

# **Dance Marathon at UNF Executive Board Descriptions**

## **Overall Chair**

The Overall Chair promotes the vision of dance marathon and provides leadership and direction to the executive board. This individual needs strong leadership and decision-making skills. They should be detailed-oriented, comfortable with public speaking and a solid motivator with big picture thinking.

- Sets the vision of dance marathon
- Designated as program expert and spokesperson
- Selects a strong Executive Board and oversees members throughout their term
- Leads planning meetings, create agendas, and follows up with assigned tasks
- Recruits and motivates committee members
- Works closely with the Children's Miracle Network Hospitals advisor to plan the event timeline and ensure that the event runs smoothly
- Ensures a smooth transition to new leadership

## **Internal Chair**

The Internal Chair oversees all dance marathon event day details and acts as second in command to the Overall Chair (together with External Chair).

- Oversees all internal chair positions - operations, finance, dancer relations, morale, family relations and entertainment
- Plan all internal committee meetings and work with all chairs to coordinate event day logistics
- Familiar with all event functions and sets event timeline with the Overall Chair
- Prepared to assume individual committee chair roles, should the need arise. A contingency substitution like this may be temporary (due to illness or heavy school schedule) or as an interim role when a chair is unable to continue

## **External Chair**

The External Chair oversees all program aspects leading up to dance marathon and acts as second in command to the Overall Chair (together with External Chair).

- Oversees all external chair positions - community events, hospitality, technology, public relations/marketing, sponsorship and recruitment
- Plans all external committee meetings and works with all chairs to positively represent dance marathon within the Jacksonville community
- Familiar with all event functions and coordinates external efforts with the Overall Chair, Internal Chair and CMN Hospitals' contact
- Prepared to assume individual committee chair roles, should the need arise. A contingency substitution like this may be temporary (due to illness or heavy school schedule) or as an interim role when a chair is unable to continue

## **Community Events**

The Community Events chair organizes fundraising and awareness events for UNF students, staff and community members.

- Creates year-round fundraising events such as spirit nights at local restaurants, bowling tournaments, 5K races, a faculty or alumni event, etc.
- Plans activities for visitors at dance marathon
- Recruits and utilizes committee to assist in planning & execution of events

## **Entertainment**

The Entertainment chair oversees all event entertainment.

- Solicits a variety of event entertainment and tracks all outreach for future years
- Entertainer liaison at the event
- Finds DJ to provide music for the duration of the event and stays in constant contact to keep them informed of the event schedule
- Works closely with the Morale Team to provide entertainment during theme hours

## **Dancer Relations**

The Dancer Relations chair acts as the dancer liaison and advocate to keep all participants informed and motivated.

- Communicates with all dancers to keep them informed, prepared and excited for dance marathon
- Determines and tracks spirit point competition
- Oversees dancer registration on event day and organizes dancer bags
- Participates in dance marathon promotional efforts
- Develops detailed dancer packet to be sent in the days leading up to the event
- Collects post-event feedback from dancers
- Recruits and utilizes committee to assist with day-of event activities including registration

## **Family Relations**

The Family Relations chair serves as the liaison between dance marathon and the miracle families. They should be able to act with discretion and compassion, always putting the needs of the families first. Being comfortable with children—especially sick kids—is a bonus.

- Works with the CMN Hospitals' staff to make miracle children and their families an integral part of dance marathon
- Incorporates miracle family stories into meetings, publicity events, and dance marathon
- Plans events for miracle families and dance marathon teams to interact (i.e. bowling night, or a pen pal program)
- Creates a monthly newsletter that informs miracle families of dance marathon events and encourages them to attend
- Decorates the miracle family area at dance marathon
- Coordinates the wristband cutting ceremony at the close of the event
- Recruits and utilizes committee to assist families during the event

## **Finance**

The Finance chair supervises all event revenue and committee expenses.

- Works closely with CMN Hospitals' advisor to track revenue/expenses and committee budget restrictions to Executive Board
- Responsible for turning all funds raised into the CMN office
- Works with the Dancer Relations team to track organization and personal totals
- Processes dancer registration fees at the event
- Works with recruitment chair to fundraise during scheduled tabling events

## **Hospitality**

The Hospitality chair obtains and organizes all in-kind meal donations for dance marathon event day.

- Solicits food donations for the event and obtains food sponsor promotional materials to be displayed/distributed at dance marathon
- Arranges food pick up from donors
- Organizes meal time during dance marathon
- Works with internal chairs to setup meal times in master event schedule
- Works with Sponsorship chair to develop list of food sponsors
- Recruits and utilizes committee to assist with food sponsor outreach and food distribution during event

## **Morale**

The Morale chair plans activities to keep dancers entertained and energized throughout the 12 hour event.

- Plans engaging theme hours, games, and downtime activities
- Creates and teaches the morale dance
- Works with all internal committees to ensure that the food, entertainment and morale all fit in master schedule
- Recruits and utilizes committee to assist in morale planning and day-of execution

## **Operations**

The Operations chair acts as logistical liaison between UNF venue staff and executive board.

- Creates event space layout for food area, miracle family, dancer storage, dancer relations, entertainment/stage and committee rooms
- Books rooms for all meetings leading up to the event
- Works with rental company to secure all materials
- Maintains the orderliness and cleanliness of the space during the event
- Coordinates all deliveries, as well as set-up and breakdown.
- Recruits and utilizes committee to assist in logistical help throughout the event

### **Public Relations/ Marketing**

The Public Relations chair promotes dance marathon and pre-events on campus and in the community.

- Develops materials and utilizes different campus outlets to promote dance marathon and drive interest among various audiences
- Handles all event-related media coverage – press releases, media kit, interview set-up
- Updates all social media outlets and creates on-campus publicity materials (banners & signs)
- Maintains a positive relationship with the University of North Florida staff and alumni
- Work with t-shirt companies to order all event-related t-shirts

### **Sponsorship**

The Sponsorship chair solicits local and national businesses for monetary and in-kind donations

- Develops/updates sponsorship packet and distribute to various businesses
- Maintains list of businesses and updates their sponsorship status
- Works with other chair positions to apply for company grants that are applicable to event
- Works with Hospitality chair to develop list of food sponsors

### **Recruitment**

The Recruitment chair implements dancer recruitment strategy throughout the year and ensures committee meets their recruited dancer goal.

- Creates outreach plan to encourage UNF students, clubs and Greek organizations to sign up for dance marathon
- Schedules presentations at Greek chapter and club meetings
- Organizes tabling efforts and Market Days
- Attends Club Alliance meetings and solicits new student groups
- Follows up with all committee applicants to ensure they are assigned to the correct committee and contacted in a timely manner
- Recruits and utilizes committee to assist in dancer recruitment

### **Technology**

The Technology chair manages all online and graphic design elements for the dance marathon committee.

- Maintains [www.UNFDM.com](http://www.UNFDM.com)
- Edits video projects and manages video projection at the event
- Documents (photo & video) all pre-events and dance marathon
- Works with PR/Marketing chair to create promotional materials – fliers, social media graphics, etc.