Thank you for your interest in applying to becoming a Fordham Dance Marathon (FDM) Committee Chair! This year’s marathon date is currently being set but will most likely be a Friday in late February or early March.

Chair applications are due no later than Monday, April 8th at 11:59pm.

The Fordham Dance Marathon helps support The Andrew McDonough B+ Foundation. This wonderful organization is about kids helping kids fight cancer. Aside from spreading awareness, your efforts help fund research, advocacy, and direct family assistance.

Andrew McDonough was diagnosed with AML Leukemia when he was only 14 years old. Throughout his illness, he inspired thousands of friends and families! While he was an A student, Andrew's blood type was B+, hence the foundation's name. The B+ message stands as “It's not a grade. It's an attitude!” For more information, please visit bepositive.org.

Please contact Collette Campbell and Matt Fisher fdm@fordham.edu with any questions.

Please note, while this event is sponsored by RHA, you do NOT have to be resident to apply or contribute.

Fordham Dance Marathon (FDM) preparations are in full swing and we want YOU to help! The 2019-2020 FDM Committee Directors and their respective committees will consist of:

- Auction & Fundraising Director- Auction & Fundraising Committee
- Entertainment Director- Entertainment Committee
- Fordham Outreach Director- Club Outreach, Athletics Outreach, Commuter Outreach Committees
- Hero Director- Hero Committee
- Hospitality Director- Hospitality Committee
- Lincoln Center Director- Lincoln Center Committee
- Marketing & Social Media Director- Marketing & Social Media Committee
- Operations Director- see description below
- Sponsorship Director- Sponsorship Committee
- Treasurer- see description below

The Directors will work in between the Executive Co-Directors and the Chairs. Directors will meet as a team to discuss all aspects of FDM and will also be expected to hold meetings with their respective chairs.

The 2020 FDM Chair Positions and their respective committees are as follows:

- Auction Chair- Auction and Fundraising Committee
- Personal Fundraising Chair- Auction and Fundraising Committee
- Fundraising Chair- Auction and Fundraising Committee
- Alumni Outreach Chair - Auction and Fundraising Committee
- Sponsorship Chair- Sponsorship Committee
- Club Outreach Chair- Lincol Center Committee
- Athletics Outreach Chair- Athletics Outreach Committee
- Commuter Outreach Chair- Commuter Outreach Committee
- Hero Chair- Hero Committee
- Concert Chair- Entertainment Committee
- Entertainment Chair- Entertainment Committee
- Event Chair- Entertainment Committee
- Morale Chair- Entertainment Committee
- Website Chair- Marketing & Social Media Committee
- Website Chair- Marketing & Social Media Committee
- Website Chair- Marketing & Social Media Committee
- Lincoln Center Chair- Lincoln Center Committee

All chair positions will be expected to begin work on their tasks throughout the summer and fall, with an increased workload in January and February leading up to FDM. In the fall, incoming freshman will have the opportunity to fill the roles of Freshman Liaison and Committee members.

Please see below for a description of each position.

**AUCTION CHAIR:** An Auction Chair is responsible for coordinating vendors and donations for the FDM Benefit Auction (date TBD- February 2020). They will seek donations from departments around campus and local community businesses, as well as arrange and organize basket donations within the residence halls. This position requires motivated individuals who are able to make connections and network well.

**PERSONAL FUNDRAISING CHAIR:** A Personal Fundraising Chair will be responsible for coordinating individual fundraising opportunities throughout the year, as well as focusing on personal fundraisers for the day of FDM itself. These chairs should be creative, organized, and driven to discover new opportunities on and off campus. Strong communication skills are necessary for this position.

**FUNDRAISING CHAIR:** A Fundraising Chair will work to schedule additional fundraising opportunities for FDM. These opportunities would include Senior Nights, Family Weekend, and selling merchandise. These chairs should be creative, organized, and driven to discover new opportunities on and off campus. Strong communication skills are necessary for this position.

