



Application Guidelines Dance Marathon 2022 Overall Director

Thank you for your interest in becoming a member of the 2022 Overall Team for Dance Marathon at the University of Florida.

Applications are due via email to coverholt@floridiadm.org by Sunday, April 18 at 5:00 p.m. Please provide all requested information on the following pages and any other information you feel might be pertinent. We will send the link to sign up for an interview time on Monday, April 19 at 10 a.m. and sign-ups will close at 3 p.m. Interviews will be held in-person at the Reitz Union on Monday, April 19 through Wednesday, April 21 from 6 p.m. to 10 p.m. If you have any conflicts, please include that in your email to Claire with your application. All applicants must pay the \$20 application fee [on our online store](#) prior to their interview. This fee is non-refundable. Please see the attached sheet for a description of the positions.

Members of the Overall Team are required to make a yearlong commitment to DM at UF. All Overall Directors have weekly time requirements with approximately 25 hours in the fall and 40 hours in the spring; exact time required may fluctuate. Please see the position descriptions below for more information. If you have any questions regarding the requirements of any position, please feel free to contact the 2021 Overall Directors or Managers.

Name:
Student ID Number:
Major and Classification:
Expected Graduation Date:
Polo Size:
UFL Email Address:
Alternate Email Address:
Local Address:
Permanent Address:
Phone Number:
Emergency Contact:
Current Dance Marathon Position:

Applicants only need to apply for one Overall Team position, however, if you feel so inclined, you may apply for multiple positions. Please list your first, second and third choice for Overall Director positions. If you are only applying for one position, you may leave numbers two and three blank.

1. _____
2. _____
3. _____

If you are not selected for this position, would you like to be considered for a different Overall Team Position? (Please circle.)

Yes No

Please include the following in your application:

- Updated Resume
- Headshot
- Answers to the following questions for your first, second, AND third choice team (if applicable):
 - Please tell us your Dance Marathon and/or Children's Miracle Network Hospitals story that inspires your continued involvement in supporting this cause.
 - What tangible changes to the position would you like to implement if you are chosen?
 - What ideas do you have for next year's Main Event?
 - Please list what skills you have obtained from previous experiences and leadership roles that would be applicable to your desired position.
 - How would you plan on effectively managing your Captains and Assistant Directors, if chosen for this position?
 - What are your time commitments for the 2021-2022 academic school year? How much time do you envision your position will entail?
 - Please provide any additional information you think would be pertinent to your application.

NOTE:

The Overall Directors meet weekly as a team, weekly with their respective Manager and weekly or bi-weekly with their individual Manager Teams, in addition to other meetings, phone calls and/or emails as needed. Overall Directors are expected to view themselves as a member of the Overall Team first and a member of their respective Captain Team second. Overall Directors are expected to recruit and select committed and capable Captains to ensure their Team's success. Appropriate leadership, communication, time management and delegation skills are required for all positions.

Community Outreach Overall Director

- Responsible for fostering and improving alumni engagement through both Dance Marathon and University of Florida alumni members.
- Responsible for sitting on the board of the Dance Marathon Alumni and maintaining constant communication with members of said organization.
- Responsible for communicating and acquiring faculty ambassadors for each respective college and program.
- Responsible for enhancing communication and interaction within UF Health Shands Children's Hospital.
- Responsible for spreading awareness of the Dance Marathon mission and campaign to all pertinent areas of the Gainesville community.
- Responsible for planning and executing all community awareness and fundraising activities prior to Dance Marathon.
 - Including, but not limited to, the Miracle Gala and Giving Day.

Design & Technology Overall Director

- Responsible for creating all graphics needed by any Overall Team member.
- Responsible for creation of the media kit and event program, along with any print media advertisements.
- Responsible for creating and maintaining a cohesive Dance Marathon brand.
- Responsible for working with the Multimedia and Public Relations Overall Directors to maintain the website, mobile application, and other online presences (such as applications and registration pages).
- Responsible for any technical needs at Dance Marathon.

