

ORGANIZATION AMBASSADOR PROGRAM

Mission: To effectively relay all information to Organizations and develop Organization Ambassadors to be confident leaders and motivators who bring Dance Marathon at UF's cause back to their Organizations.

The Organization Ambassador Program for Dance Marathon at UF 2021 will focus on the development of Organizations through impactful and meaningful programming. The Ambassador Program will be under the Fundraising and Organization Development Team with each Organization having their own Fundraising and Organization Development Captain. In addition, the Dancer Relations Team will work closely with each Organization Ambassador to focus on personal Dancer engagement. Organization Ambassadors will serve as a liaison between Dance Marathon and their respective Organization. The goals of this Program are to provide all necessary resources and tools to Organization Ambassadors so that their Organizations can perform to their fullest potential, while also developing Organization Ambassadors personally and professionally to ensure high involvement and engagement.

Each Organization will have two Organization Ambassadors: one Primary Organization Ambassador and one Secondary Organization Ambassador. The Primary Ambassador will preferably be an individual with prior Dance Marathon experience and the Secondary Ambassador can be any qualified member of the organization, regardless of prior experience. **An Ambassador can still apply to be a Captain or ELP.

Organization Ambassadors will attend weekly meetings to obtain information to be relayed to their Organizations and work on professional and personal development. General Body Meetings (GBMs) will be held by the Fundraising and Organization Development Overall Director to provide and explain large amounts of information. Small Group Meetings will be led by Fundraising and Organization Development Captains to provide more individualized assistance for the unique needs of each Organization. Organization Ambassadors will be placed in small groups with other Organization Ambassadors based on the size and composition of their Organizations so that they can work with and learn from each other. Each Organization will be assigned their own Fundraising and Organization Development Captain to remain in contact throughout the year to work on Organization involvement and fundraising.

Organization Ambassadors will have the following responsibilities throughout the year:

- Recruit and motivate members of their Organization to fundraise and participate
- Encourage members to apply for involvement within Dance Marathon
- Inform all Organization members of events, registration dates, fundraising incentives, etc.
- Promote Dance Marathon activities during Transform Today by assisting members in personal fundraising and hosting a fundraising night
- Work with the Family Relations Team to engage with their respective Miracle Family throughout the year
- Work with the Dancer Relations Team to encourage members to register to dance and fundraise throughout the year
- Host a minimum of one Hospitality Night or fundraising event per semester
- Be in attendance at various Dance Marathon events during the year (i.e. Miracles in Color 5K, Moralloween, Miracle Family Events, etc.)
- Attend weekly Ambassador meetings as well as one Ambassador retreat in the Fall and Spring semesters

Organization Ambassadors will have the following responsibilities at the 26.2-hour event:

- Help assign Dancer buddies prior to the event for each Dancer during the event
- Work with their Fundraising and Organization Development Captain to encourage and help Dancers fundraise at the event
- Be available for Dancers in case of emergency

Ambassadors can also be Dancers if they choose, and are eligible for free Dancer Registration upon meeting expectations of the Program.