2017 Executive Team Director Descriptions

Alumni Relations Director (1)
- Facilitate relationship with the Dance Marathon Alumni Group Executive Board
- Act as the liaison between the Alumni Mentorship Program and the Iowa State Dance Marathon Executive Board
- Coordinate alumni dinner with the Dance Marathon Alumni Group
- Write and distribute alumni newsletter
- Maintain and build volunteer program

Sponsorship Directors (2):
- Plan and coordinate all catering and food donations
- Delegate the initiation and maintenance of local and corporate business partnerships
- Pursue both cash and in-kind donations
- Develop/continue sponsor incentive program
- Specific examples:
  - Applying for grants
  - Giveback nights
  - Concessions
  - Family Weekend silent auction
- Professionally communicate in sales, marketing, and advertising

Recruitment and Dancer Relations (RDR) (2):
- Facilitate relationship between all dancers from start to finish
- Plan and facilitate dancer meetings
- Provide dancers with tools to fundraise
- Communicate with dancers year-round to inform them of upcoming events
- Develop retention strategies
- Facilitate football canning and other fundraising events within the community
- Develop dancer incentive program
- Responsible for recruiting dancers, and maintaining morale throughout the year and on the day of Dance Marathon
- Develop recruitment strategies and programs
- Organize the largest Dance Marathon committee while maintaining morale and facilitating events
- Specific examples include special events, tabling, and site visits
Development Director (1)

- Ensure education of committee members in Dance Marathon's mission, language, and culture
- Collaborate with graduate advisor to enhance Dance Marathon leadership skills for executive board and committee members
- Coordinate community events throughout the year to bring awareness to Iowa State Dance Marathon, especially in regards to the ISU campus
- May be of interest to those interested in student affairs or higher education
- Facilitate and organize the Extra Life program and 100 Days Out Celebration

Events Directors (2):

- Coordinate all programs for the weekend of Dance Marathon
- Facilitate special events with other student organizations—both throughout the year and on Dance Marathon Weekend
- Assist in event planning for all events throughout the year
- Working with the proper ISU authorities to receive clearance for various events on campus
- Plan and promote Iowa State University Extra Life in conjunction with the Development Directors
- Excellent for experience in event planning and management and working with campus leaders

Family Relations Directors (1):

- Maintain positive, open communication lines with miracle families
- Offer opportunities for dancer-family interaction
- Organize miracle family events to include more than just Dance Marathon Weekend
  - Specific examples:
    - Make-a-miracles
    - Summer event
    - Tealgate
    - Pumpkins for Punkins

Finance Director (1) (Note that these responsibilities will be shared with the new graduate advisor as well, to be distributed as the two see fit):

- Maintain Dance Marathon’s financial standing (i.e. developing the budget, managing revenue, paying bills, controlling costs)
- Coordinate with executive team members to develop cost effective events and spending habits
- Work with GSB, IRHA, and other funding sources to bring in additional funds
- Interface with Campus Organization Accounting to ensure policies are being followed in regards to p-card use, purchasing merchandise, and selling-raffling off items
- Assist in collecting offline donations
● Operate donor drive (i.e. entering in offline donations, monitoring online donations, addressing user questions, pulling reports)
● Maintain fundraising tracking documents
● Operate 3rd party fundraising spreadsheets (from Mini Marathons, BR relationships, and other)
● Work with Levy Restaurants on operating concessions throughout the year
● Coordinate March 1st Credit

**Graphic Design Director (1)**
● Design all signage, flyers, merchandise, and branding images
● Develop merchandise and other promotional items
● Assist other committees with graphic needs as they arise
● Work closely with the Media/Public Relations Director

**High School Outreach Director (1)**
● Coordinate and provide help for existing Mini Marathons throughout the state of Iowa
● Contact high school administration and faculty to begin new Mini Marathons
● Coordinate with student leaders on logistics of Mini Marathons
● Provide all necessary information and support during the planning process of a Mini Marathon
● Coordinate the check presentation at Iowa State Dance Marathon

**Media/Public Relations Director (1)**
● Develop marketing and branding strategies
● Control Dance Marathon social media accounts
● Create campaigns for awareness, donations, and registration
● Liaison between all news outlets: newspaper, television, radio stations, etc.
● Delegate responsibilities to public relations and electronic media ambassadors
● Edit promotional videos and compile graphics for social media
● Work closely with the Graphic Design Director