

DANCE MARATHON **AT THE UNIVERSITY OF FLORIDA**

The following are Descriptions and Application Questions for each Captain Team:

Community Outreach

The Community Outreach Team seeks to grow the Dance Marathon community beyond the student body by sharing our mission to Change Kids' Health with Dance Marathon Alumni (DMA), UF Health Shands Faculty & Staff, the broader Gainesville community, and UF Faculty & Staff. The leaders of this team focus on creating lasting relationships with our Community Partners by engaging in regular volunteer events, planning organization-wide service days, and communicating with their assigned Community Partner. Our main service day, Giving Tuesday, takes place later on in the Fall semester and provides an opportunity for organization members to engage with the local community by attending specific volunteer events in collaboration with our Community Partners. In addition to managing Giving Tuesday, the team members establish connections between our Dance Marathon Alumni, Families, and the UF faculty, involving them in our year-long initiatives and arranging special events like DMA Weekend, Family Appreciation Week, and Faculty & Staff Appreciation Week. These events serve as opportunities for us to demonstrate our deep appreciation and gratitude for their unwavering support. In an effort to bring out overlapping communities together, our Community Outreach team hosts an annual formal event: the Miracle Gala. Leading up to the Miracle Gala, our team actively collaborates to execute this event, inviting the DM at UF Community to celebrate a year of accomplishments alongside our Miracle Families. Furthermore, attendees will have the opportunity to participate in our Silent Auction and the Raise the Paddle fundraiser.

New Captain Questions

- What specifically about the Community Outreach team inspired you to apply for this position?
- What are ways we might create new and strengthen current Community Partnerships yearlong?
- What ideas do you have to keep Dance Marathon Parents and Families connected to our events and campaigns throughout the year?

Returner Questions

- What specifically inspired you to reapply for the Community Outreach team?
- What new ideas do you have to improve the way we keep Alumni, UF Health Shands staff, Parents, and/or Community Partners involved with our cause and events?
- What specific ways might we increase engagement, attendance, and involvement of our community members in our annual Miracle Gala?

Dancer Relations

The Dancer Relations Team is responsible for welcoming Dancers along with communicating with Dancers, holding Check Ins, tracking Dancer involvement and providing a year long experience for Dancers through events and other engagement throughout the year. We also work alongside the Recruitment Team to help register Dancers when registration is open. Captains will be responsible for a group of Dancers who they will communicate with regarding all DM and Dancer events or opportunities.

Additionally, Captains will attend Check Ins on Wednesday in Turlington, here Captains will Check-In Dancers and log their Spirit Points, help with the Check Ins activity and spread the work about DM on campus. Dancer Relations also plans events and other engagement specifically for Dancers, which Captains will help execute! In the Main Event, our job is to Check In Dancers, encourage and support Dancers throughout the 26.2 hours and run swim/shower overnight. As a DR Captain you are also expected to be a support system for your Dancers and be a resource to them throughout their entire DM at UF experience!

New Captain Questions

- As Dancer Relations Captains, our goal is to allow Dancers to have an experience throughout the entire year, and not just at the Main Event. What does the phrase "year-long Dancer experience" mean to you, and how would you help create this for your Dancers?
- Second, Third, and Fourth year Dancers are an integral part of our organization and something all first year dancers should strive to be, how do you plan on motivating previous Dancers to register to Dance again?
- How do you plan on enhancing the Dancer experience during the 26.2 hour Main Event so as to increase Dancer retention for coming years?

Returner Questions

- Looking back on your past year as a Dancer Relations Captain, what do you think was your biggest weakness and how do you plan to improve upon it?
- As a returning Captain, you are a role model for new members of our team. What do you think it means to be a role model on Dancer Relations?

Digital Marketing

The Digital Marketing Team is a group of graphic designers and software developers responsible for making the Dance Marathon brand come to life. Developer Captains are responsible for either the development/maintenance of the website, the startup of a mobile iOS/Android application, as well as other technological coding ventures, and Design Captains are responsible for the creation of all print/web design needs (merchandise, social media graphics, newsletters, calendars, etc.). Throughout the year, Captains work together to create high-tech, portfolio-quality materials that showcase Dance Marathon as a professional student-run movement. During the Main Event, Captains run the Tech Booth, which includes managing multiple screens inside the O'Dome, coordinating audio/visual feeds, and creating in-event graphics.

New Captain Questions

- Which side of Digital Marketing are you interested in applying for?
- What qualities do you expect to contribute as a member of Digital Marketing?
- How do you expect to personally benefit as a member of Digital Marketing?

