

# The Structure



## Expectations of ALL Directors

- Attend and participate in ALL Executive Board Meetings.
- Schedule meetings with both Hospital Advisor and President for check-ins when needed and upon request, Each director is responsible for scheduling these meetings.
- Lead your specific branch through hosting manager and committee meetings assigning tasks to managers committee members within your branch aligning with the overall Executive Board meetings.
- Set and track goals for your committee (Financial, fundraising recruitment, participation, canning sponsorship, etc.)
- Encourages all Managers within your branch to host their own committee meetings on a weekly or bi-weekly schedule. Assist in those meetings and takeaway actions when necessary. Ensure all Managers are reporting back to you as the Director.
- Set up/tear down, attend and lead when necessary ALL fundraising events, meetings, and the main Dance Marathon event.
- Remain in good standing as a board member (meet fundraising requirements, meeting and event attendance and canning requirements if applicable)
- Keep organized records and contacts related to your role for a smooth transition to the next Executive Director in your position.
- Hold Transition meetings and provide transition notes to the next Executive Director in your position.

## President ★

The President oversee all Directors and Managers. Oversees strategy and goals for organization, along with the Director team and your advisor. Serves as the main point of contact of the organization.

- Manage all Directors, receiving updates and progress benchmarks based on goals and objectives set
- Hold weekly or bi-weekly meetings with Executive Board (All Directors) and Management Team
- Create opportunity for leadership development through teambuilding and goal setting
- Facilitate goal setting at the beginning of the year and track progress of each committee
- Oversee and / or directly coordinate all campus-wide and off-campus partnerships
- Coordinate yearly transitions of Executive Board members (Directors)
- Work closely with the Dance Marathon Manager, Hospital Advisor, and Campus Advisor.
- Day of event duties: Welcome visitors, special guests, patient families, and sponsors of tours of the event

## Director Liaison 🎯

The Director Liaison organizes and coordinates all Executive Board meetings and full team meetings. Ensures rooms and Zoom calls are scheduled and booked prior to the meeting. The Director of Liaison is the President's firsthand assistant day of the event.

- Records all notes, goals, progress, and action takeaways at meetings and shares these notes and takeaway actions with the team following each meeting
- Keeps record to ensure all Directors and Managers are meeting their fundraising, canning, meeting attendance/execution requirements
- Works with the president to build weekly or bi-weekly team meeting agendas
- Day of event duties: Assistant to President and ALL Executive Directors for any needs / requests to help keep the event running as smooth and fun as possible

## Recruitment Director

**Oversees the Recruitment branch (Hospital Relations Manager, Morale Manager, Participation Manager).**

- Hospital Relations Manager oversee the relationship with the Hospital Advisor and secures patient families to attend events. Day of the event this person(s) is the patient family's main point of contact and is by their side throughout the event
- Morale Manager oversees the event line dance, assists in recruitment and assist in the timeline of the event
- Participation Manager oversees recruitment of sports teams, Greek Life, and other campus organizations
- Recruitment Director checks in regularly with Recruitment branch managers
- Develop pitches and campaigns with the Executive Board
- Recruitment team assists with check-in / registrations at all events

## Fundraising Director

**The President of Fundraising oversees all things fundraising for Dance Marathon including fundraising resources, events and plans throughout the year.**

- Oversee the Fundraising Branch (Finance Manager, Sponsorship Manager, Canning Manager, Fundraising Incentive Manager)
- Check in regularly with Fundraising branch directors
- Maintain the fundraising tracking document
- Oversee all fundraising events and giveback nights (dine to donate nights, car washes, canning, local restaurants and coffeeshops etc.)
- Create and maintain a database of potential business sponsors
- Management of merchandise: Compile sponsor logos for event t-shirt / manage ordering and tracking
- Create Venmo and GR Codes
- Work with Outreach on the execution of donor communication and fundraising strategies
- Manage all "in-kind" solicitations and donations
- Obtain banners and other items from sponsors to display at the event. Ensure that all partners are stewarded as outlined in agreement and thanked

## Outreach Director

**The Director of Outreach oversees all communication and marketing for Dance Marathon. They will work to build awareness and publicity about Dance Marathon.**

- Oversee the Outreach Branch (Social Media Manager, Marketing Manager)
- Market all events (including but not limited to posting flyers, frequent use of Facebook social media, University blogs and social media pages, newsletters, assisting to create posters for all events, etc.)
- In charge of creating / designing t-shirts for event
- Organize media involvement for all events and submitting advertisements to TV screens
- Coordinate Chalking working with Recruitment

## Operations Director

**The Operations Director oversees all Dance Marathon event planning and logistics. They work to create special events with fundraising opportunities and work alongside the University to plan and execute the annual Dance Marathon event.**

- Oversee the Operations branch (Event Manager, Special Events Manager, Hospitality Manager)
- Check in regularly with Operations branch managers
- Oversee the full Dance Marathon event schedule and floor plan
- Serve as the main point of contact for all event planning logistics and secure all equipment need for the event
- Oversees all events taking place on behalf of the organization
- Responsible for maintaining the overall Big Event schedule
- Serves as the primary point of contact for the big event venue
- Manage all AV / technology set up and through the duration of the event
- Hospitality Manager to work with Fundraising Incentive Manager to solicit and secure all food for all events. Oversee the pickup, delivery, and storage and serving of all meals. Keeping areas clean on event day