and remember about you?

# *Business Plan*

This section contains a pattern for your Dance Marathon business plan. This plan is the foundation of your marathon. Study the following questions and answer them to the best of your ability. If your school has participated in past Dance Marathons, this is an ideal opportunity to ensure that your program is on track.

## **A. Introduction and Mission Statement:**

- a. When was Dance Marathon organized on your campus?
- b. Summarize your purposes for holding a Dance Marathon.
- c. What is your Dance Marathon mission statement?
- d. What is Dance Marathon?
- e. Who is involved?
- f. How many hours will the event last?

## **B. Background**

- a. Which organization(s) will sponsor/ participate in the event?
- b. What is the history of these organizations?
- c. Have they always participated as groups or organizations?
- d. Can we get the entire campus involved?

Example: If a Residence Hall Association is sponsoring the event, state the number of students residing on campus, how they elect representatives, etc. If the Interfraternity and Panhellenic Councils are sponsoring the event, state how long they have been on campus, how many Greek organizations they govern, where they fall in terms of overall campus leadership (i.e. Student Government Councils, President's Advisory Board, etc.).

- e. Is Dance Marathon its own organization? If yes, please explain how it relates to or will work with the other organizations on campus.
- f. What is the Dance Marathon organizational structure?
- g. Indicate student officers outside of Dance Marathon who may help drive the event. (IFC, Panhellenic; Student Body Officers, etc.)
- h. Any additional background information on or history of your organization, university, or community.

## **C. Present Situation**

- a. What makes Dance Marathon unique?
- b. Why would someone participate in Dance Marathon?  
Consider: Students, faculty members, Riley families, community members, sponsors
- c. When is your Dance Marathon scheduled?
- d. Where on campus will Dance Marathon be held?
- e. Are there other campus-wide conflicts?

1. Advising
  - a. Who is the Dance Marathon Advisor?
  - b. What time constraints does this person have? Will this be recognized as a significant job responsibility?
2. University Relationship
  - a. What is Dance Marathon's (or the student groups involved) working relationship with university officers?
  - b. Do they participate in events together?
    - i. To what extent will university support be given for public relations, staff, advising, financial advising, and facilities donation?
  - c. Are faculty, staff, and administrators aware of Dance Marathon?
    - i. If so, how? If not how do you plan to accomplish this?

#### D. Council

- a. List committee titles and responsibilities
- b. List the names of committee directors
- c. Create an information sheet with all contact info to be shared with the President, Riley Hospital, the Riley Children's Foundation, and college advisors.

#### E. Goals and Objectives

- a. Formulate a vision of Dance Marathon for the next few years
- b. Develop short-term and long-term goals.
- c. Some aspects to consider:

Which campus clubs or organizations would like to participate?

What are the goals for first-year, second year, and third-year participation?

Fund raising goals?

Marketing and public relations goals?

How will Dance Marathon benefit the students, school, and community?

*Example:* Children's Miracle Network Dance Marathon's goals are:

- Raise money and awareness for children treated by Children's Miracle Network hospitals
- Build a legacy of community involvement and caring at universities across the country.
- Teach students to run a business with real-world challenges and experiences.
- Provide an opportunity for students to glean practical and valuable knowledge as well as develop professional skills.
- Promote a positive image for college students through Children's Miracle Network 5 relationships and media network.

*Note:* As you define your Dance Marathon, think of the goals and provide a very short explanation of how you can to reach them. If an overall timetable for Dance

Marathon has been created include a copy of it to help visualize deadlines.

## F. Marketability

- a. List Dance Marathon's strengths.

*Example:* Date of the event, relationships with alumni, committee members, advisor, Marathon site, Riley Children's Foundation involvement, etc.

- b. List any apparent weaknesses of Dance Marathon.

*Example:* Awareness, new event, contacts with sponsors, public image of participating organizations, etc.

- c. Briefly describe any campus events that are similar to Dance Marathon  
Example: Before Homecoming, all clubs on campus compete in ...
- d. What is your competition on campus? How can DM be competitive?
- e. What experience and knowledge gained from other campus events will help launch Dance Marathon?
- f. What other events occur around the time of Dance Marathon?
- g. Cite some highlights of the winter and spring semester.

