

DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

Application Guidelines Dance Marathon 2026 Overall Director

Thank you for your interest in becoming a member of the 2026 Overall Team for Dance Marathon at the University of Florida.

Applications are due via email to rathay@floridadm.org , by Tuesday, April 15th 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 Tuesday, April 15th at 7:00 PM. Sign-Ups will close at 12:00 PM on Wednesday, April 16th. Interviews will be held at the Reitz Union on Wednesday, April 16th and Thursday, April 17th starting at 4:00 PM. If selected, you must attend a Transitions meeting on April 22nd from 6-8pm. 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 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 30 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, it is encouraged that you reach out to members of the 2025 Overall Team prior to submitting your application and interviewing.

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 one of these positions, 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 describe what skills you have that would allow you to not only succeed in your given position, but on the Overall Team as a whole.
 - What do you feel is the biggest struggle our organization faces and how do you plan to improve that through the role you are applying for?
 - What ideas do you have for next year's large scale events, Transform Today, Main Event, etc? Do you have any events you would like to add?
 - What does it mean to you to be a member of the Overall Team?
 - How would you plan on effectively managing your Captains and Assistant Directors, on top of Overall Team responsibilities, if chosen for this position?
 - What are your time commitments for the 2025-2026 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, weekly with Assistant Directors, 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.

- **Communications and Public Relations Overall Director**
 - Responsible for promotion and communication of Dance Marathon events and activities throughout the year to the University of Florida campus and the broader community including but not limited to alumni, donors, parents, and related staff.
 - Creation of a Social Media Calendar every month, created a month

in advance.

- Responsible for promoting DM at UF events to the external community including, but not limited to Miracles in Color 5K, Moralloween, Miracle Market, etc.
- Responsible for working closely with the Multimedia and Digital Marketing to design and distribute all social media promotion, public services announcements, DonorDrive app notifications, and press releases for all forms of media, and segmented communication in collaboration with Finance and Member Advancement Overall Directors.
- Responsible for maintaining, soliciting, and corresponding with local media outlets based off of Dance Marathon Events
- Responsible for acting as the primary public information officer and handle all Dance Marathon-focused news stories.
- Responsible for all social media initiatives, postings, and videos.
- Responsible for collaboration with Marketing Manager and Membership Manager in creation of a yearlong communication timeline.
- **Digital Marketing Overall Director**
 - Responsible for creating all graphics needed by any member group for organizational needs.
 - 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 and other online presences (such as applications and registration pages).
 - Responsible for any app and website maintenance.
 - Responsible for the facilitation of MissionDM, including content creation, branding, and coordination with all relevant teams.
 - Responsible for any technical needs at Dance Marathon, including setup, troubleshooting, and oversight of the tech booth during the Main Event.
 - Responsible for creation of graphics and designs for all Dance Marathon at UF Merchandise.
- **Event Management Overall Director**
 - Responsible for soliciting diverse and varied types of entertainment and activities for Dance Marathon in order to create an engaging event.
 - Responsible for managing event staffing and logistics for events that cannot be manned by one team.
 - Responsible for hosting and conveying needs of all entertainers who perform at Dance Marathon.
 - Responsible for collecting sound files, tech sheets, and contracts to be provided to Digital Marketing and Advisors, respectively.
 - 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 in collaboration with the Operations Manager.
- Responsible for planning and executing all smaller-scale “campus events” prior to Dance Marathon.
 - Including, but not limited to, Miracles in Color 5K and Moralloween.
- Responsible for logistical planning of Theme Hours and ensuring that they are planned in compliance with Stephen C. O’Connell Center regulations.
- Responsible for collection of tech sheets and contracts from talent.
- **Family Relations Overall Director**
 - Serves as the liaison between Dance Marathon and UF Health Shands Miracle Families.
 - Including, but not limited to, regular email communication with a typical standard of two weeks for Miracle Family appearances at Dance Marathon events.
 - Responsible for contacting and hosting Miracle Families and helping facilitate family-oriented activities before Dance Marathon.
 - Responsible for creating and facilitating Internal and External Miracle Family Pairings
 - 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 Family Zone during Dance Marathon.
- **Finance Overall Director**
 - Support DonorDrive Admin meetings with financial campaign planning
 - Help create fundraising resources and templates
 - Responsible for working with the Finance Manager in creating incentives and motivating fundraisers.
 - Uploading all offline donations to personal DonorDrive pages
 - Helping participants find other ways to fundraise such as concessions sign up, canning, etc. in collaboration with Partnerships when necessary.
 - Focus on maintaining internal fundraising
 - Responsible for researching peer-to-peer fundraising tactics and educating members on how to successfully utilize them
 - Responsible for tracking fundraising efforts of organizations and communicating fundraising plans to Organization Relations Captains and Ambassadors
- **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 attendance and financial standards are met.
- Responsible for coordinating the transition from Emerging Leader to the next position.
- Responsible for Bag Check at Dance Marathon for Miracle Makers.

