

# Dance Marathon at UF Captain Team Descriptions 2025

Below are all the internal Captain teams in this organization, along with a description of the team, desired qualities, weekly time commitment, and the questions associated with both new applicants and returners. This document serves to allow applicants to read each description and an example of the questions they can answer.

***All applicants must submit a formal application through the qualtrics survey to be considered.***

## Dancer Engagement

### Dancer Engagement Team Description

The Dancer Engagement Team within Dance Marathon at the University of Florida plays a crucial role in fostering a vibrant and supportive community among participants. This team is dedicated to ensuring that dancers feel motivated, informed, and connected throughout their fundraising journey. They organize engaging events, workshops, and social activities designed to inspire dancers and build camaraderie. The team also provides personalized support and resources to help dancers achieve their fundraising goals, offering guidance on effective strategies and sharing the impact of their efforts. By cultivating a sense of belonging and purpose among dancers, the Dancer Engagement Team contributes significantly to the overall success of Dance Marathon, empowering participants to make a meaningful difference in the lives of children and families battling pediatric illness.

### Desired Qualities in a Captain

1. Outgoing - A Dancer Engagement Captain must be willing to interact with students and faculty they have never met before and acclimate them to our organization.
2. Creative - A Dancer Engagement Captain must think outside the box for purposes of planning programming and events.
3. Determined - A Dancer Engagement Captain should never let rejection get in the way of our ultimate goal of packing the O'Dome with excited and energetic Dancers.
4. Energetic - A Dancer Engagement Captain should inspire their Dancers to continue fighting for our cause no matter how long or hard a day can be.
5. Compassionate - A Dancer Engagement Captain must understand and sympathize with the needs of the Dancers within our organization.

### A Week in the Life of a Dancer Engagement Captain

**Fall:** 4-5 hours/week consisting of weekly check-ins and tabling, Tuesday evening Captain meetings, Dancer communication via email and text messages, monthly Dancer GBMs, monthly Dancer events put on by the Dancer Engagement team.

**Spring:** 6-7 hours/week consisting of weekly check-ins and tabling, Tuesday evening Captain meetings, Dancer communication via email and text messages, monthly Dancer GBMs, bimonthly Dancer events put on by the Dancer Engagement team. There will be a greater number of registered Dancers come Spring, therefore more time to allocate to stewardship.

Questions

**New Captains:**

- 1) As a Dancer Engagement Captain you will be responsible for roughly 40-50 Registered Dancers, how would you build a personal relationship with them, while assimilating them into the organization and motivating them to actively participate in Dance Marathon at the University of Florida?
- 2) 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?
- 3) 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?

**Returning Captains:**

- 1) Looking back on your past year as a Dancer Engagement Captain, what do you think was your biggest weakness and how do you plan to improve upon it?
- 2) 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 Engagement?
- 3) As we strive to rebrand the Dancer Engagement team, what aspects of previous years do you believe can be improved upon and how would you implement these changes within this year's Captain team?

## Digital Marketing

### Digital Marketing Team Description

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 the development/maintenance of the website, the mobile iOS/Android application, as well as other technological coding ventures, while 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.

### 5 Qualities of a Digital Marketing Captain

**Eager-** A Digital Marketing Captain needs to be eager to learn new things, adapt to certain needs, and experiment with digital processes that may be comfortable.

**Creative-** This team is centered around creativity in a digital space. A Digital Marketing Captain must be open to ideas and be able to adapt these ideas in an individualistic and creative way.

**Organized-** A Digital Marketing Captain needs to be organized when given assignments so that all aspects of assignments are completed properly and efficiently

**Timely-** A very core part of why this team operates so well is our attentiveness to deadlines. A Digital Marketing Captain must be timely when working within the structure of due dates and timelines.

**Excited-** This team is led this year by an incredibly energetic team, and we are incredibly excited to work with and cater to your needs to make your experience on this team as amazing as it can be. A Digital Marketing Captain should share this excitement about our goals, our cause, and our execution of the team.