**ALUMNI OUTREACH CHAIR:** An Alumni Outreach Chair will work to schedule Alumni fundraising opportunities for FDM. This will include inviting Alumni to various FDM events and coordinating with interested Alumni in making an FDM Alumni fundraising page on the FDM donation website.
These chairs should be creative, organized, and driven to discover new opportunities on and off campus. Strong communication skills are necessary for this position.

SPONSORSHIP CHAIR: A Sponsorship Chair is responsible for raising money through corporate sponsors. These individuals will be responsible for contacting potential company donors to create and maintain a beneficial relationship for the current year and the future. These chairs must be organized and have professional communication skills.

CLUB OUTREACH CHAIR: A Club Outreach Chair is responsible for increasing awareness for our cause through increasing Fordham student club involvement. These individuals will be responsible for contacting club leaders to encourage club team fundraising as well as organizing collaborations. These chairs will be the face of Fordham Dance Marathon to the broader Fordham community. These chairs must be motivated and passionate individuals who have exemplary communication skills.

ATHLETICS OUTREACH CHAIR: An Athletics Outreach Chair is responsible for promoting the Fordham Dance Marathon within Fordham’s athletic community. With the assistance of a Sub-Committee, this Chair member will reach out to different teams on campus to promote participation. Athletics Outreach will work to present the mission of The B+ Foundation, as well as the purpose of FDM to these teams, as well as organize events and programs with the help of Fordham Athletics (i.e. FDM promotion at half time, etc.). It is useful if applicants to this position have existing connections to Fordham teams and coaches.

COMMUTER OUTREACH CHAIR: A Commuter Outreach Chair is responsible for promoting the Fordham Dance Marathon within Fordham’s commuter community. This will include inviting Commuters to all FDM events and convincing interested Commuters to sign up for FDM commuter fundraising pages on the FDM donation website. Also, a Commuter Outreach Chair will work on communicating with Commuter Assistants to plan co-programming events. These chairs should be creative, organized, and driven. Strong communication skills are necessary for this position.

HERO CHAIR: A Hero Chair acts as the liaison between the B+ Heroes’ families and Fordham students. A Hero Chair will be responsible for checking in with Heroes’ families and planning visits. Additionally, a Hero Chair is responsible for encouraging and executing programs with the B+ Heroes (i.e. game nights, excursions downtown, etc.). Hero Chairs must be personable and creative.

CONCERT CHAIR: A Concert Chair is responsible for securing the headlining entertainer for FDM 2020. This person will work closely with the Entertainment Director, Executive Co-Directors, and the Fordham Administration to secure the headliner. This role requires a great deal of confidentiality and upfront planning. This individual needs to be diligently working over the course of the Summer and Fall semester to guarantee that entertainment should be confirmed heading into the Spring semester. Applicants for this position should have professional communication skills, knowledge about the entertainment industry, and a strong independent work ethic.

ENTERTAINMENT CHAIR: An Entertainment Chair is in charge of organizing and planning entertainment at the Dance Marathon and Series events. They must find, plan, and book the appearance of bands, DJs, dance groups, etc. over the span of the event. Outreach will include Fordham students and performing groups, but will also stretch beyond to regional bands or performers. An Entertainment Chair directly represents the Fordham Dance Marathon and The B+ Foundation. Applicants for this position should be passionate about music, creative in outreach efforts, and strong communicators.

EVENT ENTERTAINMENT CHAIR: An Event Entertainment Chair will fulfill many of the roles of a general Entertainment Chair, but will have an added focus on securing entertainment for events leading up to FDM itself. This includes securing performers for the Trick or Treat Trot, the Promo Dinner, and the Auction. This position will work closely with other subcommittees to coordinate comprehensive entertainment needs, including working with the Marketing and Social Media Committee, the Hospitality Committee, the Hero Committee, and the Auction and Fundraising Committee. This individual needs to have strong organizational and interpersonal skills.

