

“How To”: Collegiate Council

Modeled after Gators March for Babies at the University of Florida 2017

Table of Contents

1. Organization
2. Roles
3. Application Process
4. Fundraising
5. Community Involvement
6. School Involvement
7. Branding
8. Incentives
9. Club Dues
10. Club Meetings
11. Miscellaneous

Collegiate Council

Collegiate Councils are student groups that exist to conduct year-round activities to support the March of Dimes mission. These groups provide young people with meaningful learning

experiences while building the volunteer force that will help the March of Dimes accomplish its goals today and lead the foundation into the future.

How we do it:

1. Recruit, recruit, recruit
2. Focus on fundraising **WITHIN** your council
3. To recruit groups outside the council, focus on groups that already have connections to our mission: Nursing/Pre-med, University hospitals, National Service Partners, local high schools, etc.
4. Have a presence on your campus. Be visible

Tips

1. Focus on growing your council before you start focusing on fundraising.
2. Recognize the competition on your campus and how you can make yourselves stand out.
3. Find a campus ambassador (ideally, a child) who has a connection to our mission.
4. **Remember why you got started**

1. Organization

Everyone must submit an application on our online website www.gatorsmarchforbabies.org in order to be considered for a position. Overall Directors, Directors, and Assistant Directors must all go through an interview process.

A. Executive Director

- I. Chosen by the Overalls and Executive Director from the year before
- II. Oversees whole organization, but more specifically the Overalls

B. Overalls

- I. The heads of four different “branches”
- II. Branches:
 - A. Personnel
 - B. Outreach & Operations
 - C. Recruitment
 - D. Greek Affairs
- III. 6-7 Overalls*
- IV. Would recommend adding Assistant Executive Director (Vice President), Treasurer, Marketing Director, and Secretary positions as well

C. Directors

- I. Normally have 40-50 Directors*
- II. The Overall Director will determine how many Directors are needed to run their branch successfully

D. Assistant Directors (ADs)

- I. Normally have 40-50 Assistant Directors*
- II. If the director feel that they need an Assistant Director to aid them they will be given the opportunity to interview candidates and choose

E. Staff

- I. Normally have 100-120 Staff*
- II. Consists of mainly incoming freshman
- III. Staff applications are open from May (when Preview/New Student Orientation starts) until the 2nd or 3rd week of school

F. Delegates

- I. New position added in 2017
- II. Consists of people in sorority, fraternities, and members of student organizations
- III. This year we have 32 Delegates*

**these are our numbers as of 2017, if you have a small campus or are starting a MOD presence on your campus expect numbers to be lower*

See flowchart at the end for further clarification on organization

2. Roles

A. Executive Director

- I. Oversees entire organization*
- II. Organizes meetings with Overalls (Executive Board)*
- III. Acts as a liaison with local March of Dimes staff*

B. Overalls

- I. Overalls are delegators and oversee the majority of work that is done, are responsible for event organization, permitting, recruitment, ensuring each person is fundraising and encouraging club morale.*

C. Directors

- I. Directors play an important role in the organization by fundraising, tabling (raising awareness around campus), handing out flyers, recruiting other clubs on campus and individuals to join GMFB or register for the walk. They are also responsible for communication with their assistant directors to keep them accountable.*

D. Assistant Director

- I. Assistant Directors' general jobs are fundraising, tabling, and recruiting.*
- II. Directors have a lot of liberty in the tasks that they want to assign to their ADs in order to achieve mutual club goals. Along with their general jobs, they have individual responsibilities under their corresponding Directors. (For example: If you are Assistant Director of Mission, you will be in charge of helping your Director contact families affected by prematurity.)*

E. Staff

- I. Staff are primarily responsible for tabling on campus and helping out with specific jobs as well as miscellaneous jobs the day of the walk. Staff wear a shirt*

that says “STAFF” on the back, so that on the day of the 5k it is easy to locate Staff and ask them to help with registration, stamping at spirit stations, handing out food, etc.