### A Week in the Life of a Digital Marketing Captain

| Fall (3-6 hours)                                |     |  |   |   |     |     |
|---|-----|--|---|---|-----|-----|
| Sun   | Mon | Tue  | Wed   | Thur  | Fri | Sat |
| Team Bonding<br><br>1-3 hours<br>(once a month) |     | Captain Meetings<br>(1-1.5 hours)<br><br>In the evening,<br>usually around<br>7:00-8:00 PM | Check-Ins<br>(5 min)<br><br>Working on<br>assignment<br>(1-2 hrs) | DM at UF<br>Hospitality Night<br>(twice a month)<br><br>Working on<br>assignment<br>(1-2 hrs) |     |     |

| Spring (5-8 hours)                              |     |  |   |   |     |     |
|---|-----|--|---|---|-----|-----|
| Sun   | Mon | Tue  | Wed   | Thur  | Fri | Sat |
| Team Bonding<br><br>1-3 hours<br>(once a month) |     | Captain Meetings<br>(1-1.5 hours)<br><br>In the evening, usually around 7:00-8:00 PM | Check-Ins<br>(10 min)<br><br>Working on assignment<br>(1-2 hrs) | DM at UF Hospitality Night<br>(twice a month)<br><br>Working on assignment<br>(1-2 hrs) |     |     |

## Captain Interview Questions

### NEW

1. Tell me a little bit about yourself and what inspired you to apply for a Captain role on the Digital Marketing team?
2. Describe a time when you successfully collaborated with a diverse team to achieve a common goal
3. Design/Tech specific questions
  - a. Design: What do you think your greatest creative strength is in your design style?
    - i. Must submit a portfolio of work to [cappel@floridadm.org](mailto:cappel@floridadm.org)
  - b. Tech: What is an idea for the website or app that you want to see implemented this year?

### RETURNERS

1. What inspired you to return to the DMark team this year?
2. Based on your previous experience with DMark, what key areas of improvement do you see moving forward with the team this year and how would you plan to implement them?
3. As a returning Captain, you will serve as a role model, mentor, and leader to our new joinders. How do you plan on guiding the new Captains to help them navigate this year and reach their fullest potential?

## **Family Relations**

### Team Description:

The Family Relations team is responsible for serving as liaisons between Children's Miracle Network Ambassador Families and the Dance Marathon at UF community. Family Relations Captains serve an essential role in reminding our community how important our cause truly is for the patients treated at UF Health Shands Children's Hospital, and serving as a support system for our Families through the best and worst times. Captains will be paired with at least one Miracle Family and will maintain constant contact with them throughout the year. Responsibilities include stewarding Families at all DM at UF events and seeking out opportunities to introduce their Family to members of the DM at UF community, telling their paired Family's story at Captain/ELP/Ambassador meetings, planning events with Miracle Families and paired Organizations, and taking on various initiatives to further Cause Connection. Captains will also conceptualize and build the Family Room and Family Zone at the Main Event.

### Desired Qualities:

1. Passionate, Approachable, Enthusiastic, Accountable, Authentic

### Weekly Time Commitment:

- Fall: 4-5 hours per week consisting of weekly Tuesday Captain meetings, events with Miracle Families including DM at UF events and bimonthly Family Fun Days, telling Miracle Family stories at Captain/ELP/Ambassador/Organization meetings, presence at biweekly check ins, team bonding activities, and team fundraisers
- Spring: 6-7 hours per week, includes all of the same responsibilities as fall in addition to building the Family Room and Family Zone at the Main Event and stewarding Families at Mini Marathons

### New Captain Questions

- List three experiences that have led you to want to join the Family Relations Captain team and will help you become a successful Captain.
- What qualities do you have that set you apart from other applicants? In other words, why should you be selected for this position?
- Do you have experience working with children and teens with special needs and various physical and intellectual disabilities?
- What age of children do you prefer to work with? How can you work to be inclusive of children of all ages?

### Returning Captain Questions

- What are some things you thought went well last year on Family Relations, and what suggestions do you have to improve Family Relations for this upcoming year?
- What was your biggest weakness as a Captain last year on Family Relations or within DM at UF as a whole, and how will you work to improve it this year?
- Family Relations Returning Captains have an essential role in helping onboard new Captains, teaching them what it means to be a Family Relations Captain, setting expectations, and leading by example. With this in mind, how will you seek to achieve this role of a Returning Captain?

