

# **Indiana University Dance Marathon**

# Organizational Constitution

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# Table of Contents

Mission Statement.....	1
Participation.....	1
University Compliance.....	1
The Personal Gain Clause.....	1
Non-Hazing Policy.....	1
Statement of Non-Discrimination.....	1
Membership.....	3
Eligibility.....	3
Selections Committee.....	4
Selections Process.....	4
Maintaining Good Standing.....	5
Attendance.....	5
Membership Review Process.....	6
Financial Obligations.....	6
Miscellaneous.....	6
Executive Meetings.....	6
Weekly Meetings.....	6
Special Meetings.....	7
Extenuating Circumstances.....	7
Order of Business.....	7
Meetings.....	7
Changes and Amending Responsibility.....	7
Impeachment of Elected/Appointed Positions.....	7
Riley Coordinator.....	8
University Advisor.....	8
Alumni Board.....	8
Miscellaneous.....	8
Appendix.....	10

## **I. Mission Statement**

“To create a Dance Marathon, a dynamic organization of friends in the community, that will provide hope for the children of Riley Hospital for Children in Indianapolis, Indiana and its affiliated programs, by generating funds that will be used solely to support the Hospital, its programs and its efforts to treat all children in need of health services in Indiana. “

## **II. Participation**

The proposed organization will operate without regard to arbitrary consideration of characteristics such as age, race, disability, ethnicity, gender, marital status, national origin, religion, sexual orientation, or veteran status.

## **III. University Compliance**

This organization shall comply with all Indiana University regulations, and local, state, and federal laws.

This organization will administer background checks for all IUDM committee members, specifically those on the Riley Development Committee, who work with children. Additionally, it will adhere to travel policies set forth by the IU Office of Risk Management, including obtaining driver’s license information for all drivers who will be traveling.

### **The Personal Gain Clause:**

This organization, if raising funds, shall ethically raise and distribute profits from organizational functions to either the organization or to members who provide a service that directly benefits the organization. Individual members may not receive compensation from for-profit companies if acting as a representative of a student organization.

### **Anti-Hazing Policy:**

Hazing is strictly prohibited. Hazing shall be defined as any conduct which subjects another person, whether physically, mentally, emotionally, or psychologically, to anything that may endanger, abuse, degrade, or intimidate the person as a condition of association with a group or organization, regardless of the person's consent or lack of consent.

### **Statement of Non-Discrimination:**

IU Dance Marathon allows any interested student to participate in, become a member of, and seek leadership positions in the organization without regard to arbitrary consideration of such characteristics as age, color, disability, ethnicity, gender, marital status, national origin, race, religion, sexual orientation, or veteran status.

## Programs Involving Children:

This organization, when working with children, will be aware of and abide by the University's Programs Involving Children (PIC) Policy

\* Under 20 U.S.C. 1681(a)(6)(A), social fraternities and sororities are exempt from Title IX discrimination prohibitions on the basis of sex with respect to their membership practices. The law recognizes that differentiated treatment based on sex for purposes of membership in a social fraternity or sorority is not arbitrary or unlawful. Organizations in this category may remove "gender" from the non-discrimination statement in their constitution.

All student organizations are expected to comply with all Indiana University policies and regulations, including the Student Code of Conduct. A complete copy of the Student Code of Conduct is available online at <http://www.iu.edu/~code>. For more information about University Policies, visit <http://policies.iu.edu/policies/categories/index.shtml>.

Violations may result in loss of full or partial student organization benefits and may subject the student organization to the Student Organization Ethics Board process. For more information about the Student Organization Ethics Board, visit <http://studentaffairs.indiana.edu/student-life-learning/student-organizations/ethics-board.shtml>.

## IV. Membership

### A. Eligibility

1. Executive
  - a. Must have been a chair or committee member within the previous term.
  - b. Must be a full-time undergraduate student at the time of application.
  - c. Must be in good academic and financial standing with Indiana University.
  - d. Must raise a minimum of \$1,000 during term.
2. Chairperson
  - a. Must have been a committee member, RHARC member, dancer group representative or dancer.
  - b. Must be a full-time undergraduate student at the time of application.
  - c. Must raise a minimum of \$750 during term.
3. Committee Member
  - a. Must have been a dancer to be eligible, however for rare cases a formal petition may be submitted to the Vice President of Membership.

- b. Students abroad may be considered for positions at the discretion of each director.
  - c. Must be a full-time undergraduate student at the time of application.
  - d. Must raise a minimum of \$600 during term.
- 4. Dancer Group Representative
  - a. Individual who represents a dancer group that they have previously danced with by leading them in fundraising, motivation and inspiration.
  - b. Communicate with the Dancer Relations committee to relay information to their dancer group pertaining to fundraising, events, and marathon preparation.
  - c. All dancer groups are eligible to have 1-3 dancer group representatives.
  - d. Must raise a minimum of \$350 during term.
- 5. Dancer
  - a. Dancers fall into five categories including: organizational, Greek, RHARC, NRC and independent.
  - b. Must raise a minimum of \$500 during term.
  - c. Those who raise above the minimum of \$500 may be considered to dance a full 36 hours, though not guaranteed.
  - d. Each organization will strive to have 2-5 36 hours dancers.
- 6. Virtual Fundraiser
  - a. Must have previously danced or have approval by the Vice President of Membership.
  - b. For previous dancers only, each participant must be a junior or senior in standing.
  - c. Must raise a minimum of \$300 to receive and invitation to the marathon determined by the Vice Presidents of Membership and Internal.

## B. Selection Committee

- 1. Executive Committee
  - a. Must be an outgoing Executive Council member.
  - b. Must be graduating within the academic year and may not return to participate in the marathon other than as an alumni.
  - c. Must attend 2/3 of interviews in order to have a say in the final selections process.
- 2. Chairperson Committee
  - a. At least two executive members must be present to conduct a proper interview.

- It is preferred that one male and one female sit in each interview.
  - b. The preferred director must be present.
  - c. It is preferred that interviews are conducted in focus groups and as many focus group members as possible should be present.
3. Committee Member Committee
- a. At least one Executive Council member and one Chair from the preferred committee must be present to conduct a proper interview.
  - b. It is preferred that one male and one female sit in each interview.

## C. Selection Process

### 1. Executive Process

- a. Selections method and schedule is at the discretion of the selections committee.
- b. A first round of selections without an interview will take place prior to the interview period and must be done by the selections committee at a unanimous vote.
- c. Select, qualified candidate will be selected for interviews.
- d. Applications must be made available to all applicants by the second Monday after the marathon.
- e. Selections must be completed by the Sunday before dead week, with the letters delivered that evening.

