

# 2010-2011 Wisconsin Dance Marathon: Leadership Application

Applications are due by 3/12/2010 (Friday) by 5:00 PM to the Dance Marathon office mailbox (Student Activity Center, 4<sup>th</sup> Floor, Office #35) or e-mailed to [wiscodm@gmail.com](mailto:wiscodm@gmail.com).

Name: \_\_\_\_\_

2010-2011 Year in School:      Sophomore                      Junior                      Senior

When do you anticipate graduating? \_\_\_\_\_

Do you plan on studying abroad during the 2010-2011 school year? If so, please indicate when: \_\_\_\_\_

What was your previous involvement with the Wisconsin Dance Marathon? (Indicate all applicable)

Chair                      General Member                      Participant                      Performer                      None

Please indicate all of your other extracurricular activities (current or future):

Organization Name	Position	Hours per week

Please indicate your job commitments (current or future):

Position	Hours per week

Please indicate any other relevant commitments (current or future):

Organization Name	Position	Hours per week

Please complete the following questions in a paragraph. If you are completing a hard copy of the application, complete the questions on a separate page and attach them to the application.

1. What unique qualities will you bring to the Wisconsin Dance Marathon leadership team?
2. Describe what responsibility means to you. When was a time that you had to go above and beyond your duties at work or in an organization?
3. What does FBK (For Bucky's Kids) mean to you? How will you work to serve this philosophy?

4. Do you have any experience with Photoshop/Adobe Creative Suites and/or iMovie/video editing software? Please describe.

Please rank the following leadership positions you are interested in applying for (1=first choice, 2=second choice, etc.). The position descriptions are attached to the application:

Executive Positions (Must have been on Leadership Team previously)		
Director (2 positions)	Treasurer	Secretary

Committee Chair Positions (Anyone can apply for these positions)		
Marketing	Entertainment	Battery Pack
Public Relations	Dancer Relations	Campus Events
American Family Children's Hospital Relations	Hospitality Operations	Facility Operations
	Spirit and Alumni Dancer Relations	

## Dance Marathon Committee Descriptions and Expectations

### Directors (Executive Board)

- Maintain and initiate communication with committee chairs and with the American Family Children's Hospital (AFCH) administration
- Meet monthly with the AFCH administration to give necessary updates and brainstorm new ideas for programs and fundraising
- Facilitate effective communication with all committee chairs and necessary general members
- Ensure that deadlines are met and that all tasks are completed
- Create agendas and projects that will streamline Dance Marathon meetings and planning
- Solve problems and issues that sporadically arise during planning and fundraising
- Be a resource to assist the committee chairs and general members in any way possible

### Treasurer (Executive Board)

- Maintain a record of Dance Marathon finances and achieve financial responsibility; maintain the Dance Marathon bank accounts and dispense money accordingly
- Maintain the Active.com giving site; deal with web problems and fundraising
- Collect any and all fundraising money that is not donated via the Internet

### Secretary (Executive Board)

- Maintain the Dance Marathon Google account (update all calendars and respond and sort through the Gmail account daily)
- Plan and book space for all Dance Marathon meetings and events
- Initiate communication and check-ins for all committee chairs and general members
- Assist in miscellaneous projects for the directors and the committee chairs

### Entertainment Chair

- Create the Dance Marathon schedule of events
- Book entertainment groups to perform during the Dance Marathon, including: campus performance groups, community performance groups, bands, comedians, and a DJ (Majic Enterprises)
- Contact "local celebrities" such as football players, radio personalities, etc. to appear at the Marathon
- Keep entertainment groups and participating organizations current with relevant information about the Dance Marathon and their role in the event

### Battery Pack (B. Pack) Chair

- Hold auditions for the B. Pack members in early fall semester
- Schedule regular rehearsals to prepare for the Dance Marathon line dance and B. Pack skits
- Schedule the B. Pack members for various Dance Marathon mini-events, performances, and information sessions
- Assist in creating skits and dances for the Dance Marathon Leadership Team and for the AFCH Hospital administration

### Hospitality Operations

- Obtain corporate/community food, prize and money donations
- Create sponsorship packets to distribute to local/national businesses
- Maintain steady communication with businesses
- Establish corporate sponsorship levels to award large donors; establish dancer fundraising levels for incentives and prizes

#### **Facility Operations**

- Book a venue (currently the Shell) for the Dance Marathon: initiate negotiations with facility building manager and AFCH administration; catalyze the creation of a contract for facility use
- Create a detailed plan for the Marathon physical set-up
- Coordinate with the AFCH Relations chair to plan for any special needs guests; check with the McBurney Center for accommodations
- Ensure that all necessary equipment (such as tables, chairs, AV equipment, etc.) will be delivered to the Shell in a timely manner
- Manage the liability forms provided by the AFCH and Active.com
- Pair with Hospitality Operations to assist with securing donations when the Shell is finalized

#### **Campus Relations**

- Organize Dance Marathon mini-events to fundraise and increase awareness
- Organize and schedule canning events to fundraise at Wisconsin sporting events (especially football, hockey, and basketball games)
- Contact athletics to understand the role that we can play at sporting events
- Oversee fundraising for the Dance Marathon: plans events for dancers/members to fundraise in the community

#### **Dancer Relations**

- Manage registered dancers: keep an updated list of dancers, communicate with dancers, plan events for dancers, etc.
- Work with marketing and PR to help recruit dancers from the campus community
- Create the Dancer Survival Guide, a document of vital information for all Dance Marathon participants
- Oversee the registration process at the Dance Marathon; establish a protocol for checking dancers in and joining with their respective groups

#### **Public Relations**

- Contact local news agencies to run stories about the Wisconsin Dance Marathon and our events
- Draft a press kit to distribute to media organizations
- Manage the Facebook and Twitter accounts: update the Facebook page as needed and send out informational tweets as often as possible
- Work with dancer relations and marketing to recruit dancers

#### **Marketing**

- Create and execute a comprehensive marketing campaign for the Dance Marathon
- Work with other committee chairs to market Dance Marathon mini-events
- Manage communication regarding our website with the AFCH
- Create Dance Marathon promotional videos (**experience with Photoshop/Adobe Creative Suites and/or iMovie/video editing software is preferred**)
- Order t-shirts for members and for dancers
- Coordinate video, photos, and AV at the Dance Marathon and at mini-events
- Work with dancer relations and PR to recruit dancers

#### **American Family Children's Hospital Relations**

- Work with the AFCH administration to increase Dance Marathon's presence at the Hospital
- Encourage families to appear and participate in the Dance Marathon; maintain communication with families
- Attend Patient Family Council meetings and present about the Wisconsin Dance Marathon
- Plan Dance Marathon events at the Hospital, including tours and family dinners

#### **Community Dancer and Alumni Relations**

- Create a database of Dance Marathon alumni (from Active.com) and communicate with them about donations, participation, etc. (This is a new and important project for the 2010-2011 position)
- Manage the Community Dancer program: work with marketing, PR, dancer relations, and AFCH Relations to truly facilitate a Community Dancer program for the Dance Marathon; contact UW faculty and staff/hospital employees to increase donations for the community dancer program
- Create alumni dancer appreciation events at the Dance Marathon; work with entertainment to schedule into the Dance Marathon events
- Draft informational releases target specifically to community dancers and alumni