Dancer Relations Overall Director

- Responsible for active engagement of Registered Dancers throughout the year.
 - Including weekly Check-Ins, Fall/Spring Dance Weeks, and Spirit Point tracking.
- Responsible for working with the Fundraising & Organization Development Overall Director to allocate all Dancer spots.
- Responsible for Dancer registration, the Spirit Point competition, study room, guest passes and any additional in-event details concerning Dancers and Organizations.
- Responsible for Dancer follow-up communication following main event
 - Noting retention of First-, Second-, and-Third year Dancers

Family Relations Overall Director

- Serves as the liaison between Dance Marathon and UF Health Shands Miracle Families.
 - Maintain regular contact (including monthly Family Newsletters) and support whenever needed.
 - Including, but not limited to, weekly communication with a minimum standard of two weeks for Miracle Family appearances at Dance Marathon events
- Responsible for contacting and hosting Miracle Families, organizing the pen pal program and helping facilitate family-oriented activities before Dance Marathon.
- Responsible for coordinating speaking opportunities for Miracle Families to connect with the University of Florida community.
- Responsible for setting up and maintaining the Family Room, and logistics of Family Dinner during Dance Marathon.

Fundraising & Organization Development Overall Director

- Focused on maintaining internal fundraising and communicating with Organizations within the University of Florida.
- Responsible for the coordination and implementation of the Organization Ambassadors program that relays information to Ambassadors and thereby Organizations
 - The main focus of this program is to ensure greater participation and fundraising from Ambassadors and their respective Organizations

- Will work with the Membership Manager to ensure that Ambassadors are respected and stewarded analogously to Captains and Emerging Leaders
 - The Fundraising & Organization Development Overall will hold weekly Ambassador meetings (i.e. small groups) and maintain an Ambassador listserv.
- Responsible for coordinating presentations to currently involved and new organizations regarding Dance Marathon.
- Responsible for the allocation of Dancer Spots with the Dancer Relations Overall Director.
- Responsible for working with the Finance Manager and Merchandise Overall Director in creating incentives and motivating fundraisers.

Hospitality Overall Director

- Responsible for planning, soliciting, and serving a continuous and consistent flow of snacks and meals to the Dancers and Miracle Families for the duration of the Main Event.
- Responsible for any food-related needs for pre-event activities, including but not limited to, community events.
 - Must have at least six weeks notice if food is requested
- Responsible for securing corporate sponsorships and grants to act as additional food sources.
- Responsible for securing partnerships with local companies to host benefit nights ("Hospitality Nights").

Leadership Development Overall Director

- Responsible for coordinating and overseeing all activities related to the Dance Marathon Emerging Leaders Program.
- Responsible for the development of a curriculum for the Emerging Leaders Program.
- Responsible for tracking all Emerging Leaders to ensure minimum standards are met.
- Responsible for coordinating the transition from Emerging Leader to the next position.
- Responsible for Bag Check at Dance Marathon.

Marathon Relations North Overall Director

- Responsible for the recruitment, acquisition, and development of High School Dance Marathon (termed "Mini Marathon") programs in all counties as outlined in the updated zoning guide, including Lake County and all counties north of Lake County.
- Responsible for assisting with all north Mini Marathon program expansion and sustainability, including but not limited to: community events, hospitality nights, marketing, merchandise distribution, and main events.
- Responsible for communicating and acquiring faculty advisors for each respective north Mini Marathon program.
- Responsible for acting as the liaison between respective school programs and all other members of the Overall Team.
- Responsible for attending all Mini Marathon main events except in extenuating circumstances.
- Responsible for overseeing and developing the foundation for north middle and elementary school programs.
- Responsible for financial tracking of all north Mini Marathon programs.

Marathon Relations South Overall Director

- Responsible for the recruitment, acquisition, and development of High School Dance Marathon (termed "Mini Marathon") programs in all counties as outlined in the updated zoning guide, including Indian River County and all counties south of Indian River County.
- Responsible for assisting with all south Mini Marathon program expansion and sustainability, including but not limited to: community events, hospitality nights, marketing, merchandise distribution, and main events.
- Responsible for communicating and acquiring faculty advisors for each respective south Mini Marathon program.
- Responsible for acting as the liaison between respective school programs and all other members of the Overall Team.
- Responsible for attending all Mini Marathon main events except in extenuating circumstances.

