

DMAIG Board of Directors

Positional Mission Statements & Duties

Last Updated: 1/30/2017

General Responsibilities

- Attendance to a minimum of 80% of monthly board meetings/conference calls
- Attendance to THON Weekend board meeting
- Attendance to DMAIG Board retreat and workshop
- Active collaboration/participation in board and position initiatives
- Active membership with the Penn State Alumni Association during term on Board (~5-10 hours per week)
- Make sure information on website pages is relevant to current year in context

Secretary

The secretary of Dance Marathon AIG is the face of organization and performs important record-keeping for the board. The secretary should be able to answer any general comments, concerns or questions (or pass along to appropriate board director) sent via email from our general membership.

Secretary Duties:

- Set agenda for all Board meetings (solicit talking points from other Board members)
- Take minutes at all Board meetings and distribute (currently using Solid)
- Facilitate the storage and maintenance of all important Board documentation (box.com)
- Facilitate internal Board communications (Email, #slack, and conference bridges)
- Maintain internal Board Google calendar
- Coordinate efforts with Technology Chair to update and improve the website
- Assist Communications Director with regular e-newsletters and other communications targeted at DMAIG members
- Provide assistance to other directors as necessary with their responsibilities and duties.
- Participate in Quarterly Executive Council Calls
- Perform miscellaneous, formal correspondences for the Board
- Generate call for open positions (Feb-Mar) and collect applications

Donor Relations Director

The purpose of the Donor Relations Director is to develop relationships between the Dance Marathon Alumni Interest Group and its donors in order to recognize and promote continued support of THON and the Four Diamonds Fund. Additionally, the Donor Relations will coordinate the application and selection of the Rick Funk Leadership Award recipient as well as secure donations for the Rick Funk Scholarship.

Donor Relations Duties:

- Thank all alumni group fundraisers on behalf of DMAIG.
- Manage alumni donations and corporate matching portals; monitor corporate matching in coordination with Treasurer.
- Oversee Amazon Smile Account in coordination with Treasurer.
- Create application criteria for the Rick Funk Scholarship and make available to applicable THON undergraduates.
- Continue to increase Rick Funk Scholarship endowment balance.
 - Coordinate and communicate with Rick Funk Scholarship voting committee.
 - Represent Dance Marathon AIG and present the Rick Funk Scholarship winner with an award at the Road to THON Celebration.
- Devise a plan for internal fundraising for Dance Marathon AIG.
- Help create a Program Scholarship in coordination with University Relations.
- Cultivate and develop relationships with marketing partners and businesses that wish to donate to Dance Marathon AIG.
- Help promote the evolution of fundraising ideas and concepts for affiliate groups like PSAA Chapters, AIG's, and regional organizations. Construct best practices for fundraising ideas.
- Send out donor receipt letters in coordination with Treasurer.
- Secure donations for Alumni reception.
- Assist in securing sponsorships as needed for Hope Express replacement.
- Facilitate any *ad hoc* donations as needed.

Hope From Coast To Coast Director

The goal for the Hope From Coast to Coast Director is to facilitate the growth of Hope From Coast To Coast initiatives by executing strategy and leading efforts that align with the run-dedicated theme.

Duties:

- Chair a “Planning Committee” of event leadership to execute an annual virtual event around the THON Weekend timeframe
- Communicate progress to the DMAIG board on a regular basis
- Help create, plan, and execute short and long-term goals in building the initiative, both from fundraising and participation standpoints
- Create a fundraising guide, set up the online campaign at crowdrise, and set runner fundraising goals
- Work with Communications and Public Relations Directors to spread event awareness and get new runners.
- Maintain HFC2C facebook page sending updates and “run”-spirations. Help facilitate conversation and a sense of community for participants.

THON Weekend Events Director

The mission of the THON Weekend Events Director is to continue to promote a connection between alumni and the Four Diamonds Fund by providing events that help individuals reconnect, reflect, and enjoy THON weekend.

THON Weekend Events Duties:

- Plan DMAIG reception, including reserving space and catering vendors
- Organize alumni tours with THON Directors
- Plan informal alumni event for the Friday of THON weekend
- Continually review possibility for new events during THON weekend
- Communicate watch parties to Alumni Event Relations and Public Relations Directors for advertising
- Work with local PSU hotels to obtain DMAIG discounted rates and advertise this information to alumni
- Solicit award nominees for Volunteer of the Year and Fundraiser of the Year
- Coordinate guest speaker and family speaker for THON weekend