F. Delegate

- I. *Delegates are responsible for making sure the fraternity/sorority and campus organizations are actively involved. They will each be assigned a specific organization to be held accountable for. They will be responsible for making sure the organizations are fundraising as well as recruiting members of the organization to partake in the 5K.*

3. Application Process: Timeline

- A. Everyone must submit an application on our online website www.gatorsmarchforbabies.org in order to be considered for a position.
- B. Overall Directors, Directors, and Assistant Directors must all go through a face-to-face interview.
- C. Timeline of Application Process:
 - a. **Early January:** Overalls from the previous year hold interviews to select the new Executive Director.
 - i. Usually, the previous overalls have an idea of who the next Executive Director will be.
 - b. **Mid January:** The new Executive Director and Overall Directors from the previous year hold interviews to select the new Overall Directors.
 - i. Each interview is about 20 minutes.
 - c. **February:** The new Executive Director and Overalls hold interviews to select the new Directors.
 - i. We picked one weekend to interview all applicants
 - ii. Each interview was 15 minutes and ran from 8:00AM-5:00PM
 - d. **Late February/Early May:** New Directors will interview and select their Assistant Directors.
 - i. Ideally, we want these interviews to be face-to-face, however, some were done via phone call.
- D. Ideally we want to have all Directors/ADs selected before the Alachua county walk in April. It is also beneficial to have all positions selected as early as possible, so you can fundraise and bond as an organization earlier.
- E. Once Directors have been chosen, they must go through a mandatory orientation to ensure we have briefed them on the history of the March of Dimes, how the March of Dimes touches the lives of all of us, and have set an overview of their expectations for the rest of Spring, Summer and Fall semesters. (The same is done for the Assistant Directors once they are chosen)

4. Fundraising

- A. Our fundraising is run through the marchforbabies.org site. The site is managed by the March of Dimes and by our Executive Director and Overalls who are the “Team Leaders” for the teams within our council (i.e. “GMFB Directors”, “GMFB Staff”, “GMFB Assistant Directors”)
 - I. For example, the Executive Director is the Team Leader for Directors, the Overall of Personnel is the Team Leader for Assistant Directors and Staff, and then certain colleges (such as the College of Nursing) elect their own Team Leader within their organization that reports to our Overalls of Recruitment.
- B. We require our Executive Director, Overalls and Directors to fundraise \$500, ADs to fundraise \$250, Staff to fundraise \$150, and delegates to raise \$75.

5. Community involvement

A. Spirit nights

- I. Our best form of community involvement. We select a night with a restaurant and they agree to give us a portion of the proceeds from that night back to our club fundraising total.
- II. Restaurants we have worked with include: Bento, Blaze, Chipotle, Fork & Pasta, Yogurtology, Sweet Berries, etc. It is important to choose restaurants wisely based on the percentage they give back as well as what restaurants you believe will generate the biggest turnout. For example, Chipotle donates 50% of the proceeds therefore this is a spirit night we heavily advertise.

B. Food truck rally

- I. A venue in Gainesville called High Dive holds food truck rallies to benefit organizations. We are in our second year of participating in this event with them. There are 12 food trucks present and a silent auction which is where we make the majority of our profits.

C. Skate station night

- I. An event where anyone from the community is welcome to come and the skate house donates a portion of the funds raised back to our club.

6. School involvement

A. Kick-off

- I. a tabling event to raise awareness about our events, register students for the 5K, help people create a fundraising page, encourage people to start fundraising teams with their friends or coworkers, etc.

B. Greek Olympics

- I. This is an event hosted mostly for Greek houses to encourage IFC/Panhellenic involvement and fundraising prior to the 5K. Food is provided, but each fraternity/sorority must pay a \$50 registration fee for a team of 5 participants

maximum and each additional person must pay \$5 at the gate for admission. All proceeds go to the fundraising total.

