

# UCDM *Executive Board*

## Position Responsibilities



### **\*Recruitment Chair**

- Oversee & facilitate all recruitment events, including call-out meetings and study breaks
- Meet with College Houses/RSOs/Greek organizations to promote Dance Marathon and recruit dancers
- Manage database of contact information for RSOs and interested students

### **\*Fundraising Chair**

- Think of fun and innovative ways to raise money for UCDM
- Organize opportunities for dancers and UCDM staff to collect donations around the city
- Assist dancers with the creation and distribution of sponsorship letters
- Create fundraising video for dancers
- Monitor donations—keep record of all dancers and on/offline money they turn in

### **\*Marketing Chair**

- Implement creative ways to increase reach on campus
- Design and distribute all posters, flyers, handouts, and other promotional materials
- Design event t-shirt and any graphics (to be used on the website, for example)
- Overlook the DM store and all merchandise for sale

### **Public Relations Chair**

- Manage all social media outlets (including Facebook, Twitter, and our Tumblr blog)
- Reach out to RSOs/organizations to promote collaboration and reach different communities at UChicago
- Work closely with Marketing to promote upcoming events and manage promotional tools

### **Corporate Sponsorship Chair**

- Serve as contact person for companies and individuals sponsoring Dance Marathon
- Compile & send out sponsorship packets
- Collect, organize, and process all monetary and in-kind donations
- Maintain a positive relationship with all supporters and sponsors

### **Special Events Chair**

- Plan & execute all UCDM-sponsored events (fundraising events, etc.)
- Create and manage internal and external calendars of all DM events
- Work with PR Chair to put on events in tandem with other organizations across campus
- Coordinate food/performances/etc. to take place at the marathon itself

### **Dancer/CPA Liaison**

- Serve as primary contact for registered dancers, as well as the Children's Place Association
- Keep dancers engaged and involved from the time they register to the time they dance!
- Keep dancers informed of deadlines, rules, fundraising tips, and opportunities to get involved!
- Stay in close contact with CPA to organize dancer/board visits to their facilities, or CPA visits to campus

***\*Multiple students will be selected to serve on Recruitment, Fundraising, and Marketing committees***