*Example:* Relevant athletic events, philanthropies, or campus events that will compete for sponsorship public relations, and general energy from the campus community.

- h. Describe the initial public response to Dance Marathon.
- i. Describe the personality of the people you expect to participate. This includes committee members and general classification of participants.
- j. Define the geographical boundaries for sponsorship and participation.

### 1. Community/ Campus Promotions

- a. How you will familiarize the community/ campus with Dance Marathon?
- b. How will you educate students about Dance Marathon?
- c. How will you orient and involve faculty, staff, and administrators?

### 2. Riley Hospital and Family Relations

- a. What contact has been made with Riley hospital?
- b. What is your plan for working with Riley families?
- c. Summarize the working relationship with the DM Coordinator at Riley Children's Foundation.

### 3. Alumni

- a. Do contacts exist with the Alumni Association?
- b. How will you utilize the alumni base in the first year?
- c. How will you utilize individual Greek chapter alumni support?

#### 4. Marketing Strategy

- a. What is your plan for recruiting sponsors?

##### Businesses

- i. Which businesses do you plan to target for in-kind or cash sponsorship?
- ii. How will the Overall Executive Committee tackle marketing?
- iii. Which committee members will actually contact businesses?
- iv. Who will create the promotion and sponsorship materials?
- v. What type of sales support and promotional materials will you use?

*Example:* Dance Marathon video, Riley Children's Foundation brochures, hospital literature.

#### 5. Media Involvement

- a. How will you alert the media to the Dance Marathon concept?
- b. What alumni media connections do you have?
- c. Which local radio stations will you target to promote Dance Marathon?
- d. What promotional ideas will you present to these radio stations?

### G. Financial

- a. What are your fund raising strategies?
- b. What obstacles do you see in obtaining your fundraising goals?
- c. How will you get the community involved?
- d. Please attach a copy of your projected budget

### H. Event Set-up

1. Catering
2. Dancer Relations
3. Entertainment
4. Facilities
  - a. Briefly describe where you will hold Dance Marathon.

*Example:* Capacity, rooms for storage and breaks, kitchen facilities, etc.

- b. What materials are needed to convert the location into a Dance Marathon site?
- c. Give a brief description of your Dance Marathon layout.
- d. Get a map of facility and draw out your needs.

#### 5. Morale

## I. Post Evaluation

- a. Place a copy of your completed business plan in this training manual. Distribute a copy of the completed plan to each executive member for future reference. Upon the conclusion of Dance Marathon, review the business plan on a committee wide level. A strong, well organized business plan increases the odds for a successful Dance Marathons in the future.
- b. List Dance Marathon's strengths.

*Example:* Date of the event, relationships with alumni, committee members, advisor, Marathon site, Riley Children's Foundation involvement, etc.

- c. List any weaknesses of Dance Marathon.

*Example:* Awareness, new event, contacts with sponsors, public image of participating organizations, etc.

- d. How did the committee overcome weaknesses?

# 2007 Exec Council

## Area Descriptions

### **President**

- Run weekly executive council meetings
- Meet with and act as a liaison between IUDM advisor, alumni, Riley, and university officials/administration
- Oversee the entire IUDM Council in order to run a successful marathon

### **Vice President of Communications**

- Oversee and consul with, Directors of Public Relations, Technology, Corporate Relations, Alumni Relations
- Work to ensure the marathon is publicized accurately throughout the campus, community, and business world
- Communicate with other marathons, wishing them good luck and congratulating them after their respective marathons
- Work with the President in constantly maintaining a working relationships with our liaisons at Riley

### **Vice President of Finance**

- Oversee the Accounting and Fundraising directors
- Organize and keep track of all IUDM financial information; including paying bills, coordinating donation matching programs, and watching over DM accounts
- Secure and keep track of online donations via Paypal

### **External Vice President**

- Oversee Directors of Event Coordination, Recruitment, Dancer Relations, Special Events
- Work with other VPs to relay relevant information to their directors
- Work with our Faculty Advisory Board to maintain our current relationships as well as increase the involvement of faculty/staff.