- ***Marathon Relations Overall Director***

- Responsible for the recruitment, acquisition, and development of K-12 Dance Marathon (termed "Mini Marathon") programs in the following counties: Suwannee, Lafayette, Dixie, Gilchrist, Alachua, Marion, Sumter, & Lake.
- Responsible for assisting with all 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 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 financial tracking of all Mini Marathon programs.

- ***Member Advancement Overall Director***

- Oversee the entire Miracle Maker lifecycle from recruitment to Main Event attendance.
- Cultivate a yearlong, engaging Miracle Maker experience
 - Execute Miracle Maker-specific events, including weekly check-ins and engagement/fundraising activation plans.
 - Plan and execute GBMs at a frequency determined by the Member Advancement Overall Director and Managers.
- Responsible for collaborating with Organization Relations to oversee Gator Aides programming
- Collaborate with Organization Relations on Miracle Maker recruitment and relationship-building with student organizations.
- Routinely collaborate with Communications and Public Relations to manage and update the Miracle Maker Canvas page with relevant information.
- Oversee and further develop the Spirit Point Program through coordination with internal and external teams.
- Manage all in-event Miracle Maker experiences and logistics (e.g., Swim Shower, Zen Room, and related programming).
 - Collaborate with Organization Relations to execute Main Event logistics.

- Provide Organization Relations with weekly materials for Ambassador Meetings (e.g., registration pushes, presentations, MM Weeks, GBMs).
- Facilitate collaboration between the Ambassador Program and Member Advancement Captains to create customized recruitment plans for each active DM organization.
- Represent Dance Marathon at UF by attending student events such as club fairs and involvement expos.
- Organize and coordinate forums, info sessions, and presentations—delivered in partnership with Organization Relations—to engage and recruit new or uninvolved organizations.
- Recruit new student organizations and individual Miracle Makers for Dance Marathon participation.
- Develop a comprehensive, yearlong recruitment plan covering: new organization outreach, tabling (e.g., Preview, Involvement Fairs), classroom announcements, flyering, and outreach to colleges and campus orgs.
- Collaborate with Membership Manager to create a yearlong recruitment calendar to support organization-wide efforts.
- ***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 Finance Manager and Finance Overall to order fundraising incentive merchandise.
 - Responsible for overseeing the Merchandise store biweekly.
- ***Morale Overall Director***
 - Responsible for planning activities and games to keep Miracle Makers entertained and motivated throughout Dance Marathon.
 - Responsible for creation of the Linedance, creative vision and execution 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.
 - Responsible for collaborating with the Operations Manager, Finance

Overall Director, and Event Management Overall Director to plan and execute Moralloween.

- **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 Marketing Manager and Overall Team members to create organization content.

- **Organization Relations Overall Director**

- Recruit and onboard Ambassadors from each organization that Dance Marathon works with
- 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 engagement 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 Organization Relations Overall will hold weekly Ambassador meetings (i.e. small groups) and maintain Ambassador contact information.
 - Communicate membership information to Ambassadors each week that Member Advancement, Finance, and Member Advancement create.
- Responsible for coordinating presentations to currently involved organizations regarding Dance Marathon, in collaboration with Member Advancement.
- Responsible for maintaining communication with new student organizations to further their involvement with Dance Marathon.
- Overseeing the engagement and activation of Miracle Makers that are registered as individual participants or Gator Aides
- Responsible for the activation and communication amongst internal changemaker chats.
- Responsible for fostering relationships between Organization Relations Captains and their paired organizations registered Miracle Makers.

- Responsible for dissemination of information to Ambassadors weekly
- Overseeing Miracle Makers, Organization, and Ambassador communication to their paired organization
- Responsible for collaborating with the Finance team and understanding fundraising efforts of organizations.
- Responsible for collaborating with the Finance team and communicating fundraising plans to Ambassadors.
- ***Partnerships Overall Director***
 - Responsible for solicitation of local and corporate businesses for monetary and in-kind donations including the securing of food for all Dance Marathon Events
 - Responsible for planning, soliciting, and serving a continuous and consistent flow of snacks and meals to the Miracle makers, Internal Members, 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.
 - Responsible for securing corporate sponsorships and grants.
 - Responsible for securing partnerships with local companies to host benefit nights (“Hospitality Nights” or “Drive-to-Business Nights” or “Spirit Nights”).
 - Responsible for meeting as many of Dance Marathon’s financial and operational needs as possible through donations from Sponsors.
 - Responsible for organization of a Silent Auction to use in-kind donations acquired throughout the year.
 - Responsible for stewardship of all partners
 - Responsible for orchestrating canning days in collaboration with the Finance Team.