## Finance

### Team Description:

The Finance Team is responsible for the financial oversight and campaigning of Dance Marathon at UF. This is achieved through the creative planning and strategic tracking of fundraising campaigns throughout the year. Captains will actively participate in discussions and spearhead special projects involving the creation of fundraising campaigns, incentives, and templates used by all members of Dance Marathon at UF. Through collaborating with the Partnerships, Digital Marketing, and Organization Relations Teams, Finance Captains will have the opportunity to directly impact fundraising initiatives. Analytics Captains track and project year-long fundraising efforts while providing adept insight into program development, and Fundraising Captains create fundraising resources and curriculum to engage members while increasing involvement and coordinating ways to improve the fundraising capabilities of the Organization as a whole.

### Desired Qualities in a Captain:

1. Strategic - to analyze fundraising data and develop plans to improve
2. Adaptable - willing to face challenges head-on
3. Individualization - able to identify the needs of others and specify solutions to best fit
4. Arranging - handle many aspects of a situation and utilize them to their fullest
5. Enthusiasm - bring a sense of dedication and passion that helps to inspire and connect with others (sidenote: this is the first year for the Finance team so get excited to build something entirely new to leave a lasting impact!)

### Weekly Time Commitment:

- Fall: 4-6 hrs/week > weekly Tuesday Captain meeting, DM at UF events, bonding, Check-Ins, updating fundraising trackers, other special assignments (ie: campaign development and fundraising curriculum creation)
- Spring: 6-8 hrs/week > weekly Tuesday Captain meetings, DM at UF events, bonding, Check-Ins, updating fundraising trackers, other special assignments (ie: campaign development), Main Event prep

### Questions:

1. What specifically about the Finance Team inspired you to apply for this position?
2. What strengths, qualities, or characteristics do you bring to being a Finance Captain that set you apart from other applicants?
3. Describe a time you were faced with a problem and solved it through strategic and critical thinking.
4. What ideas do you have to keep our members engaged and more closely connected to our cause through fundraising? This can be through a campaign, resources, incentives, or anything else you think would help.
5. Write a brief pitch of what DM at UF is and why someone should support it through donations. Think of this as how you would ask a donor to support DM at UF.

## Leadership Development

The Leadership Development Team is responsible for overseeing the Emerging Leaders Program. This team will focus on developing the leadership skills and individual values of UF students looking to make a difference in their community. The Leadership Development team is grounded in the unique opportunity for Captains to put the skills they cultivated as Emerging Leaders to use as they mentor the new generation of leaders. Captains are responsible for not only facilitating and leading their own small group meetings and attending general body meetings, but also tracking, engaging, 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 Emerging Leaders' responsibilities in order to maximize the experience for the new members of the Dance Marathon Family.

### Qualities

1. ***Dedicated*** - A great Leadership Development Captain is dedicated and devoted to not only the fight to end pediatric illness, but also our team, and their ELPs. On Leadership Development, we are preparing the future leaders of Dance Marathon at UF, and it is our job to uplift and support them during their journey within this organization. In order to do that, one must be prepared to dedicate the time, effort, and passion required to create a family bond within their ELP Unit, so that we can better prepare the Emerging Leaders to take their next step in this organization.
2. ***Cooperative*** - On Leadership Development, Captains will be separated into groups of four per Unit. Collaboration and cooperation with co-Captains is essential for running a successful ELP Unit. A great Leadership Development Captain is able to work closely and efficiently with all other Captains, their co-Captains, and their ELPs. Emerging Leaders often look to Leadership Development Captains as examples, so in order to provide the best experience for them within our program, one must be able to work cooperatively with everyone around them.
3. ***Passionate*** - A great Leadership Development Captain is always passionate and excited to fight for the kids at UF Health Shands Children's Hospital. It's important that Leadership Development Captains are passionate about Dance Marathon at UF because Emerging Leaders look to us as examples, so we must always be energetic and motivated to create a meaningful, impactful experience for them and for every Captain on our team.
4. ***Approachable*** - Leadership Development, and the Emerging Leaders Program should always be a safe space for Emerging Leaders to express themselves and immerse themselves in this organization. In order to accomplish this, a great Leadership Development Captain must be approachable for all Emerging Leaders so that they feel comfortable asking questions, voicing their opinions, or seeking advice.
5. ***Adaptable*** - Leadership Development and the Emerging Leaders Program is a collaborative environment. In order to be a great member of Leadership Development and leader to the Emerging Leaders, you should be prepared to adapt to how your Unit best communicates, bonds, and operates. One idea does not work for every ELP Unit, so it is important that Leadership



Development Captains are able to adapt to what works for their Unit, as well as share those ideas with other Units so that we can all be more successful as a whole.

