

MadiTHON Position Descriptions

Executive Director:

The Executive Director is responsible for administration and coordination of the organization as a whole. They must coordinate and facilitate Steering Team meetings, Executive Team meetings, and full organization meetings. They must create agenda for all meetings. They represent the organization on campus. They must ensure that the organization is operating in conformity with the standards set forth by James Madison University and the Office of Student Activities and Involvement as well as Children's Miracle Network and UVA Children's Hospital. They must hold office hours three times a week. They must meet with Kaitlin Griffith, faculty advisor, weekly. They must have weekly conference calls with hospital advisers and CMN advisers. They must send out weekly reports for goals and tasks for each team. They must update the Constitution, when necessary. They must book UREC for the event. They must fill out event paperwork with JMU. They must manage the MadiTHON email account. They will co sign checks with Finance Director. They must be able to perform the duties of all other positions.

If you have any further questions, please reach out to Aimee Nicolich at nicoliae@dukes.jmu.edu.

Internal Director:

They must assist the Executive Director in all of their MadiTHON duties. They will oversee all aspects of the following Chairs: Morale Chair, Recruitment Chair, Dancer Relations Chair, Operations Chair. They will hold team meetings once a week. They assist in the planning and running of all recruitment events. They create a comprehensive plan for recruitment starting over the summer. They must be able to take over their team responsibilities at any moment. They must manage the Internal Director email account.

If you have any further questions, please reach out to Emily Setelin at seteliee@dukes.jmu.edu.

External Director:

They must assist the Executive Director in all of their MadiTHON duties. They will oversee all aspects related to the following positions: Family Relations Chair, Marketing Chair, Digital Media Chair. They will hold team meetings once a week. They must maintain and uphold MadiTHON, James Madison University, UVA Children's Hospital, and CMN's branding standards. They must be able to take over their team responsibilities at any moment. They must manage the External Director email account.

If you have any further questions, please reach out to Kat Detz at detzkr@dukes.jmu.edu.

Finance Director:

They will assist the Executive Director in all of their MadiTHON duties. They will oversee all aspects related to the following positions: Fundraising Chair and Sponsorship Chair. They are responsible for tracking all funds in the Commonwealth One bank account and the UVA Children's Hospital bank account. They are responsible for entering all offline donations into DonorDrive. They create and maintain a budget to be followed year round. They apply for funding, when applicable. They approve all purchases before they are purchased. They will hold team meetings once a week. They must be able to take over their team responsibilities at any moment. They will manage the Finance Director email account.

If you have any further questions, please reach out to Kristina Kohl at kohlke@dukes.jmu.edu or Chase Hoover at hooverce@dukes.jmu.edu.

Morale Chair:

They provide morale-boosting activities at the Executive Team and General Committee meetings. They are responsible for maintaining positive morale during the Dance Marathon, as well as other MadiTHON events and activities. They create the Morale Dance. They oversee and run MadiTHON Color Wars. They make a Facebook group for each color. They divide participants into colors. They plan a week-long set of activities prior to MadiTHON to engage participants as a portion of Color Wars.

If you have any further questions, please reach out to Sara Moncure at moncursj@dukes.jmu.edu or Emily Flanagan at flanagel@dukes.jmu.edu.

Recruitment Chair:

They are responsible for recruitment of Miracle Members. They create presentation to present to all student organizations on campus. They set up presentation times to present to all student organizations on campus. They hold information sessions about MadiTHON. They pass all registered participants onto Dancer Relations.

If you have any further questions, please reach out to Rylee Spong at spongrrm@dukes.jmu.edu.

Dancer Relations Chair:

They must maintain contact with all registered participants. They create a fundraising packet, a "What to Expect" packet, and aid all participants in their fundraising goals.

If you have any further questions, please reach out to Mallorie Fodill at fodillml@dukes.jmu.edu.

Operations Chair:

They aid the Executive Director in finding a space to hold the event. They create all schedules pertaining to the event. They secure performers for the event. They plan all activities for

participants during the event. They work with the Morale Chair on the Color Wars portion of the event.