### 2. Chairperson Process

- a. Selections method is at the discretion of the selections committee.
- b. Process will start at a set meeting that must include ALL executive council members.
- c. Meeting must be on or before the Sunday following the final interview.
- d. VP of respective focus must approve chair selections.
- e. All emails must be delivered immediately after the final committee decisions.
- f. Chair selections must be at least one week prior to committee member selections.

### 3. Committee Member Process

- a. Process will start at a set meeting that must include ALL Executive Council members.
- b. Meeting must be following the final interview.
- c. Directors must start with all applications that preferred them “number one”.

- d. Once an applicant's top three directors have viewed the application, if they have still not been placed, all applications will be thrown into a general pool.
- e. It is to the Director's discretion, with advice from BOM, how many committee members they take onto their committee with a hard cap of 80 including students abroad.
- f. BOM must approve committee selections.
- g. All emails must be delivered immediately and simultaneously after the final decisions and prior to Executive Council ending selections.

## **V. Maintaining Good Standing**

### **A. Attendance**

#### **1. Executive Council**

- a. Executive members must attend ALL IUDM sponsored events deemed mandatory by BOM.
  - BOM must give two weeks notice for an event to be considered mandatory.
  - Members can only be excused on a case-by-case evaluation by BOM.
- b. Two unexcused absences will yield a meeting, with the members of BOM, where executive membership will be evaluated.

#### **2. Chairperson/Committee Member**

- a. Chairpersons and committee members must attend IUDM sponsored events deemed mandatory by either the Executive Council or individual Director.
- b. An event must be announced two weeks in advance in order to deem it mandatory.
- c. Absences will be excused or unexcused at the discretion of the individual director.
- d. Two unexcused absences will result in a 1 on 1 meeting with committee director where Chairperson or committee membership will be evaluated.

### **B. Membership Review Process**

1. Please refer to the Membership Review Process document in Amendment #1.

### **C. Financial Obligations**

1. Must put on applications an estimate of fees required throughout the IUDM term.
2. Any chairperson or committee member deemed not current with financial obligations would be subject to membership review with Director and VP.

#### D. Miscellaneous

1. Any other discrepancies should be handled at the committee level, then at the executive level on a case-by-case basis.

## **VI. Executive Meetings**

### A. Weekly Meetings

1. Must have weekly meetings.
2. Topics discussed should be pertinent to all IUDM members.
3. Time and location must be reported at least 24 hours in advance.
4. There must be a two-thirds majority vote to change a meeting time or location.
5. Two-thirds of Executive members must be present for a meeting to be official.

### B. Special Meetings

1. The President, BOM, or two-thirds of the Directors may call special meetings.
2. Focus groups must hold weekly meetings outside of the weekly Executive Council meeting.
3. Each subcommittee chair must hold a breakout meeting once a month with his or her subcommittee.

C. For extenuating circumstances refer to Robert's Rule of Orders.

## **VII. Order of Business**

### A. Meetings

1. Agenda is set at the discretion of the President with the help of BOM.
2. An opportunity must be given for directors to speak about any issue they feel is relevant.
3. The President holds the power to suspend anyone from the meeting at any time.

### B. Changes and Amending Responsibilities

1. This constitution must be reviewed and updated every year.
2. Changes to the structure of the Executive Council must be made before the new council is selected and will not affect the decision-making council.
3. Changes to Section VII part C must be reviewed and updated every year and voted on before selection of the new council.
4. All other changes must be discussed and decided on by the end of the council's first month in office.
5. The Alumni or advisor can suggest these amendments, but ultimately the Executive Council makes the final decision.
6. Changes must be discussed by the Executive Council and agreed on by a 2/3-majority vote.

### C. Impeachment of Elected/Appointed Persons

1. Procedure
  - a. Members of BOM should discuss the situation with individual directors before making a final decision.
  - b. An executive member may only be removed from council by a 2/3-majority vote.
  - c. Vote can be done in private and kept confidential, or in meeting; this is to BOM's discretion.
2. Replacing the President
  - a. Must be replaced by a BOM member.
  - b. BOM will decide on a candidate, then directors will ratify the decision with 2/3-majority approval.
3. Replacing Vice President (dependent on time of year)
  - a. A Director must replace a Vice President.
  - b. If a new Vice President is not installed, then responsibilities will be shared between existing BOM members.
  - c. ALL executive members will decide on a candidate and ratify with a 2/3-majority vote.
4. Replacing Directors (dependent on time of year)
  - a. A student who interviewed that year must replace director.
  - b. If a new Director is not installed then VP assumes responsibilities of former Director, including control of committee and their meetings.
  - c. ALL executive council members will decide on a candidate and ratify with 2/3-majority vote.
5. Membership Review Process
  - a. VP of Membership is responsible for membership review cases in coordination with BOM
  - b. Any director can bring the case to BOM, there must be a unanimous vote to review membership

- c. Options include: No action, probation, expulsion
  - BOM may create another course of action as necessary.

#### D. Riley Coordinator

1. Provide advice and support to the Executive Council, help organize Riley tours, and serve as the point of contact for both Riley Children's Foundation and Riley Hospital for Children.
2. Work directly with the Director of Marathon Relations to help communicate with all high schools.
3. Advise the Vice President of Finance on final cumulative donation amount.

#### E. University Advisor

1. The role of the advisor is to support, assist and provide guidance to the Executive Council.

#### F. Alumni Board

1. Support current DM Council through retreats, operating expenses, and in-kind gifts
2. Maintain and build relationships/friendships

# Constitutional Appendix

A. Appendix #1: Organizational Structure Guide.....	11
B. Appendix #2: Membership Review Process.....	30
C. Appendix #3: IUDM Alumni (IUDMA).....	32
D. Appendix #4: Funding Process.....	33
E. Appendix #5: Dr. Martin Kleiman Award.....	34

# Organizational Structure Guide

## Table of Contents

Membership Duties.....	13
Board of Managers.....	13
Executive Directors.....	13
Subcommittee Chairman.....	13
Board of Managers.....	14
President.....	14
Vice President, Communications.....	14
Vice President, Finance.....	15
Vice President, Internal.....	15
Vice President, Membership.....	15
Directors.....	16
Accounting.....	16
Alumni Relations.....	16
Corporate Relations.....	16
Dancer Relations.....	17
Entertainment.....	17
Fundraising.....	17
Hospitality.....	18
Logistics.....	18
Marathon Relations.....	18
Marketing.....	18
Merchandising & Apparel.....	19
Morale.....	19
Public Relations.....	19
Recruitment.....	19
Riley Development.....	20
Special Events.....	20
Stewardship.....	20

Subcommittees and Chair Positions.....	20
Accounting.....	20
Alumni Relations.....	21
Corporate Relations.....	21
Dancer Relations.....	21
Entertainment.....	22
Fundraising.....	23
Hospitality.....	23
Logistics.....	23
Marathon Relations.....	24
Marketing.....	25
Merchandising & Apparel.....	25
Morale.....	26
Public Relations.....	27
Recruitment.....	27
Riley Development.....	27
Special Events.....	28
Stewardship.....	29
Culture.....	29
Fundraising.....	29

# Organizational Structure Guide

This document serves as a guide to the organizational flow of the organization breaking down each membership type from top down into their most basic needs and duties. Additionally, this guide should be referred to when making decisions about said committee. Each manager or director reserves the right to suggest changes to their said position description and breakdown.

