

Penn State THON 2020 Executive Committee Application

****On a cover sheet, please provide the following information****

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|---|----------------------------|
| Name | School Address |
| Cell Phone Number | Home Address |
| PSU Email Address | Top 3 Position Preferences |
| Non-PSU Email Address | Major(s)/Minor(s) |
| Semester Standing | GPA (Cumulative) |
| Anticipated Credits (Fall '19 and Spring '20) | Summer Plans |

Please provide complete answers to each of the following questions.

1. Why do you want to be on the Executive Committee of the largest student-run philanthropy in the world?
2. What past positions and experiences with Penn State THON have contributed to your leadership skills? What did you accomplish in these positions?
3. What qualities and skills do you think a member of the Executive Committee needs to possess? How do you feel your skill set will contribute to the Executive Committee?
4. Specific to the position(s) you are applying for, what suggestions or ideas do you have that will improve the individual committee for THON 2020 and in the future?
5. Please include a 1-page summary (in outline form) of your goals and visions for THON 2020.

Directions:

Applications should be a maximum of 12 pages or less, 1" margins, 12-point font and double-spaced. Applicants should turn in 5 complete copies of their cover sheet, resume, and application (typed, stapled, and placed in 1 manila envelope with their name on it) to 227D HUB, no later than **5pm Monday, March 18, 2019**. **Late applications will not be accepted.**

Please note that not all applicants are guaranteed an interview. Candidates will be contacted by phone regarding interviews. Interviews will be held March 25th through March 29th.

No gifts or supplemental/additional materials will be accepted at the interview.

If you have any questions or concerns, please contact:

Kelly McCreedy
Jeff Zapletal

THON 2019 Executive Director director@thon.org
THON Advisor jcz3@psu.edu

THON 2020 Executive Committee Position Descriptions

Communications Director

Overseeing the Communications Committee of 20+ Captains and 100+ Committee Members, the Communications Director serves as the primary liaison for the THON Community. The Communications Director works in three primary areas: Student Outreach, Volunteer Education, and Organization Relations. This Director is responsible for collecting, coordinating, and disseminating all of THON's vital information to the 16,500+ THON Volunteers, as well as Penn State students, faculty, staff, Commonwealths, and anyone looking to learn more about the Penn State Dance Marathon.

The Communications Director works alongside the Communications Captains to spread information related to: events, deadlines, fundraising, development, announcements, promotions, and more. Additionally, the Communications Director manages THON's student engagement initiatives such as involvement fairs, information sessions, and volunteer roundtables as well as lead THON's diversity and inclusion initiatives. Furthermore, the Communications Director also manages the continuation of THON's education of volunteers across all committees to expand our volunteer's knowledge of THON, and to help them succeed in their roles. In addition to the above responsibilities, the Communications Director is charged with bringing the organization-perspective to all executive-level decisions made within the Executive Committee.

Lastly, THON Weekend responsibilities include helping to providing clear and succinct information to all spectators in the BJC, and overseeing the coordination and execution of captain sleep shifts and the Lost & Found.

Other General Responsibilities:

- Sending the THON Chair and THON Volunteer Updates
- Managing all List Servs
- Leading the THON Diversity Focus Group
- Managing the THON Office
- Coordinating with the Office of Student Activities
- Managing the THON Blood Drives
- Overseeing the coordination of Game Show THON Network

Dancer Relations Director

The role of the Dancer Relations Director is to serve, alongside their 20 Captains and 700+ Committee Members, as the primary liaisons to student volunteers selected to dance THON Weekend. They ensure that all dancer processes and protocols are in the best interest of the dancers' safety and well-being by coordinating all logistical aspects of the dancer experience, as well as training and educating their Captains on how to best provide emotional and physical support to every dancer throughout THON Weekend, so that they can educate their Committee Members on these subject matters as well. The Dancer Relations Director works very closely with UHS, EMS, College of Nursing, and Athletic Training in order to properly train volunteers in EMS and dancer safety practices throughout the year. This Committees prepares the student volunteers selected as dancers by collecting all necessary information and communicating important updates, such as safety and health practices, leading into February. This role will oversee the execution of various pre-THON events such as orientations and workshops for Committee Members, as well as the Commonwealth Dancer Retreat, Dancer Registration, Color Wars Kickoff, and Medication Drop-Off for dancers. They are also in charge of coordinating THON Weekend elements utilized by dancers, such as the

Line Dance, the RIDE, Dancer Storage, Mail Call, Package Call, Kids Mail Call, EMS services, Athletic Training services, College of Nursing services, and many more.