If you have any further questions, please contact Christy Faillace at faillacb@dukes.jmu.edu.

Family Relations Chair:

They are responsible for all contact with Miracle Families, including booking hotel rooms for them for the event. They plan events for Miracle Kids, such as movie nights. They send out monthly newsletter for Miracle Families. They plan craft events for students to participate in. They arrange designated times for tours of the hospital.

If you have any further questions, please reach out to Nora Murphy at murphynm@dukes.jmu.edu.

Marketing Chair:

They coordinate all advertisements and flyers. They create recruitment, informational, and inspirational marketing campaigns throughout the year. They design and order all merchandise and freebies.

If you have any further questions, please reach out Christy Marchand at marchacs@dukes.jmu.edu or Victoria Saunders at saundevn@dukes.jmu.edu.

Digital Media Chair:

Coordinates all videography and photography of all MadiTHON events. They develop and sustain all elements pertaining to MadiTHON.com. They are responsible for setting up a live feed for the day of MadiTHON. They are responsible for all MadiTHON social media accounts, including Facebook, Instagram, Twitter, Snapchat, LinkedIn.

If you have any further questions, please reach out to Tara Keen at keentn@dukes.jmu.edu.

Sponsorship Chair:

They work with corporations and business. They handle monetary and in-kind donations. They follow-up with businesses to generate long-lasting partnerships. They will adjust and create the MadiTHON Corporate Partnership Packet. They work with Finance Director on any corporate partnership for any special events. They obtain all food for the event.

If you have any further questions, please reach out to Marissa DiBuccio at dibuccmm@dukes.jmu.edu.

Fundraising Chair:

They are responsible for all fundraising events including planning and operation. They help plan fundraising events on campus. They encourage and help plan summer fundraising opportunities. They handle all in-event incentives including determining incentive levels and respective items, working with the Finance Chair to determine and incentive budget and handling all ordering and

inventory of the incentives. They coordinate all in-event fundraising; working with Operations Chair to schedule and handle all in-event fundraising logistics.

If you have any further questions, please reach out to Kyle Cooper at coope2kh@dukes.jmu.edu or Lacey Caviness at cavinele@dukes.jmu.edu.

MadiTHON Committee Descriptions

Morale Committee:

The Morale Committee assists in planning of Color Wars. They assist in planning of morale boosters and ice-breakers for the Executive Team.

Freshmen Outreach Committee:

The Freshmen Outreach Committee works with ORL to recruit freshmen as committee members as well as participants. They will post flyers in all residence halls.

Alumni Relations Committee:

The Alumni Relations Committee is responsible for the recruitment and development of alumni contacts. They communicate with Alumni Center to develop these contacts. They keep all alumni informed of events that are taking place benefitting MadiTHON. They maintain and run MadiTHON Alumni Facebook page.

Greek Relations Committee:

The Greek Relations Committee is responsible for recruiting Greek life organizations. They help Greek life organizations plan fundraising events throughout the year. They keep the Board informed on other organization philanthropy events.

Dancer Relations Committee:

The Dancer Relations Committee personally reaches out to participants to help them fundraise.

Entertainment Committee:

The Entertainment Committee books all performances. They plan activities throughout the day. They create a music playlist to play the day of the event.

Facilities Committee:

The Facilities Committee plans all vendor tables. They will buy all decorations.

Public Relations Committee

The Public Relations Committee will hang flyers and other media outlets for MadiTHON. They promote MadiTHON on and off campus.

Merchandise Committee:

The Merchandise Committee designs and orders all merchandise for the event.

Digital Media Committee:

The Digital Media Committee creates all graphics for events. They give participant shoutouts to individuals who reach certain milestones.

Sponsorship Committee:

The Sponsorship Committee reaches out and maintains relationships between MadiTHON and corporate partners.

Catering Committee:

The Catering Committee secures all the food for the event.

Fundraising Committee:

The Fundraising Committee plans and executes fundraising events throughout the year. They help participants fundraise for themselves.