

# **DANCE MARATHON** **AT THE UNIVERSITY OF FLORIDA**

## **Application guidelines**

### **Dance Marathon 2026 Manager Application**

Thank you for your interest in becoming the next Executive Director, Finance Manager, Marketing Manager, Membership Manager, or Operations Manager for Dance Marathon at the University of Florida.

Applications are due via email to [rathay@floridadm.org](mailto:rathay@floridadm.org) , by Sunday, April 13th 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 13th at 7:00pm and sign-ups will close Monday, April 14th at 12:00 pm. **Interviews will be held in the Reitz Union on Monday, April 14th beginning at 4 p.m.** If you have any conflicts, please include that in your email to Ryan with your application. All applicants must pay the \$25 application fee [on the online store](#) prior to their interview. This fee is non-refundable. Please see the attached sheet for a description of the positions.

**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:**

**Please rank only the positions you are applying for:**

\_\_\_ Executive Director \_\_\_ Finance Manager \_\_\_ Marketing Manager  
\_\_\_ Membership Manager \_\_\_ Operations Manager

**Where will you be located during Summer 2025? Please list any prior commitments.**

**If you are not selected for one of these positions, would you like to be considered for a different Overall Team Position? (Please circle.)**

Yes No

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If yes, please list your top two:

1. \_\_\_\_\_
2. \_\_\_\_\_

Note: If you would like to be considered for an Overall Director position, you must fill out that application separately. You do not need to pay the application fee more than once.

**Please include the following in your application:**

- Updated Resume
- Headshot
- A report, in bulleted format, detailing each Overall Team position and major events from the 2024-2025 year, including a critique of any problems you would seek to solve and new ideas for the 2025-2026 year. Please focus on your ideas and goals for the future.
  - Year long and Main Event
  - Manager applications should include critiques only of the positions overseen by that respective Manager. The Executive Director application should include critiques for all teams. *See attached for team listings.*
    - *Some teams have moved under new Management branches*
  - Note: if you are applying for multiple positions, please submit a detailed report for each position.
- Answers to the following questions:
  - What is your largest overarching goal for Dance Marathon at the University of Florida 2026 and how do you plan to use the role you are applying for to achieve that? *(300 word limit)*
  - How would you plan on managing the new team, if you are chosen? Please provide an example of your management style. *(300 word limit)*
  - What would you like to implement into our trademark events, Transform Today and the Main Event, from the scope of the position you are applying for? *(300 word limit)*
  - What are your time commitments for the 2025-2026 academic school year? How much time do you envision your position will entail? *(100 word limit)*
- Please provide any additional information you think would be pertinent to your application.

You must be available on the evenings of **Tuesday, April 23rd and Wednesday April 24th from 5:00 p.m. to 10:30 p.m.** to interview candidates for the 2025 Overall Team in-person at the Reitz Union.

***Executive Director (Manager/President)***

- Must have served on the Overall Team for at least one year.
- Responsible for overseeing all Dance Marathon events and the organization as a whole.
- Responsible for communicating with University of Florida Administration and UF Health Shands Hospital officials if necessary.
- Responsible for communicating with City of Gainesville officials if necessary.

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- Responsible for the creation of a historical record in collaboration with Managers.
- Responsible for “big picture” event and fundraising planning, including tracking of all strategic goals as outlined by the Overall Team members.
- Responsible for working with the Membership Manager in creating partnerships with other student organizations.
- Responsible for working with the Membership Manager in coordinating all applications.
- Responsible for the goal planning and assessment of the organization.
- In charge of all communication and coordinating attendance/visits with other collegiate Dance Marathon programs.
- Responsible for assisting Marketing Manager in approval/review of internal and external communications.

### ***Operations Manager (Vice President)***

- Responsible for overseeing the following Overall Directors:
  - Event Management, Family Relations, and Morale
  - Should hold regular meetings throughout year with Overall Directors to provide advice and assistance
- Responsible for maintaining regular communication with the Overall Team through meeting agendas and minutes.
- Responsible for creating a minute-by minute Transform Today timeline, Beyond Tomorrow timeline, and timelines smaller-scale on-campus events.
- Responsible for creating a minute-by minute Dance Marathon in-event timeline.
- Responsible for maintaining regular contact with the Stephen C. O’Connell Center concerning event planning and logistics.
- Responsible for maintenance of Dance Marathon office and keeping of office logs.
- Responsible for coordination of all on-campus events, including on-campus permits, reservations, facility requests, etc.
  - On-campus events include but are not limited to Transform Today, Beyond Tomorrow, Moralloween, Miracles in Color 5k, etc.
- Responsible for coordinating and executing setup and strike documents in collaboration with the Event Management Overall Director.
- Work with the University of Florida Athletic Association to foster the current relationship and set-up events.
- Responsible for working with the Partnerships Overall Director for any events on campus where food is present and facilitating meals and Miracle Gala during the Main Event.

