WAS TWELVE HOURS NOT ENOUGH?

BE PART OF DANCE MARATHON ALL YEAR LONG!

JOIN THE DANCE MARATHON 2015 EXECUTIVE BOARD!

If you care about kids, community, and fun and want to be part of a dynamic leadership team, you could be a great fit for Dance Marathon Exec! The primary role of every Dance Marathon Executive Board member is to work to increase our fundraising total for Children’s Miracle Network Hospitals of Greater St. Louis. CMN St. Louis supports St. Louis Children’s Hospital and SSM Cardinal Glennon Children’s Medical Center by helping to provide programs, purchase equipment and fund facility renovations to meet the needs of local children. Being part of the DM family is a **once-in-a-lifetime opportunity**. You will have the chance to work with incredibly talented and enthusiastic peers who want to **“do it for the kids!”** as much as you do. It will be challenging, rewarding, and a defining part of your experience at Washington University.

**Not sure you have time or can make a commitment to participate?** Being on the Board is much more than meetings, events, and responsibilities. It’s fun! But you should know up front what’s required. We need dedicated board members who are comfortable asking for money, team players willing to take initiative, receptive to feedback, and willing to prioritize Dance Marathon in order to raise as much money as possible for the kids.

* Spring 2015 – Goal-setting and detailed position training, intensive planning for the fall, and execution of long term projects and fundraising that culminate in fall.
* Summer 2015 – All board members have summer responsibilities and will need to be in weekly communication with their director via email.
* Fall 2015 – The busiest period is the months leading up to and including Dance Marathon in early November. Requires ongoing, focused effort on recruiting, fundraising, and planning. Dance Marathon should be your top priority during September, October, and November.
* All Board members also complete several time-sensitive tasks each week outside of meeting times.
* Board members are expected to fundraise, table, attend special events, and respond promptly to emails.
* Weekly commitment: Attendance at one 2-hour Board meeting and other committee meetings. Also, Board members work on various independent projects outside of meeting times.

**Interested? Complete the following application and turn it in by 11:59 p.m. November 21, 2014** to [executivedirector@dm.wustl.edu](mailto:executivedirector@dm.wustl.edu). If you have any questions, please contact us. Thank you for applying for the Dance Marathon Executive Board and for believing in miracles!

For The Kids,

Maggie Ryan and Jess Rosenberg

DM 2015 Executive Directors

executivedirector@dm.wustl.edu // 202-834-9900 // 508-330-3791

**Application Schedule**

Wednesday, November 19th Director Applications Due

Thursday, November 20th - Friday, November 21st Director Interviews

Wednesday, November 26st All Exec Board Applications Due at 11:45

\*Thursday, December 4th - Friday, December 5th Board Position Interviews

\*interviews can be held on Saturday, December 6th, for special cases

**Executive Board Position Descriptions**

These position descriptions are not all encompassing and may change and grow as you and your director see fit. Also, time per week is subject to extreme variation throughout the year and will likely increase by at least 3-5 hours in the weeks leading up to Dance Marathon.

*Fundraising Committee*

**Director of Fundraising** oversees all aspects of soliciting donations for the event, fundraising, and keeping track of the money. This director leads the Fundraising Committee, which consists of community fundraising, campus fundraising, corporate relations, catering, and finance.

* Estimated average time per week (outside of meetings): 10-15 hours
* The Fundraising Director is familiar with the functions and specific timelines of each of the chairs under his or her leadership. He or she should keep track of and facilitate (but not micromanage) the activities of the chairs.
* The Fundraising Director should be prepared to assume individual committee chair roles, should the need arise.

**Campus Fundraising** coordinates on-campus fundraisers year-round; creates special fundraising events during day-of; composes fundraising tips for dancers; monitors and motivates groups and dancers to fundraise; organizes bi-monthly parent mailers to be sent out in the fall; purchase and assemble dancer packs.

* Works closely with: Director of Fundraising, Finance, Dancer Relations, Morale, Entertainment, Community Fundraising
* Estimated average time per week (outside of meetings): 10 hours
* Ideal qualities: organization; creativity; accessibility; comfortable asking for money; ability to raise money; public speaking skills; resilience

**Catering** maintains a relationship with Wash. U. Dining Services and secures food for dancers during the DM event; coordinates plan for meal times; solicits food donations from local companies and restaurants for events throughout the spring and fall; preps all snacks and meals for serving.

* Works closely with: Director of Fundraising, Director of Operations, Event Operations, Corporate Relations, Community Fundraising
* Estimated average time per week (outside of meetings): 3 hours
* Ideal qualities: organization; professionalism; persistence, ability to plan ahead; strong writing and communication skills

**Community Fundraising** facilitates opportunities for participants to raise money (canning, benefit nights); secures in-kind donations to be used for prizes, incentives, or auctions; organizes the auction for day of.