Weekly Time Commitment:

## **A Week in the Life of a Leadership Development Captain**

| Fall (4-5 hours)                               |        |                               |  |  |        |          |
|--|--------|-------------------------------|--|--|--------|----------|
| Sunday   | Monday | Tuesday                       | Wednesday  | Thursday                                 | Friday | Saturday |
| Bonding Event/Fundraising Event (1-2x a month) |        | Captain Meetings (1 -2 hours) | Check-Ins (15 min)<br><br>**ELP Small Group Meetings (1-1.5 hours) | **ELP Small Group Meetings (1-1.5 hours) |        |          |
| Spring (5-6 hours)                             |        |                               |  |  |        |          |
| Sunday   | Monday | Tuesday                       | Wednesday  | Thursday                                 | Friday | Saturday |
| Bonding Event/Fundraising Event (1-2x a month) |        | Captain Meetings (1-2 hours)  | Check-Ins (15 min)<br><br>**ELP Small Group Meetings (1.5-2 hours) | **ELP Small Group Meetings (1.5-2 hours) |        |          |

\*The days may not align with the actual schedule of events. This is just to provide an idea of your potential time commitment for the year.

\*\*Leadership Development Captains are expected to meet separately with their co-Captains prior to their weekly ELP Small Group Meeting for approx. 30 minutes to prepare. Their meeting will be EITHER Wednesday or Thursday per preference.

### **Fall One-time Commitments:**

- **Emerging Leader Retreat**
  - Help facilitate Emerging Leader Bonding within your Units and the Program as a whole.

- Field Day at Norman Field
- **Transform Today**
  - 26.2 hour Fundraising Push
  - Check-Ins, Canning, Bonding with your ELP Unit and fellow LD Captains
  - Help facilitate Emerging Leader shadowing of Captain Teams
- **Moralloween**
  - Family Fun Halloween Event
  - Emerging Leader Booths
- **Giving Tuesday**
  - Nationwide giving day: DM at UF volunteers around the community
- **Leadership Development Fundraiser**
  - Participate in and help plan a Team fundraising event that is TBD

**Spring One-time Commitments:**

- **Miracles in Color 5k**
  - Color Run
- **Leadership Development Fundraiser**
  - Participate in and help plan a Team fundraising event that is TBD
- **Emerging Leader Fundraiser**
  - Help facilitate, coordinate, and plan a fundraiser with Unit/Units for ELPs to execute.
- **DM at UF**
  - Includes meetings the week leading up to the event. These are mandatory for Leadership Development Captains to best ensure their Emerging Leaders are prepared and excited for the Main Event.

**Application Questions**

1. 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? (**New Captains**)
2. 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? (**New Captains**)
3. What new ideas and improvements do you have that would you like to see implemented in the Emerging Leaders Program? (**New Captains**)
4. 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? (**Returns**)
5. What has motivated you to continue your involvement with Dance Marathon and specifically the LD Team? (**Returns**)
6. Is there anything else you would like to note on your application? If yes, please do so below. If no, please write "N/A". (**All Applicants**)

## **Marathon Relations**

### Team Description-

The Marathon Relations team is 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.

### Desired Qualities in an Applicant:

Passionate, Driven, Optimistic, Adaptive, Creative

### Weekly Time Commitment (approximately):

**Fall: 4-6 hours** Weekly Tuesday Captain meetings, weekly meeting with high school students, DM at UF events, MR Team Bonding, various high school events

**Spring: 14-18 hours** Weekly Tuesday Captain meetings, weekly meeting with high school students, DM at UF Events, Mini Marathons

### Questions:

#### New:

- What inspired you to apply for 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?
- What are some qualities you possess that would make you a strong Marathon Relations Captain?

#### Returning:

- 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?
- What has inspired you to return to Marathon Relations this year?
- As a returning Captain, you will have the role of mentoring and leading the new Captains. How do you plan on being a mentor to and guiding the new Captains?

