

Promotions/ Campus Relations/Recruitment

Objectives:

- **Create newsletters to keep key groups and individuals updated**
- **Advertise on campus through multiple avenues**
- **Assess office needs and keep stocked**

➤ The Dance Marathon Vision

- It is important that you become a resource on everything related to Dance Marathon. You will consult committee members, student organizations, campus administrators and businesses. Be sure to familiarize yourself with the duties and responsibilities of every committee.
- You are a spokesperson for DM. Discuss and represent the views of Dance Marathon throughout the campus and community.
- Make sure that you understand all rules/ guidelines set up by your school, the hospital, and even your community. These will guide you and your members need to understand the importance of following these guidelines.
- The responsibilities of a director are endless and limitless- you must learn to delegate. Many committees will work together to accomplish their responsibilities. Make sure your committee set-up is comprehensive and that one chair is ultimately responsible for each task.

➤ Committee Creation

- Chairs responsibilities can be time consuming. The majority of former Dance Marathon council members say the most important task they accomplished was selecting a strong council. After you relay the Marathon vision, the committee members carry this vision to reality.
- Involve as many people as possible, but make sure to assemble a committee that is dependable and energetic. Search to find individuals that are hard working and able to commit a large amount of time to fundraising for the kids!
- When faced with a great task, many of us find the urge to turn to our close friends. If you feel that urge when it comes to selecting your Dance Marathon council, try to resist it. The committee should be a diverse group that has the drive and determination to make Dance Marathon a hit. Use objectivity in your selection process. Just because someone is a close friend doesn't mean they are a good selection.
- Encourage students of all levels to apply.

➤ Run Committee Meetings

- Once the committee is selected, it is time to bring everyone together. This is a good time to get chairs comfortable with each other. Define expected actions and have them set goals.

- Make the first meeting fun. Conduct some ice breakers and team building games. These activities can immediately make you aware of committee members' personalities and how best to work with them throughout the year. Make the meetings motivational with members leaving feeling empowered to help the kids at Riley.
- Teach the chairs everything about Dance Marathon. Every member must know all marathon information inside and out.
- Be the critical eye and ear for your committee. Often chairs have great ideas, but they also have the tendency to get carried away. It is your responsibility to provide members with a reality check and help them design back-up plans.
- Keep the students on track. Everyone has great stories to tell about the weekend, etc, but you are there for a purpose.
- As you move throughout the year, you will be able to gage how often meetings should be held. Some committees hold weekly meetings, some don't. This is up to you, however as it gets closer to the marathon (no less than three months away) each committee should hold weekly meetings.
- Set your meeting day, time and place in stone. Attendance should be mandatory and it is helpful to send out a reminder one week in advance.
- Be sure to construct a committee timeline and see that the president receives a copy as well as your committee.

➤ Personal Qualities

- As the Promotions Director, you will find yourself bombarded with emails, calls, etc. from other committees that need your help. You must stay organized. Every promotion deal where you try to get campus awareness is a challenge. You are challenged to constantly think of new, effective ways to get more campus awareness.
- One of the first things that will be helpful to create is a general information sheet. If a group needs to promote an event, have them fill out this generic sheet with date, times, location, etc. so that when you are creating flyers or posters you have all the information at hand.

➤ Advertise on campus through multiple avenues

- Advertising is your largest responsibility and should be your main focus. Brainstorm with your committee on new ways to advertise for Dance Marathon and what worked in previous years.
- Examples: billboards, campus newspaper, school events calendar (internet), flyers on kiosks (in buildings and dorms), the jumbo-tron at football games, chalking, bus posters, yearbook, scrapbook, and handing out information at tables during welcome week or orientation.
- Participate in Homecoming activities. For example, walk in the parade or create a float. You can hand out information to the community about Dance Marathon.

- Create door hangers and send committees to the apartment complexes to promote Dance Marathon to the residents.
 - Work with Resident Assistants to get in dorms and put together simple packets with information for bulletin boards. The easier you make it for them to advertise, the more likely they will be to post the information. Ask the assistants if you can send emails to their residents about Dance Marathon.
 - Work with sororities and fraternities to make dinner announcements and make announcements at the end of class. Do whatever it takes to inform the students about Dance Marathon.
 - You will need to negotiate prices with different companies. Most campuses have multiple student organizations and they will not give you a special price because they would be required to give everyone the same discount. Be cautious as to how much you are spending and try to use grassroots promotion instead!
- Create newsletters to keep these key groups and individuals updated (see sample newsletter in this section)
- DM Council (Exec and chairs)
 - Alumni
 - Dancers
 - Administration
- The Dance Marathon Office
- This is a secondary responsibility for your committee. It includes:
 - Running the office and keeping supplies stocked
 - Scheduling office hours
 - Checking the answering machine
 - Designing and handling the mail system
 - Devise and running the file system
- Office Hours
- Each council member should staff the office for several hours per week. Pass around an office hour sign-up sheet at the next meeting. After you have received the final copy, coordinate office hours.
 - Set standard hours; i.e. 9 am to 3 pm, Monday through Friday. Make sure someone is always present during business hours in case a dancer comes to the office with questions. If no one is in the office, place a sign on the door or on the desk specifying when someone will return. Also, always have your answering machine on.
- 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, other time commitments, etc.
- Have applications available in the Dance Marathon office
- Take applications to student organizations and give them to members
- Place an advertisement in the campus newspaper to inform students about committees and deadlines.

➤ Informational Meetings

- One or two large informational meetings are held by Dancer Relations and open to every organization interested in Dance Marathon. Be sure to promote this meeting to sororities and fraternities, Student Government, Residence Halls, professional societies and clubs -- EVERYWHERE!
- Contact student organizations as early as possible. Remember, many groups, especially Greek organizations, present membership budgets and dues early in the academic year. You want members and treasurers to keep Dance Marathon in their minds from the beginning! Also, these groups plan social calendars well in advance- make sure they know dates and times to save space for organizational meetings and events!
- Highlight all areas of possible involvement such as committees, dancing, and being a mass member. Have committee applications available and review all deadlines.

➤ During the Marathon

- Work the V.I.P. door at the marathon- make sure you have a complete list of all major sponsors, alumni and anyone else that might be able to come onto the floor during the marathon.
- A successful suggestion is to create a VIP pass to give to these individuals.

*** Remember:

- Always have a back-up plan!
- Delegate! Do not allow yourself to become overwhelmed.
- Act as a DM role model. You represent DM whether you are meeting with a potential sponsor, briefing campus administrators, or sitting in a class. Encourage all committee members to remember they are also role models; everything they do reflects on DM. Have fun but remember to never jeopardize the perception of your organization.

Do it for the kids!