

## THON Committee Preference Groups

### **What does this mean?**

THON Committees are now grouped into preference groups that applicants can apply to. These committees are grouped as such because they have similar responsibilities and applicants are likely to enjoy any of the committees in the group equally.

### **Awareness Group:**

These committees will help to spread awareness to THON's mission to other student volunteers and spectators all year through outreach and event engagement to showcase THON to new corners of the Penn State Community.

The Awareness group is made up of the Communications, Entertainment, and Special Events Committees. The Communications Committee will work to educate and empower students, faculty, and staff as to how they can make a greater impact in our fight to find a cure. The Special Events Committee works to inspire, inform, and unite the THON community by developing a variety of events to spread the spirit of THON year-round. The Entertainment Committee to provide the highest level of production value in performances and audio/visual entertainment at every THON event throughout the year as well as at THON Weekend.

### **Facilitation Group**

These committees will help carry out responsibilities for THON Weekend as well as events leading up to the weekend itself. They will help with sustainability, security, and safety of all volunteers.

These groups are made up of the OPPerations committee, Dancer Relations, Hospitality and Rules & Regulations. The OPPerations committee often works behind the scenes, collaborating with other committees to ensure all pre-THON events and activities run smoothly. OPP's most important task is transforming the BJC into the magical home of THON. The Hospitality Committee supports THON by working with donors both within and outside of the State College community to procure and serve all food and beverage donations at THON events. Hospitality works to fuel THON's dancers, families, and volunteers through exceptional support and service while representing THON with enthusiasm, commitment, and integrity. Dancer Relations serves as the primary liaisons to student volunteers selected to dance THON Weekend, ensuring the safety and well-being of the dancers by coordinating all logistical aspects of the dancer experience. The Rules & Regulations Committee ensures the safety of THON families, volunteers, dancers, and spectators at THON events throughout the year and during

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THON Weekend. Committee members will serve on either a Security Committee or Pass Committee.

### **Fundraising Group**

The Fundraising Preference Group contributes to THON's mission by ensuring that THON is able to provide financial support for our Four Diamonds Families and funding for innovative research. These committees help attain, track, and steward THON's generous donor base. Additionally, this group assists in the facilitation of the THON Store.

The Fundraising Preference Group consists of the Finance, Merchandise, and Donor and Alumni Relations Committees. The Finance Committee supports the THON Community in their fundraising efforts by securely processing all monetary donations to uphold the integrity of THON. The Merchandise Committee raises money and spreads awareness of THON's mission through the sale of quality products in the THON Store and at various events throughout the year. The Donor and Alumni Relations Committee creates and fosters relationships with THON's growing donor base and alumni community by facilitating mailing campaigns and spearheading stewardship efforts.

### **Public Relations**

The Public Relations Committee serves as the voice of THON to spread awareness for THON's mission on a local, state, and national level. These efforts are aimed at raising awareness for childhood cancer and inspiring the public to join Penn State students in their pursuit of a cure, For the Kids®.

Public Relations CMs are split up into three positions: Photography, Production, and Promotions. The Photography Committee is responsible for capturing and preserving the memories that will tell the story of the upcoming THON season. Production Committee Members will have the amazing opportunity to capture the spirit of THON throughout the entire THON season. The Promotions Committees help to fulfill the mission of the Public Relations Committee by being a connection between THON and the public. Public Relations lives in its own preference group because two of the three positions, Photography and Production, require separate skill sets unique to the PR. Full descriptions of each position can be found under the PR committee on the "Returning Applicant" tab.

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