### **Internal Vice President**

- Oversee Directors of Catering, Morale, Operations, Entertainment, and Riley Development
- Run weekly timeline meetings and organize overall marathon timeline

### **Director of Alumni Relations**

- Build and maintain alumni email list
- Keep alumni up-to-date and informed about ALL IUDM events through newsletters, emails and meetings
- Organize alumni fundraising opportunities

### **Director of Catering**

- Solicit food donations in order to feed 1000+ individuals during the 36-hour marathon
- Coordinate each marathon meal
- Supply food and beverage for any fundraising events, i.e. Golf Outing, and any other events where this is necessary

### **Director of Corporate Relations**

- Organize marketing strategy
- Update and distribute marketing packet as a way to seek out corporations to donate the operational costs of the marathon (straight cash donations or in-kind)
- Maintain relationships with sponsors from previous years

### **Director of Dancer Relations**

- Coordinate Dancer Group Representatives (DGRs) and dancer database/majordomo list
- Responsible for relaying information to DGRs and dancers
- Solicit donations for dancer incentive program

### **Director of Recruitment**

- Recruit dancers and mass members from all organizations and independent students through call-outs, advertisements, and networking
- Organize dancer registration and work with DR for the physical check in of dancer at the marathon
- Promote large scale events i.e. the marathon, golf outing, gala, etc.
- Coordinate ALL campus promotional activities: chalking, blitzing, flyers, emailing student organizations and presidents of Greek houses, and promotional tables at fairs

### **Director of Public Relations**

- Produce IUDM program, press kits, and press releases
- Work with ALL state-wide and national media outlets: TV, radio, and newspaper
- Develop promotional items for the purpose of promoting IUDM to campus and the community
- Work with the IDS to publicize events and other note worthy causes
- Work with the SAO to ensure IUDM a part of the Homecoming festivities

### **Director of Entertainment**

- Solicit bands, speakers, and alternative acts for the entire 36-hour marathon
- Provide bands for any IUDM event, i.e. spring/fall concert, date auction, and celebrations
- Promote bands that will be playing at the marathon

### **Director of Fundraising**

- Plan ALL weekend canning operations and other on-/off-campus fundraising efforts
- Organize Fall and Spring Road Rules, as well as all Council-wide Canning Extravaganzas, i.e. canning on campus and in classrooms.
- Coordinate the Dancer Packages to be given to dancers at the marathon

### **Director of Accounting**

- Count and deposit all money as well as track all totals for all individuals

- Update all IUDM databases, including chairs, dancers, mass members, and miscellaneous
- Assist Fundraising Committee/Director when needed
- Maintain donations database for previous years donors

### **Director of Morale**

- Organize all games and other dancer activities
- Compose the line dancer
- Work with mini-marathon morale committees and assist them in any way necessary

### **Director of Operations**

- Organize layout, setup, and teardown of the marathon
- Coordinate security efforts at the marathon
- Work with Physical Plant, Building Services, and SRSC/HPER administrators

### **Director of Riley Development**

- Work directly with Riley Hospital and Riley families
- Organize pre-marathon activities with the families, i.e. Riley Carnival, Riley Picnic, Camp Riley, etc.
- Coordinate interaction with families at the marathon

### **Director of Special Events**

- Plan medium-sized fundraising events with purpose of raising money and IUDM awareness, i.e. Date Auction, Chicken ‘N Beats, Concerts, etc.
- Constantly look to create new events for IUDM

### **Director of Event Coordination**

- Plan the Golf Outing – sponsors, teams, food, gifts, prizes, silent auction, etc.
- Maintain communication with our mini-marathons to help plan and put on their marathon.
- Plan and execute the IUDM Benefit Dinner
- Plan and execute the annual Torch Relay w/ IUSF
- Create new events adding to the overall goal of IUDM

### **Director of Technology**

- Constantly update the website: [www.iudm.org](http://www.iudm.org)
- Take care of all IUDM office electronic maintenance, i.e. Printer, Copier, fax, computers
- Constantly look to increase the level of technology through out our organization

# University of Florida

## Committee Descriptions

### Finance-

The purpose of this committee is to oversee the collection of the money, preparation of the billings, data entry of the pledge forms and expenditures of funds for the event. They attempt to keep costs at a minimum and develop budgets for the individual committees and for Dance Marathon as a whole to keep plans financially realistic. They keep track of the fundraising competition and have the responsibility of collecting and counting money at the event.