Donor and Alumni Relations: Alumni Engagement Director

The Alumni Engagement (AE) Director is responsible for working extensively with members of the Penn State alumni community and creating new ways to involve alumni in THON's yearlong fundraising and awareness efforts. This director incorporates many of THON's fundraising initiatives into the Penn State alumni community and creates various solicitations and awareness pieces provided to them to enhance THON's presence nationwide. You will also help foster student volunteer's knowledge of alumni involvement through various events and resources. The AE director will aid in the execution of AE's campaigns as well as analyzing new initiatives that can be implemented into THON. In addition, the AE Director will work with individuals and alumni groups in the organization of Third Party and Alumni Group Fundraisers.

As the AE director, you will oversee and work to improve THON's solicitation techniques in hopes of expanding our donor base into new demographics. This is primarily accomplished through outreach campaigns, a series of mailers, an increasing online presence, and various channels within the Penn State community. The AE director will also have a large focus on stewardship and maintaining relationships of donors after the donation is made in order for all supporters to feel recognized. Working along side the Development director, the AE director will continually develop ways to recognize the efforts and support of our donors. The combination of both DAR committees executes all benefits allotted to companies and alumni throughout the year based on their level of support. These include writing hand-written thank you cards, recognition on THON.org, suite access THON weekend, and behind-the-scenes tours of the BJC THON Weekend.

In this position, the AE director works closely with the Penn State Alumni Association, Dance Marathon Alumni Interest Group (DMAIG), Penn State's Office of Development, and various alumni groups across the country.

Donor and Alumni Relations: Development Director

The DAR Development Director works in three primary areas to ensure financial growth and participatory involvement in THON: actively soliciting new individual and corporate donors, retaining and benefitting existing donors, and educating the volunteer community on the most effective ways to fundraise and increase participation within THON.

As DAR works with corporate and individual donors, the Development Director works actively to solicit new corporate sponsors as well as execute large solicitation campaigns. Through the creation of THON's benefit structure, DAR is able to provide opportunities for large and small donors to engage and donate to THON in meaningful ways. The Development Director works extremely close with the Alumni Engagement Director, Annual Giving, University Development, and other entities to ensure effective solicitation campaigns.

In addition to seeking out new partnerships and contributions, the Development Director must steward and retain existing donors through benefitting and thank you projects. In order to secure recurring donations, either monetary or in-kind, he or she will need to continue building upon existing relationships. Strong interpersonal skills and professionalism are absolutely necessary.

Lastly, and maybe most importantly, the Development Director leads the liaising to every student organization who fundraises on THON's behalf. The Development Committee as a whole is responsible for educating the fundraising community on effective ways to raise funds and awareness, and the Development Director is the one that guides and ensures that this transfer of information is complete. As the fundraising landscape continues to change, all organizations must be just as effective in their own solicitation campaigns and fundraisers as the Development Committee, and the Development Director works to ensure that an even knowledge level is had among organization members and Captains.

Entertainment Director

As the Entertainment Director you are responsible for leading a Captain group of 24 to provide music and live entertainment at THON organized events throughout the year. Captain positions are listed on THINK.thon.org, but general Captain positions the Entertainment Director oversees are as follows: Crowd Entertainment, Pep Rally/Athlete Hour, DJs, Stage Performance/Bands Coordination, Floor Entertainment, Head of Timeline, and Show and Media Entrance Coordination. The ENT Director is expected to understand and lead each of these efforts throughout the year as well as oversee an Administrative Assistant and communicate between all committees, including Family Relations through the ENT/FR Liaison. These efforts are aimed to create a united team behind-the-scenes to enhance every stakeholder's THON experience through the events we facilitate.

The ENT Director also acts as the primary contact with Production Management at the Bryce Jordan Center and is in charge of contracting sound companies and performances throughout the year in accordance to University policy. This includes setup of the stage, lights, and sound for THON Weekend. These roles matched with duties leading a team of Captains and overseeing the leadership of two Captains with Committees results in a total of 74 volunteers directly involved with the Entertainment Committee. These roles, matched with serving on Executive Committee think tanks and focus groups are the primary responsibilities of the Entertainment Director for THON 2018.

Family Relations Director

The duties of the Family Relations Director are to oversee the involvement and interactions of all Four Diamonds Families within the THON Community. Alongside the Family Relations Committee, the Family Relations Director is responsible for communicating with families on a daily basis to ensure they are provided the utmost emotional support necessary during any point through and beyond their battle with childhood cancer.