Every change made to a position within this document relating to a Director must be agreed upon by both the director and their corresponding manager (i.e. Marketing Director/Vice President, Communications). Similarly, each change to a manager position should be made as a collective unit with all other managers.

## I. Membership Duties

### A. Board of Managers

1. Hold weekly meetings with all five members
2. Oversee the strategic vision of short term and long term goals of the organization
3. Each VP must coordinate a weekly meeting with the members of their focus, either individually or collectively

### B. Executive Directors

1. Each director is responsible for overseeing and delegating tasks to their respective chairs and committee members
2. Each director must hold a weekly committee meeting unless otherwise stated by the board of managers
3. At the beginning of each semester, schedule three or more “break outs”
4. “Break out” event/meeting –
  - a. Must be supplemental to weekly full committee meetings to be planned and led by the chairperson

### C. Subcommittee Chairperson

1. Must plan and lead 3 or more subcommittee break out meetings
2. Work with director to schedule break outs
3. Fundraising Chairperson
4. Works with the director and does not lead an independent subcommittee
5. Organize the committee’s fundraising efforts, such as canning and IUDM-wide events
6. Track and distribute committee member totals in meaningful ways
7. Brainstorm creative ways for individuals and groups to raise more money for the kids

8. Ensure committee members properly stewards and thanks each individual donor

## **II. Board of Managers (BOM)**

### **A. President**

1. Oversee entire IUDM Council; run weekly meetings; weekly meetings with IUDM Advisor; work as a liaison between Indiana University officials and IUDM Council.
2. Get IUDM involved in various other activities to increase organization awareness
3. Communicate specifically with on-campus organizations and pass on information to Dean's Advisory Board Meetings
4. Stay in constant communication with Ryan White Infectious Disease Center doctors and other hospital staff unrelated to Riley Development
5. Work with other VPs to relay relevant information to their directors
6. Works with VP Membership to set up and utilize Participant and Official IUDM Email list servers

### **B. Vice President, Communication**

1. Oversee Directors of Public Relations, Marketing, Hospital Relations, and Special Events
2. Work with Vice President, Finance to ensure that IUDM events are cost conscious and run efficiently
3. Coordinate event dates to get the maximum out of all IUDM events
4. Organize the Event Coordination Spring and Fall Focus Fundraisers
5. Work with Indiana Blood Center to organize blood drives (minimum of one per semester) prior to marathon
6. Handle all communication of various small projects, to be pushed through culture and/or fundraising chairs
7. Work with Indiana Bone Marrow Center (under Indiana Blood Center) to put on annual bone marrow drive at the marathon
8. Handles the process of selecting and awarding the recipient of the Dr. Martin Kleiman Award each year at the annual Gala event in conjunction with representatives from both the Hospital and the Kleiman family (see Appendix 4 for more information regarding the process).

### **C. Vice President, Finance**

1. Oversee Directors of Accounting, Corporate Relations, Fundraising, and Merchandising and Apparel
2. Oversee all IUDM expenses, pay invoices, maintain up-to-date books, and create the current year's prospective budget.
3. Work closely with IUDM Advisor to validate expenses.

4. Directly handle any communication that relates to the release of tax information.
5. Maintain accurate financial statements throughout year and prepare annual reports prior to year's end.
6. Work closely with Riley Children's Foundation Coordinator to handle all corporate matching communication.
7. There is to never be a fake-out for the final total.

#### D. Vice President, Internal

1. Oversee Directors of Hospitality, Morale, Entertainment, Logistics, and Riley Development.
2. Construct and manage IUDM event timeline, run timeline meetings (weekly during school term starting the last week of Spring Semester), make sure all committees know their marathon responsibilities.
3. Organize the Internal Spring and Fall Focus Fundraisers.
4. Plan, facilitate, and coordinate the 5K in accordance with Logistics.
5. Plan, facilitate, and coordinate Rockin' 4 Riley in accordance with Logistics.
6. Create VIP list for the marathon.
7. Upon date selection, secure back-up location for the marathon in case the original venue cannot be used.
8. Communicate with Bloomington Hospital for marathon requirements.
9. Communicate directly with all directors to ensure understanding of floor space, timeline, etc.

#### E. Vice President, Membership

1. Oversee Directors of Alumni Relations, Dancer Relations, Marathon Relations, Recruitment, and Stewardship
2. Work with Riley to maintain the fundraising website
3. Work with faculty to build and maintain relationships
4. Works with the President to set up and utilize Participant and Official IUDM Email list servers
5. Maintain the organization website, iudm.org
6. Organize the Fall Recruitment push
7. Determine and assign 36 Hour Dancers for the marathon
8. Facilitate the distribution and creation of awards for dancers and dancer groups at the end of the marathon
9. Work with University Relations subcommittee on Marathon Relations to update and maintain the "How we do DM" packet

### III. Directors

#### A. Accounting

1. Oversee In-Hand/Counting, Financial Analysis, Riley Development, Culture, and Fundraising chairs.

2. Maintain donation and fundraising database for offline donations.
3. Count all money that is brought through the IUDM office.
4. Record all checks under \$250.
5. Work with VP Finance to deposit money in IUDM safe and upload money counted by accounting committee.
6. Conduct detailed analysis of fundraising with respect to donations, events, and time periods throughout the year to maximize success of fundraising efforts across the organization.
7. Foster a family culture that is visible to those on the outside looking in that both helps challenge and build those up on the committee to be better leaders, IUDM advocates, and overall individuals.