## 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.

### Five Qualities of a Merchandise Captain:

1. **Passionate:** As members of any Captain Team in Dance Marathon, it is our responsibility to share and spread our cause with passion. Whether done through sharing our cause to others or helping to fight for this cause by selling merchandise throughout the year, a Merchandise Captain must be passionate and driven in order to help themselves and the organization be successful.
2. **Collaborative:** The Merchandise Team requires a lot of collaboration in order to not only help design merchandise but also when working as a team at major Dance Marathon events throughout the year. It is important that a Merchandise Captain can work well with others in all areas in order to help the Merchandise Team be successful and efficient.
3. **Dedicated:** A Merchandise Captain has many roles and responsibilities when on this team and it is important that they remain committed and devoted to not only this team but also this cause. By staying dedicated to our cause throughout the year and dedicated to the Merchandise Team, a Captain ensures the merchandise we design, Mini Marathons, Store are efficient and successful throughout the year.
4. **Adaptable:** In being a member of Dance Marathon at the University of Florida, one must be quick to adapt to any changes that may arise throughout the year. Specifically on the Merchandise Team, a Captain must be quick to adapt to changes in designs, changes in scheduling, and any changes in responsibilities they may have throughout the year. Keeping a strong openmind and willingness to adapt will ultimately lead to efficiency and success by the Captain, the Merchandise Team, and Dance Marathon as a whole.
5. **Reliable:** A Merchandise Captain must be both dependable and reliable all throughout the year in order for our team to work well and be successful. During inventory, stores, shipping, and fundraising it is always expected that every Captain not only puts in their best effort but also is reliable and there for every other Captain on this team. This helps to further strengthen our team dynamic and helps the Merchandise Team be as successful as it can be.

## Fall (4-6 hours a week)

| Sunday   | Monday | Tuesday                                   | Wednesday  | Thursday | Friday | Saturday  |
|--|--------|---|--|----------|--------|---|
| Merch bonding (~1-2 hours, 3-4 times per semester) |        | Captain Meetings (1-1.5 hours in evening) | Store at Turlington (~1 hour biweekly)<br><br>Check-Ins (same time as when at Store) |          |        | Shipping and Inventory (~2 hours, once a month) |

## Spring (6-12 hours)

| Sunday   | Monday | Tuesday                                   | Wednesday  | Thursday | Friday                      |  |
|--|--------|---|--|----------|-----------------------------|--|
| Merch bonding (~1-2 hours, 3-4 times per semester) |        | Captain Meetings (1-1.5 hours in evening) | Store at Turlington (~1 hour biweekly)<br><br>Check-Ins (same time as when at Store) |          | Mini Marathons (4-10 hours) | Shipping and Inventory (~2 hours, once a month)<br><br>Mini Marathons (4-10 hours) |

### For New Captains:

1. Why do you want to be a part of the Merchandise team? What about the Merchandise team stands out to you?
2. 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?
3. What are some new, unique, and creative ideas you have for the Merchandise Team this year?

### For Returners:

1. Why do you want to be a part of the Merchandise Team? What are you hoping to gain from your experience and from returning to this team?
2. 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?
3. What are some new, unique, and creative ideas you have for the Merchandise Team this year?

## **Morale**

### Team Description:

The Morale team is the energy and spirit of Dance Marathon at UF. We use our passion to drive our internal and external members to be the best they can be while helping them fall in love with our organization and cause. We meet weekly to discuss our creations of the linedance, theme hours, engagement with mini marathons, fundraising ideas, and so much more. Morale is known for uplifting everybody around them through weekly DayMakers, so stay tuned for this year's DayMakers in Turlington and beyond! Our goal is not just to motivate and inspire in the moment but to create lasting impressions that resonate with all captains, students, and Miracle Families, leaving behind a legacy of enthusiasm, dedication, and unwavering support for our hospital and Dance Marathon community.

### Desired Qualities:

Driven, Inspired, Passionate, Unique, Motivated

### Weekly Time Commitment:

Fall: 4-8 hours/ week

Spring: 8 - 12 hours/ week

### Application Questions:

New Members:

- Why are you applying for morale?
- What do you see as your biggest strengths and how will they be an asset to this team?
- What is your definition of happiness? Do you have the ability to create your own happiness while building others up as well?
- Please submit a video or a meme that describes you to [dsiegel@floridadm.org](mailto:dsiegel@floridadm.org)

Returning Members

- What has inspired you to apply for morale for another year?
- What goals do you have to help foster a warm, exciting, and connected team?
- How do you plan on motivating and engaging new Morale Captains this year? Do you see yourself as a leader?
- What do you see as your largest contribution to morale last year? How will you continue this?