Throughout the duration of the year, the Family Relations Director plays a large role in facilitating the interactions of Four Diamonds Families at all Pre-THON and THON Weekend events. These include: Harvest Day, the THON 5K, Family Carnival, various sporting events, and much more. At each event, the Family Relations Director works to foster interaction between THON Volunteers and families by incorporating new and innovative activities that help to build long-lasting relationships with members of the community. Along with pre-THON events, the Family Relations Director works alongside multiple Family Relations Captains to provide many exciting and engaging events during THON Weekend. These include: the THON Explorers Program, Fashion and Talent Shows, Kids Mail Call, Captain In Training, Athlete Hour, and the New, Bereaved, and Adult Family events. These opportunities take place throughout the entirety of THON Weekend and require coordinating with multiple committees and organization to give families an enjoyable experience, as well as time away from their daily lives.

The relationship the Family Relations Director maintains with several Four Diamonds staff members at Hershey Medical Center is crucial to the success of the position. The Family Relations Director works hand in hand with Four Diamonds staff to become well-educated on patients' treatment statuses and help plan local events in the Hershey area such as several Teen Nights and New Family Orientations.

Lastly, the Family Relations Director assists to oversee the Adopt-A-Family Program. With the program originating in 1991, hundreds of families and organizations have been brought together in hopes of providing emotional support to the entire family. The Family Relations Director and Adopt-A-Family Team serve as the primary liaisons to every organization paired with a Four Diamonds family to ensure the proper resources and education are being given as to how to engage members and maintain contact with the family.

Finance Director

The Finance Director is responsible for managing all of the financial aspects of THON. This includes creating and maintaining THON's budget as well as reconciling and publishing the Summary of Fundraising Activities. Finance works to enable confidence in our donors by establishing and maintaining honorable practices on the committee and throughout the organization. The Finance Director works closely with Penn State Development to ensure all donors are properly recognized and all gifts are properly recorded. They also work with to maintain THON's account within the Associated Student Activities office. They also work to maintain THON's donor and financial history database, solicit targeted donor audiences, and analyze the financial progress of THON throughout the year.

Day to day, the Finance Director will help to process and record all monetary donations made on behalf of THON, with the help of the Captain Committee. They are also responsible for tracking organizations totals and managing the THINK Finance Portal to assure accurate records for organizations alongside the Assistant Treasurers. During THON Weekend, responsibilities include processing donations made over the weekend, assuring accurate records, and calculating the final THON Weekend total.

Hospitality Director

The primary responsibility of the Hospitality Director is to secure and organize all food and beverage donations to THON throughout the year. As the Hospitality Director, you will have the opportunity to lead 20 Captains, who in turn lead 260 Committee Members. It will be your job to ensure that everyone is trained in food safety and serving. All of your Captains are Captains With Committees, so it is important that the Committee Member experience and its optimization is a focus for you and your Captains.

You will get to work with donors inside and outside of the State College Community to spread THON's mission, and to supply the food and beverages for all THON events. While you directly work with a handful of donors, your Captains are assigned to donor contacts to work with as well. It is your responsibility to oversee these relationships and provide guidance where need-be. You will also work with DAR and SL to make sure that all donors are being properly benefitted for the generosity they show us. Fostering donor relationships is vital to the future success of Hospitality, so this is a large role. You will also work with your Promotions Captains to plan and execute donor events such as Rita's Chillout FTK, Cold Stone Scoops, and Philly Pretzel FTK.

Simultaneously, you will work with OPP and SL to ensure that Hospitality and THON as a whole are taking all necessary steps to further sustainability. You will work on tracking inventory with the most effective methods, allowing Hospitality to decrease food waste from year to year. Along with this, you will work to

expand your donor base in order to provide the most nutritious options for each dancer, family, and volunteer you feed, effectively fueling the entire fight to the best of your ability.

You will also have the responsibility of working closely with the BJC Concessions Managers to ensure that we are playing our role in staffing the stands. While you will have a Captain assigned to manage this role, our relationship with the BJC needs to be held with up-most care. You will work with these Managers and your Captain a lot throughout the year.

Overall, Hospitality is a committee that works hard throughout the entire year, and so will you! Whether it is planning for THON weekend, working on logistics of events, securing donations, planning for PRYB or Captains with Committees events, or working with donors, there is always something to do.