#### B. Alumni Relations

1. Collaborate with Alumni Board bi-weekly
2. Create in and out-of-state IUDM alumni events
3. In conjunction with Alumni Board, reach out to IU alumni chapters
4. Work closely with IUAA, further utilizing their resources to keep alumni aware of current affairs
5. Solidify future IUDM alumni involvement from graduating members – gather contact information
  - a. Alumni include any post-marathon Executive Council member, Chairperson, Committee Member, or Dancer
  - b. Create alumni gatherings surrounding IUDM events, including golf outing, gala, and the marathon
  - c. Plan, inform alumni, and put on Torch Ride
  - d. Carry out and continue utilizing Alumni Ambassador program to strengthen alumni involvement outside of Alumni Board
  - e. Write, edit, and send monthly alumni newsletter independently from the Foundation

#### C. Corporate Relations

1. Update sponsorship levels/benefits and create Corporate Solicitations Packet, Corporate Partnership Form, Contact Form
2. Coordinate with IUDM Alumni Board to solicit sponsors for special events (spring) and the marathon (fall)
3. Seek out sponsorship contacts within the IU & IUDM community – committee members, alumni, previous sponsors, and university funding
4. Assist other committees within DM when securing in-kind donations for auction items, golf outing, dancer incentives, operations etc.
5. Ensure that all sponsors receive appropriate benefits
6. Maintain relationships with sponsors from previous years
7. Organize stewardship or recruitment event

#### D. Dancer Relations

1. Greek and Independent Relations work hand in hand with Dancer Group Representatives and Team Captains
2. Responsible for relaying all IUDM information to Dancer Group Representatives, Team Captains and each dancer group
3. Organize Dancer registration and physical check-in at the Marathon
4. Promote Color Wars leading up to the Marathon
5. Create Dancer Education packet to be distributed during the summer and fall semesters
6. Monitor dancer fundraising average in conjunction with the Vice President of Finance and write weekly email to dancers regarding IUDM highlights of the week in the fall semester
7. Recruit and assign a committee member or chairperson who demonstrates an above average level of passion and commitment to function a point of contact for each of their respective organizations
8. Hold campus-wide dancer informational and educational meetings
9. Collaborate with executive dancers to ensure dancer groups are as informed as possible

#### E. Entertainment

1. Solicit bands and alternative acts (dance teams, Rave DJ, a cappella groups, etc.) for the entire 36-hour marathon
2. Provide bands for any IUDM event, i.e. Rockin' for Riley and Gala
3. Promote bands that will be playing at the marathon
4. Create and run floor games that are at the marathon
5. Create and perform skits at the marathon
6. Organize IUDM Idol leading up to the marathon and run it at the marathon
7. Organize a 3 v 3 Basketball tournaments for each shift
8. Create Clips or Skits for every theme hour
9. Events subcommittee organizes all committee events, spreads awareness about DM-wide events, and oversees communication and gifts with the committee's Riley Kid.

#### F. Fundraising

1. Organize entire organization off-campus, fundraising opportunities
2. Provide Dancer Relations with fundraising opportunities for dancers
3. Organize Fall and Spring Road Rules, as well as all Organization-wide Canning Extravaganzas,
4. Canning on campus and in classrooms.
5. Coordinate the dancer care packages to be given to dancers at the marathon
6. Organize all summer fundraising opportunities for DM participants
7. Educate DM participants on fundraising best practices
8. Organize community fundraising events with Bloomington businesses
9. Coordinate communication between all Fundraising chairs in organization

## G. Hospitality

1. Solicit all food for the marathon for all participating dancers
2. Ensure that all food donors receive proper sponsorship benefits, including but not limited to opportunity to put items in Dancer Bags, logo on display at marathon, logo on website, opportunity to sponsor full or partial rotations, etc.
3. Provide food (with at least one week advanced notice) at any other IUDM sponsored events requiring catering needs i.e. Golf Outing, Kirkwood's Rockin' 4 Riley, Long Drive Contest, FT5K, etc.
4. Organize percent nights at various restaurants throughout Bloomington for the first committee Meet and Greet Night
5. Provide Stewardship Event for chairs and their parents at Riley Hospital
6. Approve all Percentage Nights proposed by any IUDM participant

## H. Logistics

1. Organize layout, setup, and teardown of the marathon
2. Coordinate security efforts at the marathon
3. Work with Physical Plant, Building Services, Tennis Center administrators, and IUPD for marathon
4. Plan, facilitate, and coordinate Rockin' 4 Riley in accordance with VP Internal
5. Reserve all rooms for IUDM events with at least one week's notice
6. Plan, facilitate, and coordinate the 5K in accordance with VP Internal
7. Plan, facilitate, and coordinate committee-focused events

## I. Marathon Relations

1. Maintain communication with our high school and collegiate dance marathons to help plan and put on their marathon
2. Strengthen ties with specified committee Riley family
3. Build relationships with IUDM's new high school dance marathons
4. Recruit high schoolers to participate in dance marathon at the collegiate level
5. Maintain relationships with other College Dance Marathons and CMN
6. Work closely with Director of Morale to obtain high school marathon line dance
7. Work with Merchandising and Apparel for apparel to sell at HSM's
8. Responsible for supporting and attending IUDM's high school dance marathons

## J. Marketing

1. Develop and maintain the Integrated Marketing Communication Plan.
2. Handle use of all organizational social media accounts.
3. Design and produce all media content, including but not limited to photos, videos and graphics.

## K. Merchandising & Apparel

1. Design and order all apparel and merchandise being sold on behalf of IUDM
2. Oversee inventory and track sales
3. Plan and execute Runway Riley, the apparel spring and fall sale and any other apparel sales at any IUDM event.

## L. Morale

1. Create IUDM line dance
2. Develop games and other forms of entertainment for dancers at marathon
3. Complete control of Color Wars competitions, points, events, and publicity among dancers before and at the marathon.
4. Assist in the planning and implementation of all internal event activities at marathon

## M. Public Relations

1. Produce IUDM press plan, press kits, and press releases for all major IUDM events
2. Work with ALL state-wide and national media outlets: TV, Radio and newspaper
3. Work with the IDS to publicize events and other note worthy causes
4. Work with IU Athletics Department and other student organizations to create PR events and IUDM awareness
5. Oversee Faculty Advisory Board and maintain constant communication with IU faculty, staff, and deans to garner increased university support
6. Work with Riley PR and local officials organize and staff community outreach events throughout the year

## N. Recruitment

1. Recruit dancers from all organizations and independent students through call-outs, advertisements, and networking.
2. Recruit Residence Hall Associate Recruitment Council (RHARC), through Residential Hall Association (RHA) and their corresponding living facilities
3. Recruit independent dancers through neighborhoods and NRC
4. Maintain and work with President/faculty advisor to build relationships & partnerships with the organizations on Dean Advisory Board and RHA

