



SIUE Dance Marathon

Executive & Central Planning Team Board Position Descriptions

***(position descriptions available for 2020-2021 Campaign year) ***

Central Planning Team Positions

Operations Director: oversees all committee members involved and responsible for marathon planning. Coordinates with Entertainment, Family Relations, Catering and Event Operations executive board members. Responsible for leading a weekly meeting with these positions.

Outreach Director: oversees all committee members responsible for involving participants and donors. Coordinates with Public Relations/Social Media, Greek Relations, Student Organization Relations, and Athletic Relations executive board members. Responsible for leading a weekly meeting with these positions.

Fundraising Director: oversees all committee members involved with fundraising and finances. Coordinates with Corporate Relations and Alumni/Faculty Relations executive board members. Responsible for leading a weekly meeting with these positions.

Morale Director: will work to recruit a Morale team for Dance Marathon. Plans activities during & leading up to Dance Marathon and choreographs/teaches the morale dance to all participants. Responsible for keeping the crowd energized.



Executive Board Positions

Alumni/Faculty Chair: will work on creating a connection between SIUE Dance Marathon Alumni, SIUE Alumni, and SIUE Faculty/Staff to further the development of SIUE Dance Marathon. This position will promote the involvement of alumni and faculty and SIUE Dance Marathon.

Catering Chair: will strictly be in charge of securing and managing food and beverages for all participants at Dance Marathon. Work with businesses for promotional events at Dance Marathon. Must be comfortable soliciting to business for donations.

Athletic Relations Chair: coordinates all participant recruitment efforts focusing on athletics, hosting information sessions, speaking at student athlete organization meetings, and working with other DM chairs to implement other recruitment efforts. Makes personal connections with registered participants, motivating them to raise funds and participate the day of the event.

Student Organization Relations Chair: coordinates all participant recruitment efforts focusing on student organizations, hosting information sessions, speaking at student organization meetings, and working with other DM chairs to implement other recruitment efforts. Makes personal connections with registered participants, motivating them to raise funds and participate the day of the event.

Greek Relations Chair: coordinates all participant recruitment efforts focusing on Greek involvement, hosting information sessions, speaking at Greek Chapter meetings, keeping track of and providing updates for the Miracle Cup, and works with other DM chairs to implement other recruitment efforts. Makes personal connections with registered participants, motivating them to raise funds and participate the day of the event.

New/Current Member Relations Chair: coordinates all participant recruitment efforts focusing on new Resident Hall students and existing members, tables in resident halls, hosts information sessions, builds a connection with RHA, NRHH, and all Housing Area Councils, and works with



other DM chairs to implement other recruitment efforts. Makes personal connections with registered participants, motivating them to raise funds and participate the day of the event.

Family Relations Chair: works with Children's Miracle Network of Greater St. Louis to make Miracle Kids and their families an integral part of Dance Marathon and to keep the mission of Dance Marathon central to the experience. After all, they are the reason we all are here! You will work to plan special Miracle Kid events to connect SIUE students with the cause and coordinate ways to integrate the Miracle Kids into the actual Dance Marathon.

Corporate Relations Chair: oversees all aspects of Dance Marathon that involves raising, collecting, counting, and reporting money. Coordinates all fundraising efforts focusing on corporate level sponsorships and in-kind donations, including profit shares with local restaurants, canning events, etc.

Event Operations Chair: is the backbone of Dance Marathon, working behind the scenes to coordinate all event plans and details. Event Ops secures the space, develops the floor plan, and works with vendors to create a memorable experience for participants. Event Ops also secures performers, speakers, and other entertainment for DM. Must be flexible and comfortable communicating with vendor/entertainment contacts.

Public Relations/Social Media Chair: builds awareness, generates buzz, and builds a positive image for Dance Marathon on campus by developing key messages, working with media, designing print materials & videos, and managing all social media accounts including Facebook, Twitter, Instagram, etc. Must have good time management skills to meet PR deadlines.

Morale Captain/Special Events Chair: works with the entire board and Morale team to assist in the coordination and implementation of various awareness and fundraising events on-campus including, but not limited to: tabling, information nights, Miracle Week events, and special fundraising & recruitment weeks.