## Multimedia

### Team Description:

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 and motivated to grow in their craft throughout the year. During the 26.2-hour Event, Captains take photos and videos with rapid editing turn-around times to be uploaded to DM at UF's various social media platforms.

### **Desired Qualities in an Applicant:**

Creative, Adaptable, Collaborative, Passionate, Organized

Preferred: Past experience with photography/videography and editing

### **Weekly Time Commitment:**

**Fall: 4-10 Hours:** Weekly Tuesday Captain Team Meetings, Taking/Editing Photo/Video at Events, Multimedia Team Events/Workshops, and DM at UF Events

**Spring: 5-15 Hours:** Weekly Tuesday Captain Team Meetings, Taking/Editing Photo/Video at Events, Multimedia Team Events/Workshops, DM at UF Events, Mini Marathons\*\*, and Main Event Prep

### **Application Questions:**

New Captains:

1. 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.
2. What camera, lenses, and equipment do you use and have? Describe your level of experience shooting with manual mode.
3. 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?
4. Please email a short portfolio\* of your work to Ava Dinow at [adinow@floridadm.org](mailto:adinow@floridadm.org). In addition to your online submission, you may bring a physical copy of your portfolio to your interview if you'd like.

- a. File Name: First Initial\_Last Name\_Portfolio (Ex: A\_Dinow\_Portfolio), Email Subject Line: First Initial\_Last Name\_Portfolio (same as file name) \*It is required to submit a portfolio for this position.

Returning Captains:

1. Describe your involvement on the Team during the previous year. Are there any ways you would improve your participation for the upcoming year?
2. Reflect on your experience with the Multimedia Team this past year. What improvements and new ideas do you have for this upcoming year?
3. As a returning Captain, you will have the role of mentoring and leading the new Captains. How do you plan on doing this and fulfilling this role?



## Organization Relations

### Team Description:

The Organization Relations Team facilitates communication and maintains strong relationships between Dance Marathon (DM) and UF student organizations. This team empowers student groups to get more involved with DM by building connections through dedicated student representatives called Ambassadors. Led by Captains, the Ambassador Program involves weekly meetings to keep Ambassadors informed, engaged, and equipped to involve their organizations in both programming and fundraising. Organization Relations Captains also collaborate with other Family Relations and Dancer Engagement Captains to ensure team alignment. In essence, they act as a liaison, fostering enthusiastic participation from our organizations and maximizing the collective impact of Dance Marathon.

### Desired Qualities:

Enthusiastic, Resilient, Passionate, Communicative, Proactive

### Weekly Time Commitment:

**Fall: 4-5 hours/week;** Weekly Tuesday Captain Meetings, Weekly Thursday Ambassador Meetings, Org Presentations, DM at UF Events, Team Bonding, Check-ins, time for Ambassador communication (emails/texts/GroupMe messages)

**Spring: 4-7 hours/week;** Weekly Tuesday Captain Meetings, Weekly Thursday Ambassador Meetings, DM at UF Events, Team Bonding, Check-ins, time for Ambassador communication (emails/texts/GroupMe messages), Main Event Prep

### Application Questions:

#### *New Members*

1. Tell me about yourself and what inspired you to apply for a Captain role on Organization Relations specifically.
2. Describe a time when you successfully collaborated with a diverse team to achieve a common objective.
3. How do you plan to build and maintain strong relationships with our Ambassadors and their external organizations?

#### *Returns*

1. Based on your previous experience with FOD, what key areas of improvement do you see for the Organization Relations team, and how do you plan to implement them?
2. As a returning Captain, you will serve as a role model, mentor, and leader to our new joiners. How do you plan on guiding the new Captains to help them navigate this year and reach their fullest potential?
3. How can we utilize different communication tools to improve our internal and external communication processes?

## **Outreach**

The Outreach Team seeks to grow the Dance Marathon community beyond our student body by sharing our passion and mission to Faculty and Staff, Members' Families, and the broader Gainesville community. The servant leaders of this team focus on creating and fostering lasting relationships through segmented communication to our external partners. This team serves to connect to Faculty and Staff, Members' Families, and the external community to our year long engagements and organize events such as Faculty Appreciation Week, Family Weekend, and extending invitations to DM at UF events including but not limited to Moralloween, the Miracles in Color 5k, and the Main Event. The team will plan and engage in various volunteer opportunities with UF Health Shands Children's Hospital on Giving Tuesday and throughout the duration of the school year. These efforts will culminate into an interactive experience during the Main Event to honor the entire community for their continued support of our cause.