### Family Relations -

This committee is responsible for establishing and maintaining contact with the Miracle Families from CMN. They must design ways to involve them before and at DM, and serve as a host during the event. They organize the family dinner, pen-pal program, soliciting hotels for the families, and serve as the student liaison to CMN for the overall committee.

### Entertainment -

This committee provides entertainment and activities for the dancers throughout the event. They contact a wide variety of entertainment and deal directly with the DJ in the content of the marathon. Beyond contacting bands, dance groups and celebrities, this committee is responsible for making the entertainment as interactive with the dancers as possible. Getting the entertainment acts to involve dancer participation is a top priority.

### Dancer Relations-

Once Recruitment encourages a student to commit to dancing they become the responsibility of the Dancer Relations Committee. This committee is responsible for the development, oversight and follow-through of all rules that pertain to DM and DM registration. They oversee registration, the spirit contest, medical room, breaks and locker rooms, along with much more.

### Catering-

This committee is responsible for providing all food and drink for the dancers during the entire 32-hour event. They are to plan a menu that is nutritious for everyone. The committee must solicit all food from businesses and restaurants. Food preparation and service at the event also fall under this committee.

### Internal Communication-

They are responsible for establishing and maintaining a strong communications network within the DM committee and to the student organizations. They oversee the delegate program, the DM nations and UF newsletters, the DM office, all DM records and help promote DM awareness on campus. This committee compiles and collects all weekly reports, makes the meeting agenda, and produces and distributes meeting minutes.

### Fundraising-

The responsibility of this committee is to help all involved in DM to raise more money for the Children's Miracle Network. They are to come up with and organize creative programs to help dancer groups and individuals raise money, and be available as a fundraising advisor. They assist

the Dancer Relations committee in the rules to fundraising. One of Dance Marathon's long term goals is to have organizations holding their own major satellite philanthropies in order to boost the fundraising totals. Fundraising committees' responsibility is to pursue this goal. They will also organize separate fundraising events that will include all dancers and/or the community before the marathon, and they are in charge of increasing fundraising methods at the event.

### **Marketing-**

They are responsible for soliciting monetary and in-kind gifts from the community and corporations through the sponsorship program and direct contact. They establish the marketing plan for Dance Marathon, and solicit all non-food items for DM. They coordinate the contact and solicitations with all other committees like catering and facilities.

### **Morale-**

The purpose of the Morale committee is to keep dancer spirits high and cheerful throughout the weekend. They have the responsibility of making the Dance Marathon experience fun for everyone. They design activities, games, theme hours, contests, and the Dance Marathon line dance. Their challenge is to make DM more interactive for the dancers and they will work with the entertainment committee closely to achieve this. They also are counselors to individual groups during DM and are in charge of the foot massages.

### **Special Events-**

They are responsible for planning and holding the Dance Marathon Kick-Off Reception for UF, Shands and CMN administrators, corporate sponsors, Miracle Families and the Overall Committee. They also plan the DM kickoff party for all students and organizations, the DM training dress rehearsal, and fun activities during the year for the Overall Committee.

### **Operations-**

They are responsible for the set-up, breakdown, maintenance, security and design of the O'Connell Center during the weekend. This committee must also keep the dance floor contained and be in charge of security staff for the event.

### **Public Relations-**

The purpose of this committee is to promote Dance Marathon on a local, regional, and national level. They create and send press kits, write news releases, set up talk show appearances and interviews, plan the overall promotion campaign. This committee sets up media coverage of DM, collects all media coverage, and is responsible for having DM recorded on video. PR committee is challenged with increasing DM awareness throughout the campus and community.

### **Special Projects-**

The Sports Auction and celebrity cameos on video are just two of the projects this committee will spearhead. Dance Marathon needs activities to involve the Gainesville Community: a chili cook-off, Taste of Gainesville, etc. This committee has the formidable task to implement such activities.

## Chairperson Application

**Application Due Date: Sun. January 21, 2007 @ 5pm**

Please turn in your application at the office and **sign up for an interview time** and day.

Remember to note the room specified for your interview.

