

VOLUNTEER OPPORTUNITIES



Thursday, September 21st, 2017 at 6pm to 10pm

Glendalough Manor, 200 Glendalough Court, Tyrone, Georgia

Thank you for your interest in volunteering for the Harvest for Hope Gala. All proceeds will directly benefit the families of the *Real Life Center* by enhancing our current family-based services, programs and operations, including life coaching, mentoring, and educational classes.

At this year's gala, our goal is to share the impact of our work, not only on the families we serve, but also on the next generation. Our theme is: "*Change One Life. Change a Generation.*" We are blessed to welcome Dr. Ike Reighard, CEO of Must Ministries as our keynote speaker. The evening will also consist of a silent and live auction, jazz music and a buffet dinner.

To make this event purposeful and successful, we are seeking individuals, willing to serve in the volunteer roles outlined below. If interested, please contact Rose Gossett at 678.677.2593 or rgossett@RealLifeCenter.org. Thank you.

Event-Day Volunteer Team

The Event Team comprises of 8 roles: Load the Truck at Center, Event Setup, Concierge Desk, Greeters, Ballroom Floaters, Silent Auction Floaters, Runners and Clean Up. Training requirements prior to the event: 30 min. Written materials and scripts will be provided.

- **Load Truck (3)**: Will take place on Thurs morning Sept 21st at 8AM for approximately 2 hours. Tasks include: load up auction items, event materials, banners and marketing items, and bring them to the venue. Deposit the items in the designated areas as marked on the boxes.
- **Event setup (4)**: Will take place on Thurs morning Sept 21st at 9AM for approximately 4 hours. Tasks include: set up centerpieces, distribute flowers, assemble and position banners, put out programs, assist with silent auction set-up if needed, position sponsor tables, place donations cards on tables, and more.
- **Greeters (6)**: Needed on Thurs evening Sept 21st at 5PM for the duration of the event. The greeters are responsible for offering a good first impression and last impression to our guests. Tasks include: greet guests upon arrival (2), assist guests at entrance of ballroom (2), direct guests to silent auction tables or concierge desk (2).
- **Ballroom Floaters (5)**: Needed on Thurs evening Sept 21st at 5PM for the duration of the event. They are responsible for making sure that the guests have a great event experience and get their questions answered quickly once inside of the ballroom. Tasks include: answer questions and monitor guest tables. This year, we are implementing *mobile bidding*. This role will be responsible for assisting guests on how to bid, using their mobile device.

- **Silent Auction Floaters (3):** Needed on Thurs evening Sept 21st at 5PM for the duration of the event. Tasks include: watch over the bidding process, answer questions about the items, and keep the tables clean and organized. This year, we are implementing *mobile bidding*. This role will be responsible for assisting guests on how to bid, using their mobile device.
- **Runners (6):** Needed on Thurs evening at 7PM. Tasks include: retrieve items from Silent Auction tables after guests have completed mobile payment.
- **Concierge Desk (2):** Needed on Thurs evening Sept 21st at 5PM for the duration of the event. This team is responsible for manning the concierge desk. Tasks include: help event floaters and greeters answer guest related questions, or answer questions posed directly by the guests about the event. The Concierge Desk will also communicate with the Gala Director on issues which need to be addressed during the Gala via text message.
- **Clean Up (5):** Needed on Thursday evening Sept 21st at 9:30pm. Tasks include: clear tables, break down and store banners, gather left over auction items, clean up volunteer and silent auction areas, loading up the truck, and more.

Pre-Event Auction Team (20)

A successful silent or live auction relies on unique and exciting items secured on behalf of the Real Life Center. This team of volunteers will work with the Gala Director and Auction Committee Team on securing items based on a defined wish list with specific items. We welcome anyone who is willing to secure even just one item. We do not want this to be intimidating. It can be as simple as speaking to your favorite restaurant or store, your hairdresser or your employer, about their willingness to donate an item, service or experience. If the answer is no, that is okay. A basic script will be provided. Of course, we will welcome all items our community is willing to donate. We will also enlist the help of our two real life stores. When items are secured, this team will provide the donor with an auction donation form, will capture a detailed description and value of the item, will bring the item to the Real Life Center upstairs storage area, and will place a copy of the donation form in a designated inbox. Estimated Time Commitment: 3 to 5 hours. Training: 30 minutes.

Pre-Event Sponsorship Team (10)

This team will work on providing leads to the Gala Director on corporations, community organizations or individuals interested in purchasing a sponsorship. The Gala Director will make a phone call, or send an email to make the ask, unless the volunteer feels comfortable doing so him or herself. Last year, we secured just below \$40,000. Our goal for sponsorships this year is: \$65,000. Estimated Time Commitment: 3 to 5 hours. Training: 30 minutes.

Sponsorship Levels and Benefits	Hope Diamond \$10,000	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Branded table with premier seating for 10	2 TABLES	1 TABLE				
Top recognition in all PR and print materials	YES	YES				
Branded article or blog post, and sponsor logo on website	ARTICLE	BLOG POST	LOGO			
Logo on red carpet backdrop	YES	YES	YES			
Branded recognition in newsletter	ARTICLE	BLOG POST	YES	YES		
Prominent recognition in branded social media posts	4 (2 boosted)	3 (1 boosted)	2	1	1	
Gala tickets	20	10	6	4	2	1
Acknowledgement in Harvest for Hope Program	YES	YES	YES	YES	YES	YES

Pre-Event Concierge Team (2)

Creating a pleasant guest experience is the primary charge for this team. Tasks include: assist with pre-event planning such as creating a seating chart to appropriately accommodate sponsors and special guests, assisting with the flow of the program, creating a table design, making recommendations for thank you gifts, design the event concierge desk, make buffet menu recommendations, design a selfie photo station, and more. Estimated Time Commitment: 5 to 7 hours. This team will also be present at the Gala on Thurs Sept 21st at 5pm for the duration of the event, and will man the Concierge Desk.

Pre-Event Marketing and PR Team (2)

This team will be responsible for creating a gala “buzz” through social media and P.R.

- If you are a creative writer, we welcome your gift of helping us design fun posts for Facebook and Instagram, and encouraging your friends and constituents to *share* and *like* our event and posts.
- If you have photography skills, we welcome your gift of helping us capture pictures of our work, so we can use the photos in our gala marketing materials.
- If you have proofreading or design skills, we welcome your gift to assist with print marketing materials (banners, brochures, articles).
- If you have the gift of community connections, we welcome your help with getting the word out at churches, chambers of commerce, civic organizations, schools and clubs.
- If you have the gift of PR, we welcome your gift to assist with press releases, newspaper or magazine articles.

Estimated Time Commitment: 3 to 5 hours.

Pre-Event Auction Team (3)

This creative team will be responsible to work with the Gala Auction Director to:

- Make an inventory of all incoming auction items
- Select “featured” or high prized items
- Design the silent auction tables, displays and posters
- Assemble silent auction baskets
- Write compelling item descriptions
- Assign the appropriate mobile bid item numbers

Estimated Time Commitment: 5 to 8 hours prior to the event. This team will also be present on Thurs Sept 21st at 9am during the event set up for approximately 4 hours.

Thank you for your servant heart! We look forward to hearing from you.

Your Real Life Center Team.