* Works closely with: Director of Fundraising, Finance, Dancer Relations, Morale, Entertainment, Corporate, Catering, Campus Fundraising
* Estimated average time per week (outside of meetings): 10 hours
* Ideal qualities: organization; creativity; accessibility; comfortable asking for money; ability to raise money; public speaking skills; resilience

**Corporate Relations** initiates and maintains contact with potential sponsors (local and national); solicits monetary donations for DM; writes grants and sponsorship requests; secures in-kind donations to be used for prizes, incentives, or auctions.

* Works closely with: Director of Fundraising, Finance, Fundraising
* Estimated average time per week (outside of meetings): 4 hours
* Ideal qualities: maturity, professionalism, desire to work with outside businesses; organization, strong writing and communication skills, tenacity, ability to take initiative; comfortable asking for money

**Finance** completes Treasurer training through SU; develops budget and expenses according to SU standards; collects all donations and received money and enters it on Donor Drive; counts all money during day-of event.

* Works closely with: Executive Directors, Advisors, Director of Fundraising, Community Fundraising, Corporate Relations, Campus Fundraising
* Estimated average time per week (outside of meetings): 3 hours
* Ideal qualities: thoroughness; experience managing money; maturity; organization

*Operations Committee*

**Director of Operations** oversees all aspects surrounding the Dance Marathon event and the chairs that are responsible for all of the details of the event day. This director leads the Operations Committee, which consists of entertainment, event operations, family relations, and morale.

* Estimated average time per week (outside of meetings): 10-15 hours
* The Operations Director is familiar with the functions and specific timelines of each of the chairs under his or her leadership. He or she should keep track of and facilitate (but not micromanage) the activities of the chairs.
* The Operations Director should be prepared to assume individual committee chair roles, should the need arise.

**Entertainment** organizes all performances, games and contests, and special activities for DM events; chooses theme hours; maintains contact with performers throughout the year; develops minute-by-minute schedule for the 12-hour event.

* Works closely with: Director of Operations, Event Operations, Family Relations, Morale, Campus Fundraising
* Estimated average time per week (outside of meetings): 5-7 hours
* Ideal qualities: creativity; organization; self-motivation; eye for detail; flexibility/ability to think on your feet

**Event Operations** coordinates with on-campus officials and external sponsors to organize all physical needs for DM events including location for day-of; serves as Event Manager for Dance Marathon (plans the layout and works with Wash. U. staff overseeing the event space); coordinates equipment needs for the event; oversees setup and tear down of all elements of DM; coordinates volunteers for the event.

* Works closely with: Director of Operations, Entertainment, Family Relations, Dancer Relations
* Estimated average time per week (outside of meetings): 5 hours
* Ideal qualities: thoroughness; organization; eye for detail; patience; ability to work with others; problem-solving; relaxed under pressure

**Family Relations** serves as a liaison between Dance Marathon and CMN St. Louis; works closely with CMN St. Louis Advisor to incorporate CMN families into meetings, publicity events, Dance Marathon, and connects others to the cause.

* Works closely with: CMN Advisor, Executive Directors, Director of Operations, PR/Marketing, Dancer Relations, Campus Fundraising
* Estimated average time per week (outside of meetings): 3 hours
* Ideal qualities: passion for CMN St. Louis and Miracle Families; oral and written communication skills; creativity; organization; maturity; enthusiasm

**Morale** oversees Morale Committee (Morale Committee plans ways to keep dancers spirited at DM and creates the Morale Dance); recruits Team Captains; keeps participants motivated and engaged at DM; emcees on the day-of; keeps board morale high.

* Works closely with: Director of Operations, Dancer Relations, Campus Fundraising, Entertainment, Event Operations
* Estimated average time per week (outside of meetings): 5 hours
* Ideal qualities: enthusiasm; ability to motivate and support a group of peers; organization; public speaking; desire to further Dance Marathon participation

*Outreach Committee*

**Director of Outreach** oversees all aspects surrounding publicizing Dance Marathon and recruiting participants. This director leads the Outreach Committee, which consists of public relations, design, technology, alumni/grad relations, community relations, and dancer relations.

* Estimated average time per week (outside of meetings): 10-15 hours
* The Outreach Director is familiar with the functions and specific timelines of each of the chairs under his or her leadership. He or she should keep track of and facilitate (but not micromanage) the activities of the chairs.
* The Outreach Director should be prepared to assume individual committee chair roles, should the need arise.

**Alumni and Graduate Relations** maintains contact with former DM participants who have graduated in order to help them continue their support and involve Wash.U. graduate students; organizes recruitment, registration, fundraising, special fundraising activities for all local grads and alumni, and receptions during day of.

