

2009 Dance Marathon Executive Board Application

Dear DM 2009 Executive Board Applicant,

We are already looking forward to Dance Marathon 2009. As you may know, Dance Marathon is one of the largest student-run philanthropies in the world, as well as the largest student group on campus! DM 2008 was an incredible success, and our goal for next year is to bring Dance Marathon to new heights. Dance Marathon has the power to inspire this campus and prove that students really can make a difference. Being on the executive board allows you to be a big part of that inspiration and be inspired yourself.

We are thrilled that you are applying to be on the executive board. We can't wait to see what talents and ideas you can bring to this amazing organization. Becoming a member is an enormous commitment, but one that we know will change your life. Picking an executive board is not an easy decision. We are hoping that this application will give us more insight into you as a person and your ideas and goals for DM 2009.

Two copies of your application are due by 5 pm on Wednesday, April 23 in the folder outside the DM office (third floor of Norris), and the interviews will be held between April 25-May 4. If you are not on campus, please submit the application electronically to both exec@nudm.org. Please only submit the application electronically if you are not on campus. When you turn in your application, please sign up for an interview time. If you absolutely cannot be there at the available times, please email us and we will arrange an alternative meeting. The official DM 2009 Executive Board list will be announced outside the DM office on Monday, May 5th.

If you have any questions, you can contact us at exec@nudm.org or Liz at (703) 371.5474 and Phil at (516) 650.9301.

Sincerely,
Liz Banks and Phil Reich
DM 2009 Executive Co-Chairs

DM 2009 EXECUTIVE BOARD APPLICATION

Dear Applicant,

Thank you for your interest in the DM 2009 Executive Board! Please answer the following questions on a separate sheet(s) of paper. Include your school, year, major(s) and essential contact information, and return your application to the marked folder outside the DM office. The interview times and location will be posted there by Friday, April 18. The interviews will be held April 25-May 4. Please select a time to be interviewed on one of those days when you turn your application in.

****2 copies of your application are due by 5 PM on Wednesday, April 23****

Sincerely,

Liz Banks and Phil Reich
DM 2009 Executive Co-Chairs

1. We have told you that being on the executive board is a great experience. Why do you want to be on the Dance Marathon 2009 Executive Board? What do you hope to get out of this year personally?
2. Every year our goal is to improve Dance Marathon. What ideas do you have for DM 2009? (Please be as specific as possible).
3. We know Dance Marathon is not perfect. What do you think is DM's biggest strength and why? What is DM's biggest weakness and how would you improve it?
4. As a member of the 2009 DM executive board, you will be working closely with the whole board, but even more closely with your co-chair. What type of person/leader do you work best with and why?
5. You are applying for this position because you have some connection with DM. Tell us about your previous DM experience, good and bad?
6. Being a member of the executive board requires you to be a true leader. What activities have you been involved with in the past? Please elaborate on some leadership experience or positions you have had in those organizations.
7. What are your time commitments for the 2008-2009 Academic Year?
8. Rank in order of interest the top three committees you would like to chair, and then explain why you would be a good leader for the committee. (Please see the following page for descriptions).

DM 2009 Committees

Advertising

The goal of advertising is to create a buzz about DM and DM events on campus and in Chicago. The Advertising co-chairs spearhead efforts to brand DM through ad campaigns for events, as well as advertise through Facebook and NULink, keep students up to date via the website and the DM listserv.

Alumni & University Relations

A&U works to get all of NU's alumni, faculty, staff and graduate students from Evanston to London and Hong Kong pumped about DM! The A&U co-chairs organize AlumNites for alumni in cities like D.C., New York, and Boston. The co-chairs are also in charge of organizing the Annual Alumni Benefit in Chicago and in home events with local alumni.

Corporate Relations

Corp establishes and cultivates relationships with companies big and small, from Fortune 100 corporations to small Evanston businesses, to gain sponsorship for Dance Marathon. The Corp co-chairs spend a large amount of time working on developing new corporate donors as well as continuing our relationship with previous donors. The co-chairs also work with other committees to obtain gifts and prizes for dancers.

Dancer Relations

DR is responsible for the key part of DM, the dancers. Throughout the year the DR co-chairs will spearhead committee efforts to help dancers fundraise and prepare them for the 30 hours. Also, the DR co-chairs will lead their committee weekend-of in doing everything from pumping up the dancers to leading the 30-hour dance. This year the DR co-chairs will also be responsible for connecting the dancers to our beneficiaries and their causes by planning outreach events through out the year.

Finance

Finance's primary duty is to manage all the money that is involved in DM. The Finance co-chairs manage all dancer couple accounts and keep costs as low as possible. The co-chairs will also work to keep dancers informed about their fundraising totals and to help dancers find new ways to fundraise. Most importantly the Finance co-chairs are the only people, save the exec co-chairs, who know how much money has been raised until the final total is announced.

Food

Food's focus is feeding all the dancers and committee members during the weekend of DM, as well as providing food for all weekend-of events, and organizing food-related fundraisers like DM Top Chef. The Food co-chairs primary focus is soliciting local restaurants for food donations as well as working to obtain prizes for the dancers and various events throughout the year.

Productions (formerly Louis Room Productions)

Productions handles all the logistical and technical aspects of putting on one of the biggest events at NU. The co-chairs work through the year to find new and innovative ways to enhance the audio and visual experience of DM. The co-chairs work with top lighting, sound, electronics and stage craft businesses to make DM an even better experience.

Public Relations

The primary goal of PR is to inform the public about DM and our beneficiaries. The co-chairs accomplish this goal by creating a comprehensive PR strategy including a campus wide advocacy and knowledge campaign about the beneficiary, getting DM's name out to local and national media, contacting celebrities to appear at DM and publishing the official DM magazine, the *Emcee*.

Merchandise

The Merchandise committee is responsible for "gearing up" Northwestern for Dance Marathon, literally. This committee works to create DM apparel and memorabilia, such as sweatshirts, t-shirts, and water bottles. They are also in charge of designing the logo for DM '09.

Special Events

The goal of the Special Events committee is to plan all the various events through the year, including weekend-of events that DM holds. These events are a way that we raise money and excitement for DM through out the year. This committee helps plan events like Tuesday Night Trivia, DM Date Auction, DM Battle of the Bands, DM Spa, and more!