### ***Finance Manager (Treasurer)***

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- Responsible for overseeing the following Overall Directors:
  - Finance, Marathon Relations, Merchandise, and Partnerships.
  - Should hold regular meetings throughout year with Overall Directors to provide advice and assistance
- Responsible for collecting, tracking, forecasting, and maintaining all money collected and spent by Dance Marathon throughout the year.
- Responsible for working with all Overall Teams in making sure their efforts are fiscally responsible.
- Responsible for working on new ideas for revenue streams and improving old ones in collaboration with the Finance team.
- Responsible for creating and implementing incentives for fundraising
  - With the assistance of the Finance Overall Director and the Merchandise Overall Director
- Responsible for tracking partnership benefits for all external companies, student organizations, and individual donors.
  - Including, but not limited to, t-shirt recognition, promotional items, and at-event banners in collaboration with Partnerships and the Hospital Advisor.
- Must be able to maintain secrecy of the total money raised.
- Responsible for communicating Captain, AD, Ambassador, and ELP monetary tracking with respective members of the Overall Team
  - Information will be communicated on a weekly basis
- Responsible for acquiring national Sponsors and certain highly valued local Sponsors in collaboration with the Partnerships Overall and CMN/Shands personnel.
- Responsible for communication with the Marketing Manager in creation of fundraising campaigns.
- Responsible for communication with the Membership Manager in creation of Miracle Maker recruitment and fundraising activation plan.
- Responsible for overseeing fundraising push planning including but not limited to incentives, merchandise, fundraising resources, segmented communication, and trackers.

### ***Marketing Manager***

- Responsible for overseeing the following Overall Directors:
  - Digital Marketing, Communication and Public Relations, and Multimedia
  - Should hold regular meetings throughout the year with Overall Directors to provide advice and assistance
- Responsible for updating all marketing materials before the beginning of Fall semester.
- Responsible for the oversight of the creation of the Main Event Tech

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Timeline in collaboration with the Digital Marketing Overall.

- Responsible for approving all press releases, advertisements, sponsor contracts, and social media initiatives.
- Responsible for helping Communication and Public Relations Overall maintain media outlet relationships and that DM at UF social media is following contract and branding guidelines.
- Responsible for making sure all output (graphics, videos, pictures, etc.) follow the current Dance Marathon Branding Guide.
- Responsible for ensuring the execution of both a cohesive year long campaign, as well as additional seasonal campaigns.
- Responsible for communication with the Finance Manager in creation of fundraising campaigns.
- Responsible for communication with Membership Manager and Communication and Public Relations Overall Director in the creation of a year long communication timeline for each respective member group.
  - Responsible for reviewing all internal and external communications.
  - Integrating communication plans in collaboration with the Communications and Public Relations Overall Director to all audiences.

## ***Membership Manager***

- Responsible for overseeing the following Overall Directors:
  - Member Advancement, Leadership Development, and Organization Relations
  - Should hold regular meetings throughout year with Overall Directors to provide advice and assistance
- Responsible for overseeing all Captain, Emerging Leader, Ambassador, and Assistant Director applications, interviews, and selections.
- Responsible for all member retention, motivation, and development programs.
- Responsible for the coordination and oversight of all members, ranging from potential members to the Overall Team.
- Responsible for maintaining regular communication with internal and external members.
- Responsible for the non-monetary tracking of all members.
- Responsible for collecting and implementing feedback on all events and programs.
- Responsible for prioritizing identity and belonging of all members of the organization.
- Responsible for sitting on the board of the Dance Marathon Alumni and maintaining constant communication with members of said association.
- Responsible for communication with the Finance Manager in creation of Miracle Maker recruitment and fundraising activation plan.

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Responsible for coordination of all internal member organization involvement and the creation of Internal Changemakers contacts.