\*\*\*\*\*

Name: \_\_\_\_\_ Birthdate:(mm/dd/yyyy) \_\_\_\_\_

Campus Address: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Major(s)/Minor(s): \_\_\_\_\_ Academic Classification (Junior, etc.): \_\_\_\_\_

Years involved with \_\_\_ Dance Marathon (list positions): \_\_\_\_\_

**Please answer the following questions on a separate sheet of paper and attach this page on top. Please type and double space your answers.**

1. Please list your campus involvement and any leadership position you have held in various organizations.
2. Why do you wish to be a chairperson for the 2007 \_\_\_ Dance Marathon?
3. For your top 3 preferences list what skills you have that would make you a valuable member of those committees?
4. \* Feel free to tell us your Riley story, or tell us your motivation for participating in \_\_\_DM.

**Please preference your **\*\*TOP 10\*\*** areas of interest**

Alumni Relations	Accounting	Morale
Corporate Relations	Operations	Dancer Relations
Public Relations	Catering	Recruitment
Technology	Riley Development	Special Events
Fundraising	Entertainment	Event Coordination

\*\* Please note: you might be placed in an area that is NOT on your preference list. Attached is a brief description of the different committees and their responsibilities. If you have any questions please feel free to call the Dance Marathon office at 855-6362, or stop by Monday-Friday 10am-5pm. The office is located on the 5<sup>th</sup> floor of the Student Activities Tower in the IMU, Suite #572.

Students selected as chairs should note 2-3 promotional shirts must be purchased, but at a minimal cost.

Dance Marathon Application  
**Florida State University**

The Dance Marathon is an event sponsored locally by the Greek Council of Florida State University in conjunction with The Children's Miracle Network. CMN raises more money for hospitalized children than any other organization. Here at Florida State, we will have our First Inaugural Dance Marathon in the spring semester of '96, where we will follow the lead of Penn State University which has raised over one million dollars in each of the past three years. The money raised at FSU will go to the CMN program at Shands Hospital in Gainesville. CMN helps more than five million children each year who suffer from all types of afflictions, and therefore Greek Council of FSU is taking a leadership role in fundraising. Shands Hospital serves most counties in Florida, and even some in Georgia, and is the largest CMN member in the State of Florida.

The Dance Marathon is a thirty-two hour event where approximately three hundred FSU students will participate in dancing, and many other fun events. There will be several live bands, performances, speakers, miracle families, and competitions taking place. All of the dancers will be getting pledges from other students, families, and organizations raising money for CMN. This will be an all Greek run philanthropy, open to the entire student population. Basically, just *thirty two hours of entertainment*, all for a good cause.

What we are looking for in Committee Chairpersons are younger students who will not graduate before April '96, or at least will not be leaving Tallahassee. The type of individual who not only cares about helping people less fortunate than themselves, but a leader who is motivated, hard working, organized, a problem solver, and good administrator. Each chairperson will have a subsequent committee of roughly five to ten people under them to fulfill the objectives and obligations of the committee pending. You must possess vision and incredible follow through characteristics because you must forecast challenges and obstacles. It is imperative you have the capabilities to direct your own personal team to complete tasks as applicable. People that like to get involved with campus happenings and make a difference are the desired individuals here. In addition, the selected chairpersons are going to play a major role in bringing what will be an annual fundraising tradition that will make a great difference in many children's lives.

Remember, "*Keep the Kids First!*"

# Dance Marathon Committee Chairperson Application

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

RANK YOUR TOP 3 COMMITTEE CHOICES: (Please see the attached sheet for committee descriptions)

\_\_\_ Communication

\_\_\_ Morale

\_\_\_ Dancer Relations

\_\_\_ Public Relations

\_\_\_ Entertainment

\_\_\_ Social

\_\_\_ Facilities

\_\_\_ Solicitations

\_\_\_ Family Relations

\_\_\_ Reception

\_\_\_ Financial

What can you personally offer as a Dance Marathon committee chairperson?

What other type of leadership positions, projects, or organizations have you belonged to or contributed to before, here at Florida State?

Please turn just this top sheet into the Greek Council Office located in the Student Union room A302 by Friday, February 24. Do not forget to sign up for an interview at that time. For any questions or concerns, call \_\_\_\_\_.