Design Specific

- What makes you passionate about art and design?
- Do you have access to Adobe Suite?
- What would you say is the most unique aspect of your design style/work ethic? How can this benefit the DM at UF brand this year?

- Additionally, you will be required to submit a short portfolio.

Technology Specific

- Which languages (if any) are you proficient in? What is your level of expertise with these languages?
- What platform(s) are you most interested in working on? Web or iOS (or both)?
- How do you think Technology can improve the overall experience & accessibility of Dance Marathon at UF? Do you have any ideas to implement in the coming year?

Returner Questions

- What is your favorite Dance Marathon memory?
- What would you most like to see done differently this year?
- What is your goal for the year? (Fundraising, personal growth, etc)
- What did or didn't you like about last year?
- How do you think you can help new Captains this year? (Fundraising, skills, design experience).
- Please provide suggestions for the improvement of the Digital Marketing team. (200 character minimum)

Family Relations

The Family Relations Captain Team serves as liaisons between Dance Marathon at the University of Florida and the Ambassador Families with Children's Miracle Network. This team consists of over 30 members who each get paired with one of these Ambassador Families from our Children's Miracle Network Hospital, UF Health Shands Children's Hospital. These Captains maintain constant communication between their paired Family informing them of DM at UF events, opportunities to tell their story, and asking for life updates to share with other members of the community. Each of these Families is also paired with a DM at UF organization, Captain Team, ELP Unit, and / or high school where the Captain continuously updates those Ambassadors to provide information and fun facts about their Family. Captains are expected to attend monthly Family Fun Days, all DM at UF sponsored events, and semesterly events with their paired organizations / Captain Teams / ELP Units / high schools. At these events, Captains should introduce their paired Miracle Family to other members who are present to continue connecting as many people as possible to the cause. They stand by their Miracle Family's side throughout the event and while they tell their story to the crowd making sure they are comfortable at all times. The purpose of this role is to remind the community what we are fighting for and how important this cause truly is to the patients that are affected by the funds raised. Family Relations Captains serve as a support system for these Families during the best and worst times making sure they know the entire DM at UF community is fighting for them every step of the way.

New Captain Questions

- List three experiences you have had that will help you be a successful member of the Family Relations Captain Team.
- What does being inclusive mean to you, and how are you going to work to be inclusive of Miracle Families of all ages and abilities?
- Why do you believe Cause Connection within DM at UF is important, and how are you going to make sure this is at the forefront of everything you do within the organization?

Returner Questions

- What do you believe your biggest weakness is in your past experience on Family Relations and how do you plan on improving upon it?
- How are you going to be a good role model and mentor for the new Family Relations Captains, and why do you believe this to be an important aspect of your role on the team?
- List three experiences on Family Relations last year that shaped your time on the team.

Fundraising and Organization Development

The Fundraising & Organization Development Team is both responsible for financial oversight of Dance Marathon at UF and the coordination of the Organization Ambassador Program. This program provides student Organizations at UF the opportunity to develop their involvement in Dance Marathon through their chosen Ambassadors. Each Captain is assigned several Ambassadors to work with throughout the year, acting as the liaison for the Organization to engage members, increase involvement and provide concrete ways they can improve their fundraising capabilities. These Captains play an integral role in the success of Dance Marathon by ensuring that their Ambassadors have updated and accurate information regarding their finance tracking, upcoming events and deadlines. He/she will lead weekly meetings with their assigned Ambassadors and is also expected to coordinate with the Family Relations and Dancer Relations Teams in regard to his/her Organization(s).

New Captain Questions

- What are some successful fundraising methods you have used or seen within Dance Marathon? Is this something that can be seen within the Ambassador Program?
- How have you been inspired to succeed in previous involvement? How can you incorporate this into working with Organization Ambassadors?
- How would you go about working with an organization who is unenthusiastic about their involvement with Dance Marathon? What are some ways to change an organization's perspective for the better?

Returner Questions

- Please provide any suggestions for the improvement of the Fundraising and Organization Development Team. (200 character minimum)

Hospitality

The Hospitality Team works year-round with local restaurants to coordinate monthly Hospitality fundraising nights for Dance Marathon. Captains spend a large portion of the year reaching out to large food corporations and local restaurants in the Gainesville area to coordinate donations and corporate sponsorships. Hospitality is responsible for all food-related needs for the 26.2-hour main event and all community events throughout the year. Throughout the year, Captains will help serve food at Dance Marathon events and will check-in attendees of our Hospitality Nights. Hospitality also hosts an annual food-themed event for our Miracle Children, Miracle Kitchen. Captains plan, solicit, and serve a continuous flow of food to all participants for the duration of the 26.2-hour Main Event.

