

# **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 our student body by sharing our mission to Change Kids' Health with Dance Marathon Alumni (DMA), UF Health Shands staff, Parents, and the broader Gainesville community. The servant leaders of this team focus on creating lasting relationships with our Community Partners by engaging in regular volunteering events, planning organization-wide service days, and communicating with their assigned Community Partner. Our main service day, Giving Tuesday, takes place in the Fall semester and provides an opportunity for organization members to engage in local volunteering events in collaboration with our Community Partners. Along with coordinating Giving Tuesday, the members of this team connect our Dance Marathon Alumni and Families to our yearlong engagements and organize events such as DMA Weekend and Family Appreciation Week to demonstrate our appreciation and gratitude for their support. In an effort to bring our overlapping communities together, our Community Outreach team hosts an annual black-tie event: the Miracle Gala. Leading up to the Miracle Gala, our team actively collaborates to execute this event in which we invite our DM at UF Community to celebrate a year of achievements alongside our Miracle Families. Additionally, 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 Dancers Relations team is responsible for welcoming and engaging all registered Dancers within our organization. They serve as the liaison between the Dance Marathon organization and the Dancers throughout the year and at the Main Event. Captains are responsible for communicating information about organization-wide events, fundraising campaigns, and general advising about how to earn a Dancer spot. Responsibilities include registering Dancers for our 26.2-hour event, monitoring Dancer participation through Spirit Points, and executing weekly Check-Ins at Turlington. Additionally, Captains are responsible for conducting small meetings with their assigned Dancers, while also assisting in the

execution of all-Dancer events. At the Main Event, Dancer Relations Captains operate guest Check-Ins as well as in-event engagement. Most importantly, Captains serve as a point of guidance and support throughout the year for all registered Dancers.

#### *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?

## **Design and Technology**

The Design & Technology Team is a collection of graphic designers and software developers responsible for making the Dance Marathon brand come to life. Technology Captains are responsible for either the development/maintenance of the website or mobile applications (iOS and Android), and Design Captains are responsible for the creation of all print/web design needs (e.g. 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. They are required to attend all DM at UF events and fundraisers, as well as fundraise individually throughout the year. At the event itself, Captains run the Tech Booth, which includes managing multiple screens inside the O’Dome, sending app notifications, coordinating audio/visual feeds, and creating in-event graphics.

#### *New Captain Questions*

- Which side of Design & Technology are you interested in applying for?
- What qualities do you expect to contribute as a member of Design and Technology?
- How do you expect to personally benefit as a member of Design and Technology?

#### *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 Design & Technology team. (200 character minimum)

## **Family Relations**

Family Relations Captains serve as liaisons between the Dance Marathon community and the Miracle Families. Captains are paired with at least one Miracle Family, and their responsibilities include: maintaining consistent contact with their respective Miracle Families, working on the Pen Pal program, and coordinating events between the Miracle Families and participating Organizations through Miracle Child Teams. Captains will attend monthly Family Fun Days in order to connect Miracle Families to the Dance Marathon community. Captains also volunteer at UF Health Shands Children's Hospital in Pediatric Units 44 and 45. Captains create the family room for the 26.2-hour event and facilitate activities and entertainment for the Miracle Families throughout the entirety of the Event. Captains will build cause connection with the entire Dance Marathon community through fostering relationships between Miracle Families, Captain Teams, Ambassadors, Emerging Leaders, and Dancers.

#### *New Captain Questions*

- What experiences have you had that led you to want to join Family Relations?
- What experience do you have with children? Do you have experience working with people with special needs?
- How can you work to be inclusive of Miracle Families of all ages and abilities?
- What age of children do you prefer to work with? How can you work to be inclusive to children of all ages?

#### *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 do you plan to work as a role model for new Captains on Family Relations?
- What improvements do you think could be made to the team?

## **Fundraising and Organization Development**

The Fundraising and Organization Development Team is responsible for both the financial oversight of Dance Marathon at UF and the coordination of the Organization Ambassador Program. The Ambassador

Program provides student Organizations at UF the opportunity to develop their involvement in Dance Marathon through Ambassadors, who apply and interview to represent their respective Organizations. 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. Organizations rely on these Captains to help maneuver the year, and lead them towards success and growth within Dance Marathon at UF. Captains will lead weekly meetings with their assigned Ambassadors, where they are given important information regarding events and initiatives, and are also expected to coordinate with the Family Relations and Dancer Relations Teams in regard to their 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 is responsible for advising and growing Dance Marathon at the University of Florida's high school programs, Mini Marathons. Marathon Relations is composed of two teams: Marathon Relations North and Marathon Relations South. 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 and community involvement events throughout their school year.