C. **Tabling**

- I. This is done 2-3 days each week in highly trafficked regions of our campus. The purpose is to hand out flyers, raise awareness for the cause, register people for the event, create personal fundraising pages, collect emails to provide more information later, hand out free swag (*see Incentives below*) and increase campus prevalence. We create our own graphics, use our own logo, and print at Target Copy. (we set aside money in our budget through club dues to accommodate the cost)

D. **5K**

- I. Our 5k is held in November, usually a week or two before Thanksgiving on a Sunday. This is our largest event of the year and our biggest fundraising opportunity. The event has previously been marketed as a “walk” to target families but past years have shown an increased marketing presence as a “5K” to encourage runners as well. Registration is at 1 pm, runners start at 2 and walkers start at 2:05. Along the route there are “spirit stations” which are tables or booths sponsored by local companies and organizations.
- II. **Spirit stations:** each organization makes a contribution of at least \$500 to receive a spirit station along the walk and are guaranteed exposure to more than 1,000 participants. The booths usually pass out free lanyards, stickers, t-shirts, hats, etc. We also have spirit stations along the route, where members of our organization hand out small snacks and water.
- III. **Picnic park:** this is the name of the area where we serve food to our participants after the event. In order to get the free food, they have to have their route card stamped by a certain number of spirit stations – this guarantees that they 1) participated in the event and 2) our spirit stations have exposure to participants. The primary goal is to have 3-5 vendors in which the food is entirely donated. We generally tell the vendors to prepare for 250 people each.

7. **Incentives**

- A. We sell merchandise and always order extra to hand out as prizes for the top fundraisers in order to motivate our members
 - I. Examples of merchandise: Shirts, hats, stickers, koozies, lanyards, mugs, tumblers, quarter-zip jackets, baseball caps, pens, etc.

8. **Branding**

- A. Our branding matches the March of Dimes national branding. We use the same colors and fonts as national to encourage solidarity and show unity with the national initiatives.

- B. We have a “Creative Director” who specializes in graphic design and designs all of our t-shirts, banners, flyers, posters, stickers, lanyards, and jacket designs.
- C. Our Marketing Team consists of the Creative director and the Social media director.

9. Club dues

- A. Directors and overalls: \$50 – covers the cost of the polo, club needs and food for meetings and events
- B. Assistant directors: \$25 – covers the cost of their t-shirt, club needs and food for meetings and events
- C. Staff: \$20 - covers the cost of their t-shirt, club needs and food for meetings and events
- D. Delegates: \$15- covers the cost of their t-shirt, club needs and food for meetings and events

10. Club Meetings

- A. We have tried different methods for holding club meetings. This year we will be doing monthly meetings for the entire organization. These meetings are required for Overalls, directors, and AD’s. More frequent meetings will be held for each department depending on what the Overalls find necessary. For example, Outreach and Operations, the department in charge of the Food Truck Rally, will hold additional department meetings closer to the Food Truck Rally for preparation. During the months of October and November, we will have two meetings per month due to the Greek Olympics and 5K occurring each month respectively.
- B. Staff meetings are held separately and occur once per month. The same will occur for Delegate meetings which the Delegate Directors will be in charge of.
- C. During the summer we hold monthly Overall phone meetings to go over progress covered in each department. It is important for each department to be up to date with the organization as a whole.

11. Miscellaneous

- A. One of the things that is hugely important for GMFB is that by using the MOD website we have so many ways for people to get involved.
 - I. Join GMFB, set up a personal fundraising page, make a team to fundraise, register for the 5K, register a team for the 5K, participate in fundraising challenges even if you don’t fundraise all year, donate goods or gift cards or vouchers, etc.
 - II. We also offer a Sponsorship Package in various levels (if you do not have this info please email us and request it: info@gatorsmarchforbabies.org). All things

related to sponsors should be handled with the guidance and supervision of your contact at your local March of Dimes office.

C. Spirit stations along the route are a huge success also because it is mandatory for our participants to stop at a certain number of spirit stations in order to get the free meal.

D. Communication is key for the success of the organization. Overalls need to be consistently communicating with each other as well as their director's. Directors need to be communicating with their AD's, etc. This ensures accountability and that tasks are completed. We have a Facebook group for all directors and assistant directors as well as separate Facebook groups for each Branch (i.e. "GMFB Recruitment", "GMFB Greek", etc.). We have also used groupme as a source of communication as well.

E. Our website is www.gatorsmarchforbabies.org and is managed by the Executive Director and the Marketing Team

F. GMFB has its own bank account set up through Wells Fargo along with a debit card. We also have a venmo account (@gmfbmod) in order to make paying club dues or buying merchandise easier for our members. We also accept cash and checks.