### **Desired qualities in an application:**

1. Passionate
2. Communicative
3. Reliable
4. Adaptable
5. Community Oriented

### **Weekly time commitment:**

**Fall:** 5-6 hours per week: Bonding, Captain Meetings, Service Check-ins, DM at UF events, hospital volunteering, Family Appreciation Weekend (and prep), Giving Tuesday (and prep), Alumni Events.

**Spring:** 6-8 hours per week: Bonding, Captain Meetings, Service Check-ins, DM at UF events, hospital volunteering, Alumni Appreciation Weekend (and prep), Alumni Events, community outreach, Main Event preparations.

### **NEW APPLICANTS:**

1. What about the Outreach team has inspired you to apply for this position?
2. Brainstorm some of the ways we can implement marketing in generating awareness and to create/strengthen partnerships year long.
3. What unique perspective or skills do you think you would bring to the Outreach team?
4. How would you approach reaching out to and engaging with Faculty and Staff, Members' Families, and the broader Gainesville community?

### **RETURNING APPLICANTS:**

1. How would you like to expand or improve on the work you previously did on the Outreach team?
2. As a returning member, what do you see as the long-term vision for the team, and how can we work towards achieving it?
3. What new ideas or initiatives do you have for the upcoming year that could help further the team's goals?

## **Partnerships**

### Partnerships Team Description

The Partnerships Team works year-round to solicit varied businesses, food distributors, and restaurants in the greater Gainesville area for monetary and in-kind item donations. Partnerships Captains spend a large portion of the year reaching out to these businesses and organizations to coordinate donations and sponsorships, building strong relationships, while utilizing skills of leadership, communication, and stewardship. Captains work to create mutually beneficial relationships with these businesses through the partner lifecycle. The Partnerships Team is also responsible for all food-related needs for the 26.2 hour Main Event and all Dance Marathon at UF events throughout the year, as well as coordinating monthly spirit nights for DM at UF. Captains serve food at Dance Marathon at UF events, including throughout the duration of the 26.2 hour Main Event, and will manage check-ins at spirit nights. The Partnerships Team also organizes Miracle Market in the Spring, Silent Auction at the Main Event, and Miracle Kitchen, an annual food-themed event for our Miracle Children.

### Desired Qualities in an applicant

Personable, Professional communication skills, Passionate, Hardworking, Organized

### Weekly time commitment (approximately)

Fall: **3-6 Hours** Weekly Tuesday Captain Meetings, calling/emailing/meeting with partners, check-ins, DM at UF spirit nights (~ twice a month), team bonding, and DM at UF events

Spring: **4-7 Hours** Weekly Tuesday Captain Meetings, calling/emailing/meeting with partners, check-ins, DM at UF spirit nights (~ twice a month), silent auction preparation, team bonding, and DM at UF events

### Questions:

#### New:

- What specifically about the Partnerships team inspired you to apply for this position?
- What strengths, qualities, or characteristics do you bring to being a Partnerships captain that set you apart from other applicants?
- What ideas do you have to keep our partners engaged and more closely connected to our cause?

#### Returning:

- As a returning Captain, you will have the role of mentoring and leading the new Captains. How do you plan on being a mentor to and guiding the new Captains?
- What improvements would you like to implement to the Partnerships team if you are chosen for this position?
- What do you believe your biggest strength and weakness was in your past experience on the team, and how do you plan to improve and implement these moving into this year?
- Write an example of an email you would send to a partner in Gainesville that donated to Dance Marathon last year but was unhappy with the partnership and isn't sure they want to donate again this year.

## **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.

### Qualities of a Pro Captain:

- Responsible
- Passionate
- Hardworking
- Collaborative
- Strong leader

### Weekly time commitment

**Fall: 2-5 hours/week** - 1-1.5 hour for weekly Tuesday Captain meeting, 2-4 hours DM at UF events (present for set up/strike), 3-4 bonding events

**Spring: 2-6 hours/week** - 1-2 hour weekly Tuesday meetings, 2-4 hours DM at UF events (presence set up/strike), bonding events, O'Dome tours, Spirit Week, 3-4 bonding events

\*\*times vary depending on DM at UF events calendar

### New Captain Questions:

1. Tell me about yourself and how you decided to apply to be a Captain in DM at UF.
2. What skills do you possess that you feel would make you an asset to the Productions Team?
3. What is an idea for an event that DM at UF can host, and how might you work on managing the logistics of the event?