* Works closely with: Director of Outreach, Executive Directors
* Estimated average time per week (outside of meetings): 3 hours
* Ideal qualities: enthusiasm; ability to work with different types of audiences; organization; persistence; oral/written communication; networking skills; ability to take initiative

**Community Relations** organizes recruitment, registration, and fundraising for participants from Fontbonne; serves as the Executive Board liaison to “mini Dance Marathons” at local high schools. Also increases DM participation among faculty and staff members at Wash. U.; organizes events with faculty and staff prior to Dance Marathon; organizes the Faculty and Staff reception at DM.

* Works closely with: Director of Outreach, Dancer Relations, Event Operations
* Estimated average time per week (outside of meetings): 4 hours
* Ideal qualities: maturity; connections to St. Louis community; ability to think outside of Wash. U. bubble; organization; patience; persistence; strong oral and written communication skills

**Dancer Relations** recruits the dancers and serves as a liaison between the Executive Board and the Wash. U. undergraduate dancers; maintains communication with all participants to disseminate information; oversees participant and visitor check-in at DM; collects participant feedback; leads Dancer information sessions and Dancer meetings; develops Dancer Incentive program. Dancer Relations plays an essential role in dancer recruitment, generating enthusiasm among potential dancers, and establishing personal connections that will motivate students to participate. They work hard to keep everyone informed, prepared, and excited about the experience they are about to have.

* Works closely with: Director of Outreach, Morale, Technology, PR/Marketing, Alumni and Graduate Relations, Community Fundraising, Campus Fundraising
* Estimated average time per week (outside of meetings): 5 hours
* Ideal qualities: enthusiasm; creativity; approachability; organization; strong written and oral communication skills; public speaking and presentation skills

**Design** works with Marketing to produce all graphic needs for the organization; create decorations for all events, including day of; needs to be able to use and have access to Adobe Illustrator.

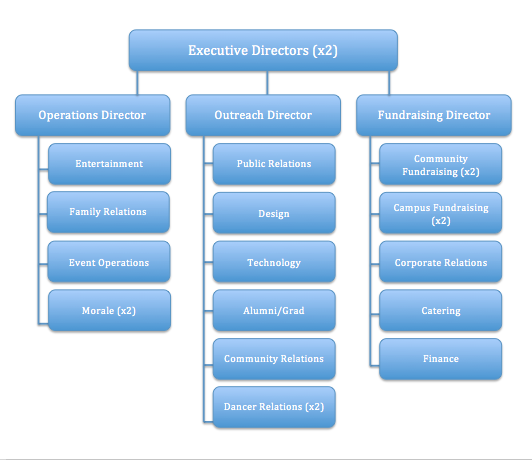
* Works closely with: Executive Directors, Director of Outreach, Family Relations, Dancer Relations, Campus Fundraising, Community Fundraising, Technology
* Estimated average time per week (outside of meetings): 5-7 hours
* Ideal qualities: creativity; knowledge of design; ability to work quickly; flexibility; interest in media; professionalism; foresight

**PR/Marketing** coordinates all publicity events (including but not limited to posting fliers, coordinating chalking, Oak Walk, and painting the underpass, submitting advertisements to TV screens); maintains daily use of Facebook, Twitter, and other social media accounts; organizes media involvement for day-of

* Works closely with: Executive Directors, Director of Outreach, Family Relations, Dancer Relations, Campus Fundraising, Community Fundraising, Technology
* Estimated average time per week (outside of meetings): 7 hours
* Ideal qualities: creativity; knowledge of design; ability to work quickly; flexibility; interest in media; professionalism; foresight

**Technology** maintains and updates the website year-round; organizes large-scale media projects for DM (including but not limited to promotional videos, Opening and Closing Ceremonies videos, slideshows, and picture collections).

* Works closely with: Executive Directors, Director of Outreach, PR/Marketing, Dancer Relations, Family Relations, Campus Fundraising, Community Fundraising
* Estimated average time per week (outside of meetings): 5 hours
* Ideal qualities: prior experience with technology (making videos and working with Wordpress); creativity; accessibility; foresight



Dance Marathon at Washington University in St. Louis

Executive Board

Formal Agreement Policy 2015

In accepting a position as an Executive Board member for Dance Marathon at Washington University in St. Louis, I understand that this position requires that I meet and uphold a certain set of standards and expectations.

As an Executive Board member, I am expected to:

Represent DM in a professional manner. I will maintain professionalism at all Dance Marathon events and in all written and verbal contact with university and outside vendors and organizations. I will copy my Director and Executive Directors on all emails and I will get approval from my director on all emails going to an entity outside of the DM Executive Board.

Act as a role model for DM, by setting a positive example for all other Executive Board members, committee members, and dancers.

