



**EXECUTIVE
CALLOUTS PUDM
2023**

Heyyyy babes!

2023 EXECUTIVE BOARD STRUCTURE

Presidential Board				
President	VP External	VP Internal	VP Membership	VP Finance

VP External		VP Internal	VP Membership	VP Finance	
Student Life Executive		Morale Executive	Alumni Relations Executive	High School Marathon Relations Executive	
Outreach Executive	Recruitment Executive	Riley Relations Executive	Participant Communications Executive	Accounting Executive	
Production Design Executive	Production Media Executive	Special Events Executive	Donor Relations Executive	Fundraising Executive	
		Logistics Executive	Internal Stewardship Executive	Sponsorships Monetary Executive	Sponsorships In-Kind Executive
		Merchandise Executive	Development Executive		

EXECUTIVE EXPECTATIONS

- Attend weekly Executive Board and Chamber (executive + Chair) meetings
- Hold weekly committee meetings *if applicable
- Lead chairs and committee meetings *if applicable
- Hold 4 office hours per week
- Attend all PUDM events
- Set a goal to raise \$3200 for the 32 million children treated at a CMN hospital each year
- Summer break may be break but not from PUDM
- Collaborate with other executives and chairs
- Lead by example and represent PUDM in a positive manner

EXEC WEEK AT A GLANCE (SPRING)

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
Chamber 8:00	Exec Meeting 8:30	Office Hours	Committee Meeting 6:30		Office Hours Riley Tour	Retreat
Retreat	Exec Meeting 8:30	Office Hours	1 hour booth Committee Meeting 6:30		Office Hours Special Event 4-6	
Chamber 8:00 Canning	Exec Meeting 8:30	Office Hours	Committee Meeting 6:30		Office Hours	

EXEC WEEK AT A GLANCE (FALL)

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
Chamber 8:00	Exec Meeting 8:30	Office Hours Fundraising Challenge	Committee Meeting 6:30		Office Hours	Retreat
Chamber 8:00 Special Event	All Committee Meeting Exec Meeting 8:30	Office Hours	1 hour booth Committee Meeting 6:30		Office Hours Special Event 4-6	Bucket Blitz
Chamber 8:00 Bucket Blitz	Exec Meeting 8:30	Office Hours	Committee Meeting 6:30		Office Hours	

MEMBERSHIP EXECUTIVES



MEMBERSHIP



Participant Communications Executive

- 2 chairs
- Advocate for Participant involvement
- Main contact person for Participants and Team Captains
- Brainstorm engagement of Team Captains and hold them accountable
- Team Captain Meetings

Development Executive

- 2 chairs
- CM Placements
 - Once in Fall, and Once in Spring
- DEI Involvement!
 - Lead DEI Activities
 - RR x DEI meeting
 - DEI Dance at Marathon
 - Gender Health Doc Talk
- New Member Engagement (Conductors)
 - Lead Conductor program
 - Conductor meetings
 - Need ideas to improve this program!

MEMBERSHIP



- Donor Relations Executive

- 2 chairs
- Boiler Society
 - Club for donors who donate large amounts
 - Newsletter once a month
 - Incentive to keep donating
- Contact between organization and donors
- Incentives for Donors
- Lots of room to grow!

- Alumni Relations Executive

- 2 chairs
- Key communicator for PUDMA
- Engage alumni
 - Need ideas!
- PUSH Day Collabs
 - How much they want to participate
- Alumni Mentor program
 - Pairings with Chamber and CM Captains
- Professional Development Day

MEMBERSHIP

- Internal Stewardship Executive
 - 2 chairs
 - Planning yearlong stewardship plan for each level of involvement
 - Ex: Lanyards at Marathon
 - Ideas on keeping everyone engaged and appreciated
 - Little awards, texting forms
 - CM Reveal, CMAD, PAW, Stewardship Brunch
 - Instewgram

INTERNAL EXECUTIVES



INTERNAL



Riley Relations Executive(3 chairs)

- Builds close and lasting relationships with our Riley families
- Responsible for keeping families informed and for inviting families to all PUDM events
- Pairs Riley families with participant teams and with committees, as well as Riley Relations committee members
- The main connection between PUDM and our families
- Leads the Riley R committee

Morale Executive (3 chairs)

- Create, mix, and teach the line dance for the Marathon
- Hosts Color Wars in PUDM throughout the year for organization-wide engagement
- Lead participant teams and color tracks at the marathon
- Run marathon check-in and marathon talks
- Bell Tower dance for 24-hours
- Leads the morale committee

INTERNAL

Logistics Executive (3 chairs)