## O. Riley Development

1. Oversee Riley Relations, Family Relations, Riley Area and Events chairs
2. Work with Riley Hospital to plan events
3. Establish and maintain relationships with Riley families
4. Plan and organize events for committee members and Riley families
5. Accommodate Riley families within our means and plan events for Riley kids during Dance Marathon weekend
6. Organize all family speaking times with ample notice before the marathon

7. Organize and finalize Riley Kid Talent Show prior to the event

#### **P. Special Events**

1. Plan and execute the Gala every fall, which includes both an auction and a speaker
2. Plan and execute two Golf Outings, one in each Indianapolis and Chicago during the summer season
3. Organize Donation Station and Inspiration Station for the marathon
4. Plan, facilitate, and coordinate Rockin' 4 Riley in accordance with VP Internal

#### **Q. Stewardship**

1. Foster donor relations
2. Create and implement an incentives program to increase dancer fundraising
3. Educate dancers as to the "why" behind IU DM
4. Educate dancers about how to properly steward donors.

### **IV. Subcommittees and Chair Positions**

#### **A. Accounting**

##### **1. In-Hand/Counting**

- a. Facilitate frequent counting sessions, during which members of the committee count, record and track all in-hand donations.
- b. Record all check information for future reference.
- c. Assist in maintenance of the offline totals database.
- d. Compile the counting session information and distribute to the director of accounting and the vice president of finance.

##### **2. Financial Analysis- (proficient in excel, organized, willing to make their own)**

- e. Conduct such analysis on fundraising data from the past.
- f. Utilize the results to make recommendations for more effective fundraising techniques and strategies.
- g. Assist in providing future goals for various parts of the organization based on their past performance.
- h. Financial analysis on other committees to help them see areas for opportunity.

##### **3. Riley Development**

- i. Establish and maintain a relationship with the committee's designated Riley family.
- j. Plan special things for the committee's Riley kid, including (but not limited to) visits, gifts, and letters.
- k. Provide education about Riley Hospital and frequent inspiration for the committee.
- l. Plan committee trip(s) to visit Riley.

#### **B. Alumni Relations**

1. Newsletter
    - a. Design and write monthly alumni newsletter highlighting upcoming events, Riley families, etc.
    - b. Work closely with the Vice President, External positions on the alumni board.
  2. Communications
    - a. E-mail alumni about upcoming events or updates
    - b. Make invitations to events for alumni
    - c. Work on contacting Indiana Alumni chapters across all of the country for support and donations
    - d. Work on updating and organizing the Alumni Master List.
    - e. Oversee all social media for committee
    - f. Work closely with the Vice President, Internal positions on the alumni board.
  3. Historian
    - a. Review and organize tapes, binders, and pictures from IUDM office
    - b. Gather media from Alumni over the years
    - c. Find IUDM fact of the week
    - d. Create yearly posters/banners for the marathon,
    - e. Work closely with the Secretary/Historian positions on the alumni board
- C. Corporate Relations
1. Benefits and Retainment
    - a. Create and distribute thank you letters to all DM sponsors immediately after a donation is received. This letter should include:
      - Information about their sponsorship
      - Elicit all benefits to be received
      - Inquire about the company logo and other relevant information
      - Discuss dates of future DM events (golf outing, gala, the marathon)
      - Ask if there is anything IUDM could do to improve sponsor's experience being a sponsor, or any additional information the sponsor needs
    - b. Keep an open line of communication with all sponsors
      - Give sponsor's end of semester, summer, and beginning of fall updates on IUDM news
    - c. Coordinate which sponsors are coming to events and ensure they are treated as VIP's
      - Give final update immediately after the marathon describing impact company made, and all IUDM made on Riley Hospital for Children
  2. Stewardship
    - a. Retain sponsorships from previous year
    - b. Elicit all benefits to be received
    - c. Keep an open line of communication with all sponsors
  3. Sponsorships
    - a. Research potential sponsors whose values, motives, and needs match that of IUDM

- b. Gather corporate contacts from IUDM participants
- c. Communicate with stewardship once new sponsorships are secured, and pass along all pertinent information

## D. Dancer Relations

1. Greek Relations Chairs (IFC & PHA)
  - a. Serve as IUDMentors to a specific Greek Dancer Groups
  - b. Maintaining communication with the dancer group representatives and their houses
  - c. Prepare IUDMentors to hold in house meetings with their dancer groups
  - d. Relays information to and from the organization to Greek organizations
2. Independent Relations
  - a. Serve as IUDMentors to a specific Organization dancer groups
  - b. Maintaining communication with the dancer group representatives and their organizations
  - c. Prepare IUDMentors to hold meetings with their dancer groups
  - d. Relays information to and from the organization to Greek organizations
3. Dancer Education
  - a. Develop education materials for Dancer Ed meetings and DGR meetings including handouts and presentation slides
  - b. Host 1 dancer group representative meeting during Spring Semester and 2 in the fall (or as need be)
  - c. Host 1 dancer education meeting during Spring Semester and 3 in the fall (or as need be)
  - d. Oversee completion of Dancer Education Summer Survival Guide in Spring and Dancer Education Packet in the Fall
  - e. Promote what it means to be a dancer beyond the 36 hours of the Marathon
4. Executive Dancers
  - a. Serve as leaders of the executive dancer membership level and act as their main contact point
  - b. Collaborate with the Board of Managers to host weekly meetings
  - c. Prepare the executive dancers for meetings with their color teams

## E. Entertainment

1. Games
  - a. The Long Drive Contest at the IU Golf Course
  - b. Potential 3v3 basketball tournament in the Fall
  - c. Runs and officiates 3v3 basketball tournament at the marathon
  - d. Plan and run the games at the marathon
  - e. Organize activities for Kirkwood's Rockin' for Riley
2. Skits
  - a. Plan and teach Flash Mob dance for IUDM FT5K

- b. Help create theme hours for the marathon
- c. Plan original Skits according to the theme hours for the marathon
- 3. Acts
  - a. Solicit and recruit acts (aside from music) for the marathon
  - b. Plan and organize IUDM Acapalooza
  - c. Plan logistics of the Rave portion of the marathon
- 4. Media
  - a. Create entertainment schedule that can be broadcasted to Dancers
  - b. Collaborate with the marketing committee to make clips to promote internal events and create recap videos of internal events
  - c. Create clips to introduce theme hours at the marathon
  - d. Oversee the Entertainment booth at the marathon
- 5. Bands
  - a. Solicit and recruit musical acts for the marathon
  - b. Run the IUDM Idol contest for Dancers
  - c. Recruit entertainment for FT5K and Kirkwood Rockin' for Riley