MORALE CHAIR: A Morale Chair is in charge of creating excitement for FDM throughout the year and during the actual day of event. The Morale Chair will host promotional events leading up to the dance marathon. The morale chair will be responsible for coordinating the morale song mashup and developing the morale dance in advance of the event itself. The Morale Chair will additionally be responsible for coordinating theme hours and their respective morale items for the event itself. Finally, the Morale Chair will be in charge of the Moralers. This individual should have incredible energy, enthusiasm for the cause, and stellar dance moves.

CONTENT CREATION CHAIR: A Content Creation Chair is responsible for creating promotional content for FDM that will be distributed through the Facebook and Instagram accounts. This will include both graphics and videos. This position will work closely with their committee to institute marketing strategies across all social platforms. These chairs must be organized, innovative, and passionate.

MARKETING STRATEGIST CHAIR: A Marketing Strategist Chair is responsible for developing a solidified marketing strategy for FDM 2020. This role includes working on a content posting schedule, coordinating outreach with partners of FDM, and refining the FDM brand to boost our message to the greater Fordham community. This person should have a solid grasp on the intricacies of marketing, and should always be looking for new opportunities to spread awareness for FDM. This individual should have strong communication skills, a long-term vision, and a propensity to take initiative.

INTER-COMMITTEE MARKETING CHAIR: An Inter-Committee Marketing Chair is responsible for coordinating all the social media posting needs for the various FDM committees, especially regarding Sponsorship and Hero posts. An Inter-Committee Marketing Chair will work across a multitude of committees to guarantee that FDM Social Media content is meeting the needs of various committees while remaining cohesive and organized. An Inter-Committee Marketing Chair should have strong communication and organizational skills.

WEBSITE CHAIR: A Website Chair is responsible for the maintenance of the Fordham Dance Marathon Website. This individual should have a strong understanding of website design and should have a cohesive vision for website branding. This position encompasses both visual design and content management elements. This person should be a self-starter who can turn creativity into reality.

HOSPITALITY CHAIR: A Hospitality Chair is in charge of organizing all food and drink options for every event leading up to FDM, as well as the Marathon itself. A Hospitality Chair will work to negotiate food and drink donations for each event, attempting to minimize costs. As needed, they will work to order food to accommodate all dancers and ensure all dietary restrictions are met. This position must be organized and able to communicate with multiple vendors.

LINCOLN CENTER CHAIR: A Lincoln Center Chair is responsible for promoting the Fordham Dance Marathon and The B+ Foundation within
Fordham’s Lincoln Center community. A Lincoln Center Chair will work to raise awareness of the event and the foundation by organizing tabling, information sessions, and coordinating fundraising events. Applicants should be active in the LC community with existing connections to clubs, professors, departments, and/or administrators. A Lincoln Center Chair should have good communication skills, be organized, and creative.

TREASURER: The Treasurer of Fordham Dance Marathon will manage the club budget, finances and any bills the club receives. This person will work closely with the Chief Financial Officer of Residence Halls Association and with the treasurers of other clubs for co-programming purposes.

OPERATIONS DIRECTOR: The Operations Director works in between the Co-Directors and the Chairs to oversee the administrative duties necessary for FDM. These duties include scheduling, emails, and orders, etc. The Ops Director will serve as a representative for the Co-Directors at meetings he or she is unable to attend, and will take up other responsibilities as the Director sees fit. The Operations Director will also oversee the Freshmen Liaisons.

Please note: the Co-Directors of FDM may create co-chair and director positions if deemed necessary.

As a member of the Fordham Dance Marathon (FDM) Committee, each individual is responsible for attending all Committee meetings and all FDM related events. Dates for all mandatory meetings and events will be sent out in advance. Committee members are expected to be passionate about the Fordham Dance Marathon and the B+ Foundation (and why wouldn’t you be?!).