- Handles all things involved in marathon planning: stage technicalities, coordination of set up and tear down, security procedures, dancer flow and management, etc.
- Secures all entertainment acts for the marathon
- Sets up and runs all technology behind the marathon (except the livestream)
- Leads the logs committee

Special Events Executive (3 chairs)

- Brainstorms, plans, and executes all special events throughout the year to promote engagement, fundraising, and outreach
- Responsible for GOCO, Prom, Trivia Night, and Riley Kid Birthday Party at the Marathon
- Leads the Spvents Committee

INTERNAL

Merchandise Executive (1 chair)

- Responsible for design of all merchandise for PUDM
- Interacts with any merchandise company PUDM uses
- Creates and researches all incentives created for PUDM
- Makes sure merchandise fits into PUDM branding

EXTERNAL EXECUTIVES



EXTERNAL – CAMPUS RELATIONS



- Outreach Executive (co-exec)

- Will have 2-3 chairs
- In charge of Co-execing the Campus relations committee with the Recruitment Executive
- Communicates with and coordinates events with the Purdue athletic department such as the PUDM baseball game and Hammer down Cancer game
- Presents to, works with, and recruits Multicultural organizations and international students
- Recruiting and communicating with residence halls and residence hall team captains
- Getting flyers up in residence halls and academic buildings

- Recruitment Executive (co-exec)

- Will have 2-3 chairs
- In charge of Co-execing the Campus relations committee with the Outreach Executive
- Organizes recruitment booths, chalking and flyering on campus
- Plans push days/weeks like Legacy week and Orientation week, and CM push week
- Emails and texts all participants recruited through booths
- Creates new ideas and strategies how to pitch PUDM to potential new participants

EXTERNAL



- Productions Media (co-exec)

- 4 chairs
- In charge of Co-Execing the Productions Committee
- Takes and edits all videos for PUDM
- In charge of updating and innovating the PUDM website
- Plans and executes the Headshots for website
- In charge of Livestream during the marathon
- Troubleshoots and helps work through any technology issues during the year

- Productions design (co-exec)

- 3 chairs
- In charge of Co-Execing Productions Committee
- Responsible for creating all graphics, flyers and posters for social media
- Helps with compiling packets for other execs (like sponsorships packet)
- Create graphic/video request form and graphic schedule with Ducks Media

EXTERNAL



- Student Life Executive

- 2-3 chairs
- No committee
- In charge of working with and recruiting FSCL individuals as participants, CMs, and team captains
- Plans and organizes FSCL events (Grill Out Chill Out, Greek Cup, etc)
- Primary connection for PUDM and IFC/PHA
- Attends and plans table talks to Greek houses for the marathon and events

🔥 FINANCE EXECUTIVES!!!!!!!!!!!!!!!!!!!!



FINANCE!



- High School Marathon Relations Executive

- 3 Chairs
- Works with each of PUDM's high school marathons as a mentor to students and school advisors
- Oversees high school marathons' fundraising.
- Attends high school marathon events and marathon day
- Leads the HSMR committee

- Accounting Executive

- 3 Chairs
- Plans and organizes weekly cannings for PUDM.
- Counts, deposits, & keeps track of all the physical donations to PUDM.
- Works with the bursar and BOSO to handle and secure monetary donations properly

FINANCE!



- Sponsorships Monetary Executive

- 2 chairs
- Has relations with various partners throughout the year
- Plans events with these sponsors
 - Ex: blood drive
- Co- executive for corporate relations committee

- Sponsorships In-Kind Executive

- 3 chairs
- Plans Skip-A-Meals monthly
- Secures and plans food and items for meals during the marathon
- Co-executive for corporate relations committee

FINANCE!

- Fundraising Executive
 - 2 chairs
 - Helps to manage and plan all fundraising events for PUDM
 - Such as Day of Miracles, Old Riley Bucket, and Miracle Madness
 - Runs the Fundraising Committee
 - In charge of fundraising culture for the year
 - Helps to educate others about the purpose of fundraising



DATES!

- Applications close Wednesday December 7th
 - Written application and completed leadership forms
 - 1 inside PUDM reference and 1 outside reference
- Interviews will take place Thursday December 8th and Friday December 9th
- Selections will be made Saturday December 10th

PADMM

The image features the word "PADMM" in a large, white, serif font against a black background. Each letter is intricately designed with stick figures: the 'P' has a figure on top; the 'A' has a figure climbing its left side; the 'D' has a figure inside its bowl; the first 'M' has a figure climbing its right side; and the second 'M' has a figure climbing its left side.

QUESTIONS?