## F. Fundraising

- 1. Canning
  - a. Secures various locations for organization members to stand outside of with Riley buckets to collect donations
  - b. Organizes documents to keep track of members who go canning
  - c. Plans various canning opportunities throughout the year (Canning in the Classroom, Penny Wars, etc.)
  - d. Orders and takes inventory of Riley buckets
- 2. Dancer Education
  - a. Provides tools and resources to dancers to reach their fundraising goals
  - b. Organizes and helps distribute care package contents
  - c. Presents at dancer meetings about tips on how to fundraise
  - d. Voices fundraising opportunities that arise throughout the year to dancers
- 3. Outreach
  - a. Contacts and thanks businesses to allow us to solicit donations outside of them
  - b. Plans and executes at least one fundraising workshop per semester with all of the IUDM fundraising chairs
- 4. Road Rules
  - a. Plans and executes at least one weekend of the semester (including the summer) of Road Rules
  - b. Works with Outreach subcommittee to secure locations for Road Rules
  - c. Creates documents to keep track of committee members who sign up
  - d. Organizes challenges within the weekend of Road Rules to keep members engaged

## G. Hospitality

1. Donors
  - a. In charge of all food donations contributing to the marathon
  - b. Leads the committee in food distribution at the marathon
2. Events
  - a. Collects food donations for all IUDM related events leading up to the marathon
  - b. Collaborates with the Donors subcommittee to setup percent nights
3. Logistics
  - a. Completes all logistical tasks involving setup and teardown of anything involving food
  - b. Provides trash bags, silverware, tables and anything else needed for events

## H. Logistics

1. Events
  - a. Collaborate with Operations Chair for all event planning
  - b. Organize stage and sound needed for FT5K and Rockin' 4 Riley
  - c. Plan, organize, and facilitate Amazing Race
  - d. Create area signs for marathon
  - e. Collect and organize layout of all banners at marathon
2. Communications
  - a. Responsible for creating and maintaining relationships with all event vendors and affiliates
  - b. Create and analyze event and group surveys throughout the year
  - c. Communicate with Marketing Committee and Director to distribute surveys to community
3. Operations
  - a. Find problems with security at events and work with IUPD
  - b. Monitor and organize security stations throughout marathon
  - c. Assist in creating floor plans for FT5K, Rockin' 4 Riley, and Dance Marathon
  - d. Responsible for obtaining all resources needed for planned events
  - e. Responsible for organizing marathon dancer check-in
  - f. Plan setup and cleanup schedules for FT5K, Rockin' 4 Riley, and Marathon

## I. Marathon Relations

1. New High School Dance Marathon Relations
  - a. Work with Director of Marathon Relations to update the "How To Guide"
  - b. Communicate and build relationship with CMN
  - c. Communicate, build relationships, and offer support to IUDM's new high school marathons
  - d. Stewarding marathons into the IUDM family
2. High School Dance Marathon Relations
  - e. Chairs are responsible for communicating with IUDM's all non-first year high school dance marathons

- f. Responsible for carrying out a communication plan inclusive of bi-weekly emails to IUDM's high school marathons
  - g. Responsible for stewarding IUDM's high school marathons in a way that is supportive and proactive in entering them into the IUDM family
  - h. Will be divided into a North subco and South subco with two chairs for each as to have an appropriate number of high school marathons to work with
  - i. Responsible for creating a recruitment strategy for high schoolers
3. University Relations
- j. Responsible for assisting and hosting visiting marathons that attend IUDM
  - k. Communicate with and attend other collegiate marathons
  - l. Update University Relations "How We Do DM" Packet
  - m. Synthesize what information and skills IUDM can learn from other collegiate marathons
4. Culture
- n. Brings upbeat energy to HS marathons
  - o. In charge of teaching 5 minute high school line dance at HS marathons
  - p. Encourages high school students to be involved in the marathon by participating in the line dance and playing games
  - q. Responsible for "Game Book" for all high schools to utilize when planning marathon timelines
  - r. Plan all rides to high school marathons and any other committee events requiring travel
  - s. In charge of bringing and selling IUDM apparel and merchandise at HS marathons
- J. Marketing
1. Event Documentation
- a. Document every IUDM event
  - b. Get footage to be used for promotional videos and social media throughout the year and at the marathon
2. Graphics
- a. Raise awareness for IUDM and corresponding events through the use of graphics
  - b. Use of creative suites and web-based programs
3. Promotional Videos
- a. Create promotional videos for all events. These include, but are not limited to: Riley and Ashley Week, Tacky Prom, Campus Awareness Week, etc.
  - b. Create yearly video to be shared at the annual Gala event
  - c. Create videos to be shown at the end of the marathon, including Road to DM and the final recap video
4. Social Media
- a. Raise awareness for IUDM through social media
  - b. Run all social media accounts, including Twitter, Facebook, Instagram, Tumblr and YouTube

## K. Merchandising and Apparel

1. Apparel
  - a. In charge of designs for apparel sold at the Marathon, run way riley and other events.
  - b. Must work together to ensure the best product is being created possible for each design.
  - c. Work with appropriate vendors on apparel items
2. Accessories
  - a. Responsible for designing IUDM accessory line and other ALL IUDM apparel items.
  - b. Work with appropriate vendors for purchasing accessories.
  - c. Create an accessories survey
3. Strategic Sales
  - a. In charge of keeping inventory up to date
  - b. Responsible for the recording of finances
  - c. Use statistics and past records to plan purchasing quantities of sizes

## L. Morale

1. Color Wars
  - a. Coordinate Color Wars teams and plan team reveal
  - b. Create and coordinate 3 Color Wars competitions before marathon
  - c. Create Color Wars board for marathon
  - d. Attend organizations' fundraisers
  - e. Create Color Wars point system and track during marathon
  - f. Visit Color Teams near the marathon to explain color wars, rotations, etc.
2. Line Dance
  - a. Compile song list for line dance and update track song database (black list).
  - b. Create the yearly marathon line dance.
  - c. Create Riley kid and high school line dances
  - d. Create website and video tutorial
  - e. Create 36 Hour "Rage on Stage" Medals
  - f. Create clips for Stage Games to use during Don't Forget The Lyric.
3. Stage Games
  - a. Brainstorm, organize, and host stage games
  - b. Create prizes and incentives for winners
  - c. Create extra stage games for filler time
  - d. Plan and run games for events such as Rockin' 4 Riley
  - e. Organize marathon theme hours
4. Events/Culture

- a. Create the Morale 2015 Composite.
- b. Buy food for the Marathon.
- c. Make the committee Riley Family Bio Book and gift basket.
- d. In charge of overall committee Morale at Morale meetings.
- e. Create Morale Moments for each Morale Meeting.