Merchandise Director

The Merchandise Director is responsible for overseeing the daily operations of the THON Store, the online THON Store, and all special event sales leading up to—and including THON Weekend. In order to do this, the Merchandise Director must develop and uphold positive relationships with various vendors to create new and innovative products to help spread awareness of THON's message. Placing these large orders and developing new products requires a combination of creativity and calculation to maximize financial efficiency. The Merchandise Director is also responsible for continuing to develop the THON Store and maintaining prior relationships related to the Store. While spreading THON's brand worldwide, he or she must also hold a thorough knowledge of licensing requirements and work to clearly communicate those to the THON Community. As Director, they will remain in touch with Penn State licensing contacts to ensure that THON's brand is protected moving forward. While balancing these responsibilities, among many more, the Merchandise Director will also work as a member of the Executive Committee to continue to ameliorate the overall prosperity of this organization.

OPPerations Director

The OPPerations Director is primarily responsible for the setup, logistical planning, maintenance, and tear down of the 5K, Family Carnival, and THON Weekend. Another major responsibility is collaboration with the Bryce Jordan Center and Penn State OPP staff. It is the OPPerations Director's responsibility to lead biweekly meetings between the Executive Committee and BJC Management in addition to personal meetings with various members of BJC staff. Through these meetings, the OPPerations Director will schedule all BJC workdays, further training opportunities, and establish a trusting relationship between THON and one of our largest donors.

The OPPerations Director oversees 21 Captains and 770 Committee Members through all events, training days, and meetings throughout the year. This involves the scheduling and oversight of all OPP events, mat cleanings, and Committee Member training opportunities. On a day-to-day basis, this individual will be in various meetings relating to Special Event logistics, BJC needs, waste management and sustainability, supply requests, or family safety. It is important to have good organization and time management skills, as the OPPerations Director works ensure that THON is able to hold safe and lasting events.

Overall, the OPPerations Director works to maintain OPP's core values of protecting the safety of all volunteers, spectators, and Four Diamonds Families as well as working to make THON a zero-waste organization.

Public Relations Director

The Public Relations Director is responsible for both protecting and developing THON's brand across the entirety of the organization year-round. The purpose of this is to portray our organization to the public in a clear and accurate way in order to engage new stakeholders and secure coverage on a local, state, and national level. The Public Relations Director aims to consistently present a cohesive message by tying together the diverse moving parts of the Public Relations committee. They manage the Photography and Production teams, coordinate Graphic Design and Social Media strategy, pitch THON nationally with the Media Relations team, develop and manage the content and aesthetic of THON.org, coordinate the promotion of events and planning of THON Sports Games, and assist in developing the Diamond Guide. In addition to running their Captain committee, the Public Relations Director initiates many of their own projects that are aimed at improving THON as a whole. They also manage relationships with various stakeholders throughout the year. This position carries a significant and consistent workload from when they are selected in the Spring all the way through THON Weekend.

Rules and Regulations: Event Safety Director

The Rules & Regulations Event Safety Director is responsible for maintaining the safety and security of all THON events by designing and implementing detailed policies and protocol. Throughout the year, the Event Safety Director will work closely with other Committees and University Staff to help plan and execute events like the THON 5K, Family Carnival, 100 Days til THON, and THON Weekend.

This position focuses heavily on the planning of THON Weekend, and will create training for all R&R Captains and Committee Members to fulfill all necessary security responsibilities in the Bryce Jordan Center during the event. In the process of planning THON Weekend, the Event Safety Director will work to develop and improve the details regarding all security planning and protocol, the Digital Line Management System, and the PASS System. In addition to this, the Event Safety Director will plan or assist with the planning of many THON Weekend events including Entrance Plan, the Dancer Support Ticketing Program, Athlete Hour, Pep Rally, and Dancer Exit Strategy.

Rules & Regulations: Fundraising Safety Director

The Fundraising Safety Director is responsible for designing and implementing the rules and processes surrounding THON's fundraising policies to maintain the safety of all volunteers and the integrity of funds raised while promoting Organizational success. The Fundraising Safety Committee oversees most of THON's student-led fundraising initiatives through DonorDrive, Canvassing, Alternative Fundraisers, and Donation Boxes, while direct communicating with Organizations and advising them on how to use these fundraising practices most effectively. Primary responsibilities of the Fundraising Safety Director include the maintenance and upkeep of the THON Rulebook, administration and implementation of DonorDrive, oversight of alternative fundraiser, donation box, and canvassing trip approvals, and assisting Organizations to be most successful in utilizing all of these fundraising methods.

