

Dance Marathon at UF's

Public Relations

The **Public Relations Team** is responsible for maintaining the external views and public reputation of Dance Marathon at UF. In addition to fundraising, the PR Captains work year-round to uphold the organization's mission statement, vision, and branding.



Personal Skills

- Leading and growth within the organization
- Teamwork and collaboration
- Creativity



Professional Skills

- Critical Thinking & Problem Solving
- Familiarity with various media platforms
- Professional Writing
- Analysis & Data Collection /Engagement Tracking



Networking Opportunities

- Local & Statewide Media Sources
- Other UF students with interest in Public Relations
- Public Relations Team Alumni