## M. Public Relations

### 1. Advertising

- a. Liaison and manger of accounts such as IU organizations, local business and promotional sponsors
- b. Handles media campaigns, such as #ImForAsh and #IUDMtoGMA

### 2. Publicity

- a. Media Outreach
  - Gain media attention both local and national
  - Write all press releases and pitch to media outlets
  - Develop 2016 Press Kit
- b. Blogs/Internal
  - Schedule and write content for the IUDM blog
  - Develop 2016 Press Kit
  - Work closely with internal PR matters

### 3. University Relations

- a. Manager of Faculty Advisory Board (FAB)
- b. Send out bulletins to FAB
- c. Liaison between IUDM and IU Faculty
- d. Work closely with the other subcos to plan events through IU Athletics

## N. Recruitment

### 1. Residence Hall Association Recruitment Council

- a. Recruit and connect with freshman living in residence halls
- b. Table, pass out flyers and handle other various promotions within the residence halls
- c. Handle registration for marathon

### 2. Neighborhood Recruitment Council

- a. Recruit and connect with independent dancers living outside of residence halls
- b. Table, pass out flyers and handle other various promotions living outside of residence halls
- c. Handle registration for marathon

### 3. Organizations

- a. Recruit and connect with new organizations across campus
- b. Seek out new organizations yearly and present them with the benefits of joining
- c. Registering organizations for the marathon

## O. Riley Development

1. Riley Relations
  - a. Work with Riley liaison to plan events for Riley Development at Riley Hospital, including but not limited to the NICU Baby Shower and Riley Kid Birthday Party
  - b. Create and implement projects for kids at Riley (toy drive, general cards/letters)
  - c. Build a stronger bond between IUDM and Riley hospital
  - d. Write seasonal newsletters to send out to families
  - e. Organize subcommittee involvement in providing a meal for the Ronald McDonald House
2. Family Relations
  - a. Work with committee members to find new families
  - b. Create welcome packets for the marathon
  - c. Organize the family speakers at the marathon
  - d. Create guidelines for families speaking at the marathon
  - e. Create Celebration of Life video
  - f. Organize Riley Kid talent show
  - g. Send out invites for all events and the marathon
  - h. Celebrate all kids' birthdays in an inexpensive way
3. Riley Area
  - a. Create theme for Riley Tent
  - b. Get all decorations
  - c. Create games and activities for Riley families at the marathon
  - d. Get all material needed for games and activities
  - e. Get moon bounce for marathon
  - f. Find food donors for the three meals that are provided to the families at the marathon
  - g. Organize and order spring spirit apparel
4. Special Events
  - a. Set up events with families throughout the year including:
    - Easter Egg Hunt
    - Indians baseball game
    - Indianapolis Zoo
    - Kirkwood's Rockin' for Riley
    - Indianapolis Children's Museum
  - b. Create new events for Riley families
  - c. Send out invitations for all events
5. Outreach
  - a. Reach out to hotels to provide rooms for the families coming to the marathon
  - b. Coordinate sponsorship of Riley families with organizations (\$250 per family).
  - c. Develop the Riley Kid Line Dance and teach at the marathon

## P. Special Events

1. Auction
  - a. Handles all auctions, including both golf outings and the annual Gala
  - b. Builds a database to track and collect auction items for each event
2. Campus Events
  - a. Plans and executes campus and community wide events in the form of both fundraisers and member appreciation events
3. Gala
  - a. Plans and executes the largest fundraising event in downtown Indianapolis
  - b. Finds a guest speaker, entertainment and creates a timeline for the event
  - c. Works with the Marriott to figure out all of the logistical details
4. Sporting Events
  - a. Plans and executes our two summer golf outings in Indianapolis and Chicago
  - b. Helps set the date, brainstorm course games, and find hole sponsors for both golf outing

## Q. Stewardship

1. MEMBER STEWARDSHIP
  - a. Incentive levels
    - Continuing efforts of incentives subco 2015
    - Constructing emails to be sent to fundraisers when they hit different financial milestones
    - Designing and ordering prizes to be given out to dancers and committee members who surpass special milestones
    - Possibly working with Fundraising to design a system that allows us to distribute incentive-based prizes instead of care packages
  - b. Humans of IUDM
    - Selecting one outstanding IUDM member every week to be recognized on the @humansofIUDM Instagram account
    - Student is contacted to be interviewed and have their photo taken
  - c. IUDM MVPs
    - An effort to collaborate a list of committee members and dancers every week that should receive a text message, phone call, or written letter thanking them for the amazing work they've been doing
2. DONOR STEWARDSHIP
  - a. Thanking donors
    - Sending customized thank-you emails to different donor levels
  - b. Keeping donors informed throughout the year
    - Creating emails or newsletters to be sent to donors throughout the year, including pictures and facts about what's going on in the IUDM

world (i.e. Easter egg hunt, Ryan and Ashley Week, Indians game with Riley families, etc.)

- Thanking them again for their support
- c. Teaching committee members/dancers how to properly “steward their donors”
  - Creating resources or giving short presentations to committees or dancer groups about the importance of thanking their donors and keeping them updated about their progress

### 3. CAMPUS STEWARDSHIP

- a. Ryan and Ashley Week planning
- b. Campus Awareness Week planning

### 4. COMMUNITY STEWARDSHIP

- a. IUDM Gives Back
  - An effort to give back to IUDM’s biggest supporters within our community
  - Organizing volunteer opportunities for every committee
- b. Speaking at Dancer Ed meetings
  - Sending 2-3 subcommittee members to speak at Dancer Ed meetings (following representative from DR and Fundraising)
  - Informing the dancers about why we do this
  - Possibly working with Family Relations chair from Riley D to contact a Riley family to come speak

\*\*\*In addition to the subcommittees stated above, each committee must have both a Culture and Fundraising aspect. These aspects serve as a purpose to unite the committee in all aspects with a special focus on creating and maintaining passion for each other and the mission of IUDM. The structure of this position is up to that of each director, however, both parts (culture and fundraising) must be present within the committee structure.