- Marathon Relations North Captains focus on strengthening relationships with high schools in Gainesville and Ocala area, by helping them plan and implement their own Mini Marathons.

- Marathon Relations South Captains focus on strengthening relationships with high schools in the southern region, by helping them plan and implement their own Mini Marathons.

Most importantly, the Marathon Relations team attends all of our Mini Marathons in our region, as well as hosts our partnering high school programs during DM at UF. 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.

#### *New Captain Questions*

- What past experiences have led you to want to join Marathon Relations?
- What ideas do you have to help improve Mini Marathon programs for this upcoming year? Ideas should improve engagement, promote event hosting, and develop cause connection for Dance Marathon on campus and in the community.
- What qualities do you possess that would make you a strong Marathon Relations Captain?

#### *Returner Questions*

- What do you believe your biggest weakness is in your past experience on Marathon Relations and how do you plan on improving upon it?
- 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?
- In reflecting upon your experience on Marathon Relations, where do you see the most growth in working with Mini Marathon programs? What ideas do you have for this upcoming year?

## **Merchandise**

The Merchandise Team is responsible for all official Dance Marathon at the University of Florida merchandise and fundraising incentives. Throughout the year, Captains focus on creating an official product offering for DM at UF apparel and accessories. Captains are responsible for running the DM store at Turlington every Wednesday, at community events, Mini Marathons, and online. Additional responsibilities include: facilitating orders with Ambassadors and organizations on campus, inventory tracking, organizing Check-in and Event shirt orders, passing out incentive items, and internally fundraising. Before the event, Captains manage the online store, help finalize merchandise designs, and fulfill orders. In-event, Captains will work at the merchandise store and incentive booth to pass out products to the Dance Marathon 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, hosting Fall and Spring fundraisers, attending both Dance Marathon and UF-related events, 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. 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.

### *New Captain Questions*

- Why have you chosen to apply to Morale?
- What does joy 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?
- Additionally, you will be required to submit 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 all Dance Marathon at UF photography and videography throughout the year and during the Event. The main goal of the Team is to capture content that represents DM at UF and its cause. The Captains are expected to promptly edit, sort, and upload their photos and videos to update our organization's Facebook, Instagram, YouTube, and other social media platforms. Furthermore, Captains are responsible for acquiring the camera equipment and software needed, including Adobe Lightroom and Premiere Pro. In addition, Captains are expected to attend all DM at UF events, including at least three Mini Marathons. Captains should have experience and interest in photography and/or videography, editing experience, and be willing and motivated to grow in their craft throughout the year. During the 26.2-hour Event, Captains take photos and videos to contribute to the social media.

### *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 Event. The Productions Team is also 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, and Kickoff Event, Transform Today and Miracles In Color 5K,), coordinating Main Event logistics such as set up and strike planning, helping Morale with the planning and execution of Theme Hours, and booking all entertainment for all events. 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. The Productions Team also assists other teams when necessary with 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. In addition to fundraising, the 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 to share our Miracle Children's stories, and using social media (Instagram, Twitter, Facebook, Spotify/Anchor and TikTok) to connect and engage with the public. Captains use



creativity to construct campaigns throughout the year, write storylines for Multimedia videos, and develop innovative ways to extend DM at UF's reach and keep the community involved and 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, Kirstyn's Krew, 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 - those who are not currently a part of Dance Marathon - in order to expand our involvement throughout the University of Florida. The team works to find ways to support other organizations the way they support us. Captains will also flyer about our cause across campus, working to convey the miracles that Dance Marathon creates and how each student can give back to their local Children's Miracle Network Hospital. During the main event, Captains will lead tours for visitors of various organizations and families to show the culmination of the year's work. Each Recruitment Captain will additionally have a hand in the organization and leadership of the Gator Aides, our large group of individually registered Dancers. Recruitment Captains are integral parts of the movement as they inspire and create leaders in our community, all while raising awareness about Dance Marathon 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?
- Why are you so passionate about the Recruitment team that you want to return for another year?

## **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?
- Please provide suggestions for the improvement of the Sponsorships Team. (200 character minimum)