### Returning Captain Questions:

1. What is a problem you saw last year with Productions specifically, and how would you work with the team on improving this concern?
2. As a returning captain, you would be a leader for the first-year captains. How do you plan on working with the new captains to include them in the Productions family and help mentor them?
3. If you were tasked with improving the set-up or strike process of the main event, what ideas would you implement?

## **Public Relations**

## Team Description:

The Public Relations team tells the stories of Dance Marathon at the University of Florida, using our creativity to keep the community involved and informed. PR Captains work year-round to uphold DM at UF's mission statement, vision, and branding. This involves forming relationships with local media sources, writing blogs and press releases to share stories and important updates, and using social media (Instagram, Reels, Facebook, and LinkedIn) to connect and engage with our audience. The PR team plays a pivotal role in constructing campaigns throughout the year, writing storylines for inspiring videos, and developing innovative ways to extend DM at UF's reach. 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. As a PR Captain, you will gain valuable experience in social media strategy and various forms of communication and content development.

## Qualities of a PR Captain:

- Creative
- Personable
- Strong Writing Skills
- Passionate
- Detail-Oriented

## Weekly Time Commitment:

- **Fall: 4-5 Hours** Weekly Tuesday Captain Meetings, Content Assignments (Social Media Strategy, Captions, Video Development, or Long-Form Writing), 3-4 Team Bonding Activities, and DM at UF Events
- **Spring: 4-5 Hours** Weekly Tuesday Captain Meetings, Content Assignments (Social Media Strategy, Captions, Video Development, or Long-Form Writing), Main Event Planning, 4-5 Team Bonding Activities, and DM at UF Events

## New Member Questions:

1. What skills and/or previous experience do you have that would make you an asset to the Public Relations Team?
2. What are two innovative content ideas or campaign concepts you would propose to engage our audience and promote DM at UF? How would you implement them?
3. 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:

1. As a returning PR Captain, you would serve as a leader for first-year Captains. How would you mentor and support them to help them reach their full potential?
2. Based on your previous experience as a PR Captain, how would you change our team's structure and dynamics to encourage collaboration and enhance overall effectiveness?
3. 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.

## **Recruitment**

The Recruitment team is responsible for the recruitment of Miracle Makers, Captains, Emerging Leaders, and Organizations to participate in Dance Marathon at UF. Our team is the smiling faces that represent Dance Marathon while giving outreach presentations, tabling in our campus community, and encouraging everyone to become involved in such an amazing cause. Captains work throughout the year to brainstorm and implement new ways to boost campus engagement. Whether it's encouraging a new student to sign up to make a Donor drive page, or helping an organization find the way they can best participate in the Main Event, our captains are the smiling faces that all of the campus sees! During the Main Event, Recruitment captains can be found in the Kirstyn's Krew Room helping to carry on Kirstyn Tripp's legacy and giving tours of the Main Event.

Qualities of a Recruitment Captain:

- Outgoing
- Enthusiastic
- Patient
- Passionate
- Reliable
- Adaptable

Time commitment:

**Fall: 4-5 Hours a Week-** time includes weekly captains meetings, tabling shifts, organization presentations, outreach, bonding activities

**Spring: 5-6 Hours a Week-** time includes weekly captains meetings, tabling shifts, organization presentations, outreach, bonding activities, Main Event preparation, Kirstyn's Krew prep

NEW

- 1) Why are you applying to be a Recruitment captain and what do you hope to gain from this experience?
- 2) What qualifications and skills do you possess that you believe would be most beneficial to the recruitment team?
- 3) What are some organizations and groups on campus that you think Dance Marathon should recruit for this upcoming year and why?

RETURNERS

- 1) Why are you choosing to return as a Recruitment captain and what goals do you have for the upcoming year?
- 2) What do you think the biggest challenge will be for the recruitment team this year and what ideas do you have to overcome this challenge?
- 3) As a returning Captain, you will serve as a role model for our new Captains. What advice would you give a future first-year Recruitment Captain?