Personal Information

Full Name: [Required]

Email Address: [Required]

Phone Number: [Required]

Class: [Required]
Valid input:
- Select only one choice.
   [ ] 2020
   [ ] 2021
   [ ] 2022

School: [Required]
Valid input:
- Select only one choice.
   [ ] GSB
   [ ] FCRH

Major: [Required]

GPA: [Required]

T-Shirt Size: [Required]
Valid input:
- Select only one choice.
   [ ] S
   [ ] M
   [ ] L
   [ ] XL
   [ ] XXL

Have you participated in the Fordham Dance Marathon (FDM) before? Please elaborate briefly. [Required]

Have you ever acted as a member of the Residence Halls Association (RHA) before? [Required]
Valid input:
- Select only one choice.
   [ ] Yes
   [ ] No
Committee Position Selection

The 2020 FDM Director Positions and their respective committees are as follows:
- Auction & Fundraising Director- Auction & Fundraising Committee
- Entertainment Director- Entertainment Committee
- Fordham Outreach Director- Club Outreach, Athletics Outreach, Commuter Outreach Committees
- Hero Director- Hero Committee
- Hospitality Director- Hospitality Committee
- Lincoln Center Director- Lincoln Center Committee
- Marketing & Social Media Director- Marketing & Social Media Committee
- Operations Director- see description below
- Sponsorship Director- Sponsorship Committee
- Treasurer- see description below

The 2020 FDM Chair Positions and their respective committees are as follows:
- Auction Chair- Auction and Fundraising Committee
- Personal Fundraising Chair- Auction and Fundraising Committee
- Fundraising Chair- Auction and Fundraising Committee
- Alumni Outreach Chair- Auction and Fundraising Committee
- Sponsorship Chair- Sponsorship Committee
- Club Outreach Chair- Club Outreach Committee
- Athletics Outreach Chair- Athletics Outreach Committee
- Commuter Outreach Chair- Commuter Outreach Committee
- Hero Chair- Hero Committee
- Concert Chair- Entertainment Committee
- Event Entertainment Chair- Entertainment Committee
- Morale Chair- Entertainment Committee
- Content Creation Chair- Marketing & Social Media Committee
- Marketing Strategist Chair- Marketing & Social Media Committee
- Inter-Committee Marketing Chair- Marketing & Social Media Committee
- Website Chair- Marketing & Social Media Committee
- Hospitality Chair- Hospitality Committee
- Lincoln Center Chair- Lincoln Center Committee

Of the positions outlined above, please rank the top 3 positions you would like to be considered for from 1-3, with 1 being the most desirable. [Required]

Are there any positions you absolutely would NOT accept if offered to you? [Required]

Please give a brief explanation for each of your Committee position preferences. In your explanations, be sure to also include any skills, qualifications, or past experiences that you believe will help you excel under each position. [Required]

Interest & Experience

Why would you like to be a member of the 2020 FDM Committee? (If you have been on Committee before, why would you like to return?) What qualities do you have that would make you a valuable member? [Required]
Do you have any past fundraising experience? Have you worked closely with any other cancer foundations? [Required]

The Fordham Dance Marathon (FDM) has grown exponentially in recent years, and we strive to continue growing bigger and better each year. What advice or suggestions do you have for FDM 2020? [Required]

What other time commitments do you have (clubs, internships, etc.)? What are your responsibilities in these roles? [Required]

As a member of the 2020 Fordham Dance Marathon (FDM) Committee, you will be working in a fast paced, tight knit group of student leaders. What role do you play on a team? [Required]

Is there anything else you would like to make known while your application is being considered?

Interview

You are almost done with the application!

PLEASE NOTE: After you sign up for an interview time, you must continue to the next page to FINISH AND SUBMIT your application.

Please proceed to Sign Up Genius in order to sign up for an interview time.

Raw Link: https://www.signupgenius.com/go/70A0D4BACAD2DA0FD0-fdmcommittee

If you are unavailable for any of the remaining interview times, please email fdm@fordham.edu listing times you are available.

If you are currently studying abroad, please sign up for an interview timeslot and email fdm@fordham.edu with your Skype username or phone number for facetime.