New Captain Questions

- What qualities do you bring to being a Hospitality Captain that set you apart from other applicants?
- What experiences have you had that would make you a good Hospitality Captain?
- What are innovative ways that Dance Marathon can connect our sponsors more closely to our cause?
- Write an example of an email or pitch you would give to a restaurant in Gainesville on why they should get involved with Dance Marathon at the University of Florida. Assume that they have never heard of Dance Marathon before. Please explain our cause and why they should support it.

Returner Questions

- What are innovative ways that Dance Marathon can connect our sponsors more closely to our cause?
- What improvements would you like to implement to the Hospitality team if you are chosen for this position?
- Write an example of an email you would send to a restaurant in Gainesville that donated to Dance Marathon last year but was unhappy with the partnership and isn't sure they want to donate this year.

Leadership Development

The Leadership Development Team is responsible for overseeing and running the Emerging Leaders Program. This team will focus on developing and integrating students with minimal previous Dance Marathon experience into the Dance Marathon community through tangible exposure to Dance Marathon's various leadership roles. As a part of this Team, Captains will work to cultivate the leadership skills of the newfound members of our Dance Marathon Family. Captains are responsible for not only facilitating and leading their own small group meetings and attending general body meetings, but also tracking, overseeing, and organizing the involvement of the Emerging Leaders in various other Dance Marathon events. During the Main Event, Leadership Development Captains will be responsible for managing and monitoring Emerging Leader's responsibilities in order to progress Emerging Leader's roles within Dance Marathon as a whole.

New Captain Questions

- What aspects of the Leadership Development team stood out to you and caused you to apply? Based on these attributes, why do you believe you would make a good asset to this team?
- In what ways did your experience as an Emerging Leader impact you and how will this play a role in your approach to being a Leadership Development Captain?
- What new ideas and improvements do you have that you would like to see implemented in the Emerging Leaders Program?

Returner Questions

- Based on your prior experience on the team, what suggestions do you have for the improvement of the Leadership Development Team and the Emerging Leaders Program?
- What has motivated you to continue your involvement with Dance Marathon, and specifically the Leadership Development Team?

Marathon Relations

Marathon Relations Captains are responsible for advising and growing Dance Marathon at UF's high school programs, Mini Marathons. Captains will be responsible for at least one school which they will work closely with all year in order to ensure that school's success. They energize and support our "Minis" by educating students on Children's Miracle Network and Dance Marathon at UF's history and culture, as well as guiding them through fundraising, cause connection, and community involvement events throughout their school year. They do this by holding weekly meetings with their paired High Schoolers, as well as communicating with Student Overalls and Advisors on a consistent basis and updating the rest of the team with their progress at weekly Captain meetings throughout the year. Marathon Relations Captains focus on creating year-long relationships between high school programs and Dance Marathon at UF, with their efforts culminating in Spring Semester as they plan and implement their own Mini Marathons. Most importantly, the Marathon Relations team attends and supports all of our Mini Marathons, as well as hosts our partnering high school programs during Dance Marathon at the University of Florida.

New Captain Questions

- What qualities do you possess that make you feel you would be a strong Marathon Relations Captain?
- What experiences have you had that led you to want to join Marathon Relations?
- What are some ideas you have that high school students can use to host events, increase participation, engagement and awareness of Dance Marathon and our cause on these campuses and in their communities?

Returner Questions

- What do you believe your biggest strength and weakness was in your past experience on Marathon Relations, and how do you plan to improve and implement these moving into this year?
- As a returning Captain, you will have the role to mentor and lead the new Captains. How do you plan on being a mentor, guiding the new Captains, and setting an example for the team?
- What drives your continued passion for Marathon Relations?

Merchandise

The Merchandise Captain Team is responsible for creating and distributing all official Dance Marathon at the University of Florida merchandise, including clothing, accessories, and fundraising incentives. Captains are responsible for running the Dance Marathon Store in Turlington every Wednesday, at community wide DM events, online, and at Mini Marathons in the spring. Captains must interact with internal and external members to sell merchandise, pass out summer and yearlong incentives, and share our cause. Captains are also responsible for facilitating orders with Ambassadors and various organizations on campus, organizing Check-In and Event shirts, regularly tracking inventory, managing online sales by packing and shipping orders, and internally fundraising. Prior to the Main Event, Captains finalize merchandise designs, fulfill orders, organize inventory, and set up specific areas for both our Store and Incentives. During the Main Event, Captains are responsible for working the Merchandise Store and Incentives Booth to pass out products to the entire Dance Marathon at the University of Florida community.