- Responsible for overseeing and developing the foundation for south middle and elementary school programs.
- Responsible for financial tracking of all south Mini Marathon programs.

Merchandise Overall Director

- Responsible for coordinating with t-shirt vendors for Overall polos, Captain polos, ELP polos, Ambassadors polos, Check-In t-shirts and in-event t-shirts.
- Responsible for ordering and selling creative and appealing Dance Marathon merchandise.
- Responsible for creating an official product offering for DM at UF apparel and accessories, facilitating pre-orders with Ambassadors and Organizations, taking inventory, and organizing Check-In shirt and event shirt orders.
- Responsible for planning and collaborating with the Fundraising & Organization Development Overall Director and Finance Manager to order fundraising incentive merchandise.

Morale Overall Director

- Responsible for planning activities and games to keep dancers entertained and motivated throughout Dance Marathon.
- Responsible for creation of the Linedance, creation and production of various Theme Hours, and downtime activities.
- Responsible for teaching previous Linedance to use at High School Dance Marathons and other schools' Dance Marathons.
- Responsible for maintaining a positive attitude and Captain dynamic throughout the year by encouraging morale at every level of Dance Marathon.

Multimedia Overall Director

- Responsible for recording and editing videos before and during Dance Marathon.
- Responsible for taking high-quality pictures at all Dance Marathon events and updating these photographs on all forms of Dance Marathon media outlets.
- Responsible for the acquisition of equipment for all filming and photography including all software involved for editing videos and photos.
- Responsible for collaborating with other members of Overall Team to create content for their personal teams.

Productions Overall Director

- Responsible for soliciting diverse and varied types of entertainment and activities for Dance Marathon in order to create a professional event.
- Responsible for hosting all entertainers who perform at Dance Marathon, communicating with a DJ company, and organizing all technical and audio/visual equipment at Dance Marathon.
- Responsible for potential planning of pre-event activities, i.e. a benefit concert.
- Responsible for communication with the Stephen C. O'Connell Center staff prior to, but especially during, Dance Marathon.
- Responsible for designing all floor layouts, and facilitating set-up, maintenance, strike and security at Dance Marathon.
- Responsible for planning and executing all smaller-scale "campus events" prior to Dance Marathon.
 - Including, but not limited to, Miracles in Color 5K, and FTKickball.

Public Relations Overall Director

- Responsible for promotion of Dance Marathon events and activities throughout the year to the University of Florida campus and the Gainesville community.
 - Creation of a Social Media Calendar every week.
 - Creation of specific Social Media Calendar for every Dance Marathon Event, including communication with all necessary school and media outlets.
- Responsible for working closely with the Multimedia and Design & Technology Overall Directors to design and distribute all advertisements, public services announcements, and press releases for all forms of media.

- Responsible for maintaining, soliciting, and corresponding on a weekly basis with local media outlets.
 - Including, but not limited to, weekly press releases to media outlets in the state of Florida, pending approval from the Marketing Manager.
- Responsible to act as the primary public information officer and handle all Dance Marathon-focused news stories.
- Responsible for all social media initiatives, postings, and videos.

Recruitment Overall Director

- Responsible for recruiting new student organizations and individual Dancers to participate in Dance Marathon.
- Responsible for organizing all forums, informational sessions that involve the potential acquisition of new members.
- Responsible for maintaining communication with new student organizations to further their involvement with Dance Marathon.

Sponsorships Overall Director

- Responsible for solicitation of local and corporate businesses for cash and in-kind donations.
- Responsible for meeting as many of Dance Marathon's financial and operational needs as possible through donations from Sponsors.
- Responsible for in-event fundraising activities including, but not limited to, a bounce house and a Silent Auction.
- Responsible for organization of a Silent Auction to use in-kind donations acquired throughout the year.
- Responsible for acquiring national Sponsors and certain highly valued local Sponsors.
- Responsible for stewardship of all local and national Children's Miracle Network Sponsors.
- Responsible for orchestrating all canning days throughout the year.