#### A. Culture

1. Plan ice breakers and inspiration for weekly meetings
2. Plan bonding events for the committee
3. Plan events with committee’s Riley buddy and educate the committee on his/her Riley story
4. Continue to foster a positive relationship within the committee members, the Riley child/family, and set the bar for being a model IUDM committee member

#### B. Fundraising

1. Help set the yearly goals for committee and each member within that committee
2. Maintain an updated fundraising total sheet throughout the year
3. Plan fundraising events and activities (i.e. canning, text-a-thon)

## Appendix #2

# Membership Review Process

The Membership position exists within IUDM to further the development of the experience had by participants of all levels. This includes ensuring that the actions taken by members of IUDM represent the values, goals, and missions of the organization. In order to ensure that member behavior is in line with the ethics of the organization, a Member Ethics Review protocol will be put into place.

Member Ethics Review Process:

All undergraduate members within IUDM are eligible to be entered into the Member Ethics Review process. This includes members of the Executive Council, subcommittee chairs, committee members, dancer group representatives, and dancers. An individual is entered into the process through an ethics review submission from any of the following individuals:

- *President*
- *Vice President, Membership*
- In the case of a submission of a subcommittee chair or committee member: the *individual's Vice President*
- In the case of a submission of a subcommittee chair or committee member: the *individual's director*
- In the case of a submission of a dancer group representative or dancer: the *Director of Dancer Relations*

Upon entering the Member Ethics Review process, a committee member or subcommittee chair will be required to follow the following actions:

- *1st offense*: An individual meeting with the Vice President, Membership in order to further discuss the implications of the individual's actions upon IUDM. The purpose of this meeting serves as an opportunity to further the individual's understanding of the organization's values and missions as well as to explain the future consequences of repeated actions.
- *2nd offense*: One-month restriction of social events or gatherings within IUDM. The individual will be limited to only attending weekly meetings during this time
- *3rd offense*: Individual will be dropped of their position of subcommittee chair, committee member, dancer group representative, or dancer and will serve IUDM

as a virtual fundraiser participant.

In case-by-case circumstances, and by a 3/5 vote of the Board of Managers, an individual may bypass the 1st and/or 2nd offense situations.

A submission of a member into the Member Ethics Review is warranted by actions such as but not limited to:

- Misrepresenting the mission or values statement of IUDM.
- Deterring the experience of another IUDM member through harassment or disrespect.
- Failing to abide by the organization's social conduct rules.

Appendix #3

# IUDMA

All funds generated by the Indiana University Dance Marathon over and above Dance Marathon expenses will be transferred by the Dance Marathon to Riley Children's Foundation ("RCF") for RCF's distribution of the funds to the Department of Pediatrics and Riley Hospital for Children for fulfillment of the funding priorities established by the Indiana University Dance Marathon Funding Priorities Committee in consultation with Riley Children's Foundation.

The Executive Council shall establish a Funding Priorities Committee, the purpose of which shall be to affirm, in consultation with the leadership of Riley Children's Foundation, Riley's funding priorities for the revenues generated by the Dance Marathon.

The Funding Priorities Committee shall:

- I. Comprise the President of the IU Dance Marathon, the President of the Dance Marathon Alumni Board, and an elected alumnus who is chosen by the other two members of the Funding Priorities Committee.
- II. In consultation with Riley Children's Foundation, re-evaluate and determine Riley Hospital funding priorities every five (5) years.
- III. Act only by unanimous vote of its members. In addition, in consultation with Riley Children's Foundation representatives, the Funding Priorities Committee shall annually review such established five-year priorities to ensure that they are adequately and accurately addressing current Riley Hospital needs.

All changes require 2/3 vote of Executive Council for approval.

# Organizational Funding Process

All funds generated by the Indiana University Dance Marathon over and above Dance Marathon expenses will be transferred by the Dance Marathon to Riley Children's Foundation ("RCF") for RCF's distribution of the funds to the Department of Pediatrics and Riley Hospital for Children for fulfillment of the funding priorities established by the Indiana University Dance Marathon Funding Priorities Committee in consultation with Riley Children's Foundation.

The Executive Council shall establish a Funding Priorities Committee, the purpose of which shall be to affirm, in consultation with the leadership of Riley Children's Foundation, Riley's funding priorities for the revenues generated by the Dance Marathon.

The Funding Priorities Committee shall:

- IV. Comprise the President of the IU Dance Marathon, the President of the Dance Marathon Alumni Board, and an elected alumnus who is chosen by the other two members of the Funding Priorities Committee.
- V. In consultation with Riley Children's Foundation, re-evaluate and determine Riley Hospital funding priorities every five (5) years.
- VI. Act only by unanimous vote of its members. In addition, in consultation with Riley Children's Foundation representatives, the Funding Priorities Committee shall annually review such established five-year priorities to ensure that they are adequately and accurately addressing current Riley Hospital needs.

All changes require 2/3 vote of Executive Council for approval.

## Appendix #5

# Dr. Martin Kleiman Award

Established in 2014 as a way to identify and showcase the work and life of Dr. Martin Kleiman, IUDM created an award to honor a Riley employee each year that exemplifies the same characteristics, passion, and love for Riley that Dr. Kleiman had.

Dr. Martin Kleiman is a pediatric infectious disease specialist in Indianapolis, Indiana and is affiliated with Indiana University Health University Hospital. He received his medical degree from State University of New York Upstate Medical University and had been in practice for 47 years before retiring in 2014.

Dr. Kleiman was light years ahead in the care of his patients. Loyalty was a key quality of Dr. Kleiman. He was loyal to his team, the patients, and the hospital. The care of the patient was his number one priority. Rich or poor, did not matter to him. He took care of them the same way.

Candidates for this award should be chosen based off of the following criteria:

1. Doctor/Staff/Others should demonstrate a care for their patients like Dr. Kleiman had, always putting the patients needs first.
2. Should include demonstration of teaching, mentoring, and support of academic pursuits of a medical school.
3. Avocation in the legislature for laws to protect children when applicable.
4. Have and/or have potential for global or nationwide influence.
5. Finances should not enter the equation.
6. Recommendations from others around the hospital/etc.

With limited knowledge of all the amazing employees at Riley, nominations should include Riley physicians, staff and anyone who is under the brand Riley Physicians that includes community doctors.

Selections of candidates and recipients are based on a three-step system:

1. Written recommendations for various candidates by Dr. Elaine Cox and Dr. Paul Haut, which include background knowledge, medical experience and any other information necessary.
2. Viable candidates will be shown to both the Vice President, Communications and a member of the Kleiman family, other than Dr. Kleiman himself.
3. The recipient will be chosen by and selected unanimously by Dr. Cox, Dr. Haut, Vice President, Communications and a Kleiman family member.

Finally, Dr. Kleiman must always be offered complimentary seats to the annual Gala event.