New Captain Questions

- What are important qualities of a team member that you pride yourself on? Based on these attributes, why do you believe you would be a good asset to this team?
- Why do you want to be a part of the Merchandise team? What about the Merchandise team stands out to you?
- What are some new and creative ideas you have for the merchandise and incentives this year?

Returner Questions

- Please provide suggestions for the improvement of the Merchandise Team. (200 character minimum)

Morale

The Morale Team is responsible for keeping the spirit of Dance Marathon energetic, positive, and meaningful throughout the entire year, prior to and during the 26.2-hour event. Captains do this by engaging with students and the UF community at both Dance Marathon and UF-related events, hosting Fall and Spring fundraisers, interacting with high school students at Mini Marathons, and much more. Morale Captains bring the Dance Marathon spirit to campus all year. They constantly work to uplift, inspire, and encourage every member of the DM at UF community. In addition, Morale is in charge of creating, planning, and executing "Theme Hours," which are unique hours during the Main Event that include costumes and activities to entertain the Dancers. Morale also plans Moralloween, a fun fall festival to celebrate the miracles made during Transform Today. Finally, Morale Captains create the Linedance, which uplifts and connects every person at the 26.2-hour event. Morale then teaches and demonstrates the Linedance at the Event and throughout the year. Morale Captains are passionate change makers that use their endless amounts of energy to support Dancers, Captains, and Miracle Families.

New Captain Questions

- Why have you chosen to apply for Morale?
- What does inspiring mean to you? How do you plan to use joy to engage other members of the organization?
- What is the biggest challenge that you would have to overcome in order to be the best Morale Captain that you can be? How would you overcome this challenge?
- Attach a meme or short video that describes you

Returner Questions

- Why do you want to continue your involvement with Morale?
- How do you plan on motivating and engaging new Morale Captains this year?
- What do you see as your largest contribution to the Morale last year?
- What will be the biggest challenge that you see yourself having if you return to Morale? What steps will you take to overcome this challenge?

Multimedia

The Multimedia Team is responsible for capturing and editing all photography and videography for Dance Marathon at the University of Florida throughout the year and during the Main Event. The main goal of the Multimedia Team is to capture content that represents DM at UF and its cause. Multimedia Captains are expected to promptly edit, sort, and upload their photos and videos to be used on our organization's Facebook, Instagram, YouTube, and other social media platforms. Furthermore, Captains are responsible for acquiring their own camera equipment and software needed, including Adobe Lightroom and Premiere Pro. In addition, Captains are expected to attend DM at UF events, including at least three high school Mini Marathons during the Spring semester. Multimedia provides many opportunities for growth/collaboration and Captains are encouraged to learn from their peers. However, Captains should have previous experience and interest in photography and/or videography, editing, and be willing/motivated to grow in their craft throughout the year. During the 26.2-hour Main Event, Captains take photos and videos with rapid editing turn-around times to be uploaded to DM at UF's various social media platforms.

New Captain Questions

- What past experiences do you have that will make you an asset to the Multimedia team? Please include your level of Lightroom/Premiere Pro knowledge.
- What camera, lenses, and equipment do you use and have? Describe your level of experience shooting with manual mode.
- There will be a few weeks throughout the year that are very time-consuming (up to 15 hours of work between shooting and editing). How do you plan on managing your time during busy weeks?
- Additionally, you will be required to submit a short portfolio.

Returner Questions

- Describe your involvement on the Team during the previous year. Are there any ways you would improve your participation for the upcoming year?
- Reflect on your experience with the Multimedia Team this past year. What improvements and new ideas do you have for this upcoming year?
- What motivates you to continue your membership on the Multimedia Team? How could this be enhanced?

Productions

The Productions Team is responsible for all logistics and entertainment throughout the year and during the 26.2-hour Main Event. Throughout the year, the Productions Team is in charge of building and organizing the homecoming float, planning and executing campus events (including but not limited to Captain Events in Fall and Spring, Miracles in Color 5k, Moralloween and more), and booking entertainment for all events. For the Main Event, the Productions Team coordinates all Main Event logistics: set up and strike planning, helping Morale with the planning and execution of Theme Hours, and recruiting and stewarding all talent acts. During the Main Event, the Productions Team carries out all operational duties in the O'Connell Center, including setting up and striking Theme Hours, organizing event security and clean up, and overseeing all entertainment aspects during the 26.2 hours. When

necessary, the Productions Team also assists other teams with the logistics and entertainment necessary for their respective undertakings.