- **THON Rulebook**
 - Comprehensive understanding and review of the purpose of all official policies
 - Additions, removals, or revisions of any rules or policies as deemed necessary by members of the THON Executive Committee
 - Oversee the enforcement of all policies laid out in the Rulebook to ensure the consistency and integrity of all THON-related activities
- **Online Giving**

- Manage the administration and implementation of THON's online fundraising platform as run by the Online Giving Team
- Communicate with Penn State Development, Four Diamonds, and DonorDrive staff to develop DonorDrive as a top admin user of the platform
- Develop strategies for improving online fundraising success for the THON Community
- **Alternative Fundraising, Canvassing, & Donation Boxes**
 - Oversee the approval process of Donation Boxes and Alternative Fundraisers as run by the Fundraising Safety Captains approving them directly
 - Ensure all Alternative Fundraisers, Canvassing trips, and Donation Boxes placements comply with the regulations set forth in the THON Rulebook
- **THON Weekend**
 - Work alongside the Rules & Regulations: Event Safety Director and Captains to ensure the safety of all dancers, Four Diamonds Families, guests and spectators

Special Events Director

The Special Events Director is responsible for all events leading up to THON Weekend. These events include but are not limited to the THON 5K, 100 Days 'til THON Celebration, Family Carnival, all Athletic Sporting Events the Road to THON Celebration, No Hair, Don't Care, The THON Showcase, THON Dodgeball, THON Skate and other events throughout the year. Responsibilities also include organizing all hair donation events and all parking logistics leading up to and during THON Weekend.

The Special Events Director will work closely with the Special Events Captain Committee and Committee Members to carry out the responsibilities of the events as well as looking for new ways to innovate them. Day by day, this Director works to make sure that all paperwork, permits, contracts, and planning is on track for each event and serves as the main point of contact for any of the facilities that does host an event. The Special Events Director constantly reviews layouts and timelines for each event to make sure each event will run smoothly. They are also expected to look for new and innovative ways to engage the THON Community to ensure that THON continues to be a year-long effort. This Director works closely with the Entertainment, Operations, and Rules & Regulations: Event Safety Committees, and others to guarantee the success and logistics of the events.

Supply Logistics Director

The Supply Logistics Director is in charge of overseeing, establishing and maintaining all in-kind donors and donations to THON. This includes donations for every pre-THON event and THON weekend. He or she works with various donors to fulfill all of THON's printing needs and unique projects, such as the THON logo banner, dancer bags, runner numbers for the 5K and more. They work closely with the Development and Hospitality Director to ensure that all donors are being appropriately benefitted. The SL Director is also in charge of maintaining all of THON's storage areas on campus. This includes the inventory, organization and allocation of supplies to every single Committee.

Additionally, this Director is in charge of 19 Captains that are responsible for initiatives such as the THON Raffle, the Hershey Holiday Toy Drive, and Operation KIDS. Further, this Captain Committee is also in charge of the effective distribution of supplies, and the contact of donors across the country to acquire supplies ranging anywhere from paint and lumber to all of the medical supplies for THON weekend.

Technology Director

The Technology Committee is broken into 5 teams, each of which the Technology Director must manage. The Dash (THON Weekend Dashboard) team maintains & develops the Dash, which manages building capacity, floor access, and many other operations during THON Weekend. The THINK Team is tasked with the development of THINK.THON.org (the THON Information Network), while the Wordpress team manages THON.org, the Online THON Store, and other smaller applications. The Special Projects team picks up all other miscellaneous projects and seeks to collect new project ideas from other captains & directors year-round. Finally, the Systems team supports all the operations of the previous four teams. The Technology Director must be a good communicator to manage these teams simultaneously and make the committee dynamic a harmonious one.

A strong candidate should have previous experience with a variety of coding languages, and experience as a member of an Agile development team. However, only a willingness to learn is necessary – even with previous experience, the systems mentioned above are complex enough that a learning curve is to be expected. Most of THON's systems are written in Python using the Django web framework, so it is strongly recommended that applicants familiarize themselves with the language. A basic understanding of server administration is also recommended. This all being said, the Director's primary job is to communicate, not code.

They can expect to coordinate with the Supply Logistics Director to secure, distribute, and recollect laptop & radio donations for use during THON Weekend. The Technology Director is also responsible for configuring internet connections for the THON 5K, Family Carnival, and THON Weekend itself, meaning they must collaborate with Bryce Jordan Center Staff year-round. Finally, the Technology Director can expect to communicate frequently with University Contacts to properly manage the servers THON's websites are hosted on.

The Technology Committee is unique in that they work with each of the other 15 Committees in THON in some way, and have a behind-the-scenes role in countless other aspects of THON. As such, the Technology Director must be level-headed and be able to think realistically, as there are so many projects but only so much time. While the Director's primary job is not to code, they must be able to have a vision for Technology, and must be able to communicate to carry out this vision.

If interested in any of these positions, please know that the 2019s Executive Committee would be happy to talk to you about the position.