Be on time and attentive at all Executive Board meetings and any other scheduled DM meetings. I agree to notify Executive Directors, Maggie Ryan and Jess Rosenberg, if I have an excused absence. I also agree to read the minutes for the meetings I have missed and contact my appropriate director to learn about any other information that had been addressed. These include, but are not limited to, weekly Executive Board meetings and weekly Committee meetings.

Submit weekly updates to my director by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In these updates, I will detail what I have worked on in the past week, what I plan to work on, and what I need assistance with.

Uphold an upbeat, positive attitude at all meetings. I promise to have fun and work efficiently in our attempts to prepare for Dance Marathon at Washington University in St. Louis.

Discuss any concerns with the Executive Directors as they become apparent. I will also use my Dance Marathon team to help boost my spirits when I am feeling overwhelmed, discouraged, or stressed. I will remember that we are a team and we are to work together at all times, especially when juggling many things at once.

Be supportive of all Executive Board members. I will respect each board member’s decision and leadership judgments, yet always be available to give advice, answer questions and provide feedback.

Be responsible for the duties assigned to me based on my position. Tasks that are assigned to committee members are still my responsibility as well. I realize that if I do not follow through with my commitments, those commitments will not be completed and I will be letting down my team. I understand the importance of teamwork and always have the good of the whole team in mind when making decisions or stating my opinions.

Be flexible at all times. I understand that in Dance Marathon, plans and expectations often change. I will keep my mind open to new challenges and do my best to work with situations placed in front of me.

I will communicate effectively and promptly. All issues will be addressed to my respective Director first, and then they have the option to take it to the Executive Directors and Advisors. I will respond to all emails promptly, within a 24 hour time frame.

Never show up to a DM function under the influence of alcohol or drugs. I understand that if I do make the decision to show up to a function in a non-sober state, I will be asked to leave the function, be given an unexcused absence, and be required to meet with my Director, the Executive Directors, and Advisors to discuss the possible repercussions.

Remember that all efforts, struggles, challenges, fun times, and laughs, are all meant for one extremely important cause, the children and families of St. Louis Children’s Hospital and SSM Cardinal Glennon Medical Center. I will always keep the main goal of Dance Marathon at Washington University in St. Louis in the front of mind: to help children lead a better lives and have an amazing experience at Dance Marathon at Washington University in St. Louis.

By signing this document, I am agreeing to the terms and conditions listed above. If I do not uphold the aforementioned expectations, I understand that I am subject to meet with the Directors and Advisors to discuss possible repercussions.

Signature:

Printed Name:

Date:

**Dance Marathon 2015 Executive Board Application**

Please send an electronic copy of your application to executivedirector@dm.wustl.edu by November 19th (for director positions) or November 21st at 11:59 pm (for other executive board positions).

**1. Personal Information**

Name:

Year: Phone:

Email:

Campus Address (If in a dorm, please specify room #):

Majors/Minors:

**2. Dance Marathon Experience (please check all that apply)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Dancer | Team  Captain | Morale Committee | Committee | Exec Board | Volunteer | Other (please specify) |
| 2014 |  |  |  |  |  |  |  |
| 2013 |  |  |  |  |  |  |  |
| 2012 |  |  |  |  |  |  |  |

**4. Position Rankings**

All of the positions are listed below. Pages 3-5 describe the responsibilities and skills required for each position. After reviewing these descriptions, please rank your interest in holding each of the following positions with a number between 1 and 5. Rank all positions; 1’s are positions you are most interested in holding and 5’s are positions you’re least interested in holding. You may rank more than one position with the same ranking. Please cross out any positions you would not accept.

Fundraising Director

Operations Director

Outreach Director

Alumni and Graduate Relations

Campus Fundraising

Catering

Community Fundraising

Community Relations

Corporate Relations

Dancer Relations

Design

Entertainment

Event Operations

Family Relations

Finance

Morale

PR/Marketing

Technology

**5. Short Answer**

Please answer the following questions; limit your responses to 250 words per question.

1. Why do you want to be more involved with Dance Marathon 2015?

2. Why is Dance Marathon important for CMN St. Louis?

3. What skills, experience, leadership skills, and personal qualities will you contribute to this organization? What do you hope a position on the executive board would contribute to your existing skills?

4. Please list all time commitments for the spring semester, summer, and fall semesters (i.e. extracurricular activities, jobs, teaching assistant positions, etc.). Indicate your level of involvement and hours per week required for each commitment.

5. As a member of the Executive Board, you will be collaborating with many other students and advisors. How would you describe your work and communication styles as part of a team and as an individual?

6. Please describe two ideas you have for encouraging dancers to register for DM and two ideas for improving DM in general.

7. Which positions are you most interested in and why? What skills do you possess that will enable you to flourish in these positions?

8. Why do you DM, and how have you communicated that to others in the past?