New Captain Questions

- Why do you think that you would be a good fit as a Productions Captain and what qualities do you possess that would lead you to believe this?
- Think about an event you have had a role in planning, or just an event you have attended, what were the key things that made that event successful and why were they important?
- What new ideas do you have that could be incorporated into a specific Dance Marathon event, or just DM events in general, that would help improve the overall experience of that event?

Returner Questions

- For at least one Dance Marathon event (the main event or other campus events), what is something you feel needs to be improved and what ideas do you have for improving that event?
- As a returning Captain, what pushes you to continue your involvement in Dance Marathon and specifically Productions?

Public Relations

The Public Relations Team is responsible for maintaining the external views and public reputation of Dance Marathon at UF. PR Captains work year-round to uphold the organization's mission statement, vision, and branding. This involves forming relationships with local media sources, writing blogs and newsletters to share stories and important updates, and using social media (Instagram, Twitter, Facebook, and Spotify/Anchor) to connect and engage with our audience. Captains use creativity to construct campaigns throughout the year, develop storylines for Multimedia videos, and brainstorm innovative ways to extend DM at UF's reach and keep the community involved and well informed. During the Main Event, Captains are also responsible for escorting the media, updating social media platforms and fundraising-incentive walls, and ensuring the smooth running of the official Livestream.

New Captain Questions

- What skills and/or previous experience do you have that would make you an asset to the Public Relations Team?
- What new ideas do you have that could improve our marketing/brand awareness efforts?
- Imagine you are talking to a media company about DM at UF. Write a brief pitch explaining our organization and why they should support our cause.

Returner Questions

- Please provide suggestions for the improvement of the Public Relations Team. (200 character minimum)

Recruitment

The Recruitment Team is responsible for the recruitment of Dancers, Captains, Emerging Leaders, and Organizations to participate in Dance Marathon at UF. Throughout the year, Captains will work with and give presentations to various external organizations, including those who are not currently a part of Dance Marathon, in order to expand our campus involvement. One of the main goals is to find new ways

to support other organizations the way they support us. Captains will utilize flyers about our cause across campus, working to convey the Miracles that Dance Marathon at UF creates and how each student can give back to their local Children's Miracle Network Hospital. Recruitment Captains will also work consistently with Dancer Relations and Fundraising and Organization Development Captains to recruit and steward Dancers and Participants. During the Main Event, Captains will lead tours for visitors of various organizations and families to show the culmination of hard work from the year. During the Main Event, the Recruitment team also has the privilege of creating the Kirstyn's Krew experience room. Kirstyn's Krew is a wonderful opportunity that allows people outside of the DM at UF community to see the magic of Dance Marathon through shorter visits to the Main Event. Kirstyn's Krew was created to honor Kirstyn Tripp, a Miracle Teen whose passion for DM was evident in everything she did! The Recruitment Team is honored to continue Kirstyn's legacy through our work with Kirstyn's Krew. Recruitment Captains are integral parts of the movement as they inspire and create leaders in our community, all while raising awareness about Dance Marathon at UF and its purpose.

New Captain Questions

- What has led to your passion for Recruitment and inspired your desire to apply for this team?
- What past experience and qualities do you have and possess that would make you an influential and valuable member of the Recruitment team?
- How would you explain Dance Marathon to someone who hasn't heard of us?

Returner Questions

- What improvements do you think the Recruitment team should implement this year?
- How do you plan to work well with new Captains and guide them in our cause?
- How can Recruitment collaborate with FOD and DR to support the onboarding of new Dancers and Participants?

Sponsorships

The Sponsorships Team is charged with soliciting businesses for monetary and in-kind (item) donations. Through our year-long efforts of reaching out to businesses, both local and national, Sponsorships Captains will build strong relationships with our Sponsors, utilizing skills of leadership, communication, and stewardship. Captains are also responsible for organizing and working the Silent Auction at the Main Event as well as organizing Miracle Market in the Spring semester. Throughout the year, Captains are expected to attend other Captain Team's events and assist when needed. The Sponsorships team utilizes relationships with partners to secure locations to "can" throughout the year.

New Captain Questions

- What strengths or characteristics do you feel you will bring to the team?
- As a Sponsorship Captain, you will need to be able to handle Sponsors who might not respond immediately. What do you think the best way is to encourage a response from these Sponsors?

Returner Questions

- As a returner, how will you stand out as a leader on the Sponsorships team this year?
- What is something you wish you would have done or contributed to the team last year that you intend to do this year?
- What ideas do you have to continue to steward and support returning DM at UF Sponsors?