

**Ecology Ottawa's 7th Annual Great Glebe GREEN Garage Sale
Saturday, May 24, 2014
VOLUNTEER ROLES**

JOIN THE TEAM!

Ecology Ottawa is currently seeking volunteers for one of the year's most fun and exciting fundraising events, the Great Glebe GREEN Garage Sale. If you are not familiar with the event, please read the background information, watch the short video below, and visit our web site: www.ecologyottawa.ca/garage-sale.

This document outlines a number of leadership and general volunteer roles we are hoping to fill to help plan and implement the most successful Great Glebe GREEN Garage Sale yet! If you are interested in volunteering or supporting the event in any other manner, please contact Josh Snider today at garagesale@ecologyottawa.ca or 613.321.3392.

BACKGROUND

The Great Glebe GREEN Garage Sale has become one of Ecology Ottawa's flagship annual events. What started as a humble fundraiser in 2008 has grown into a massive event, that—in addition to the garage sale itself—now features live musical performances, local DJs, on-site massage therapists, face painting for kids, hula hoop lessons, a bake sale, a vegetarian BBQ, even a youth-led “flash mob” dance routine (see: www.youtube.com/watch?v=4YsS1lgB8Jw), and much, much more! The event has generated interest throughout the community and the media, including CTV2 and CBC Radio. The Great Glebe GREEN Garage Sale has become a carnival unto itself that community members look forward to each year.

The Great Glebe GREEN Garage Sale produces incredible benefits for the community, including:

- Raised over \$40,000 to date (90% to Ecology Ottawa, 10% to The Ottawa Food Bank).
- Introduces and builds grass-roots support for environmental issues among a wide and diverse audience in the city.
- Creates many hands-on volunteer opportunities, including leadership roles.
- Provides a valuable service to community members and organizations with unwanted items to get rid of.
- Diverts useful items from the landfill to new, loving homes.
- Helps to support and promote buying second-hand goods vs. new.
- Brings together diverse community members for a fun and entertaining event.
- Produces an incredible amount of leftover items donated to worthy local organizations in need.



VOLUNTEER ROLES – Organizing Committee

In order to plan and implement the Great Glebe GREEN Garage Sale successfully and smoothly, we are looking to establish a highly-functioning and well-supported Organizing Committee. We are currently looking to fill the following roles:

ORGANIZING COMMITTEE LEADERSHIP ROLES	
<p>Note: Bi-weekly meetings to take place from February until early June at 99 Glebe Avenue; snacks and beverages will be provided.</p>	
<p>Co-chairs (up to 3)</p>	<ul style="list-style-type: none"> • Overall coordination of the Organizing Committee and the event • Overall management of the day of the event • Responsible for reporting back to Ecology Ottawa’s Steering Committee and Events Committee at regular intervals • Primary contact(s) for the event • Primary connection between Organizing Committee and Ecology Ottawa staff • Key spokesperson(people) for the event • Responsible for financials for the event • Responsible for final reporting of the event • Timing: February until mid-June; bi-weekly meetings from February to early June; May 24 5am-8pm • Commitment: 200+ hours
<p>Communications Coordinators (including media, outreach, and promotion)</p>	<ul style="list-style-type: none"> • Promote the event regularly and prominently in the Ecology Ottawa updates to the database in the months and weeks leading up to the event • Develop and distribute material to the database and members of the media • Coordinate media interviews/enquiries related to the event • Promote the event at other events Ecology Ottawa participates in and identify additional opportunities to promote the event • Integrate messaging about the event into other promotional opportunities (i.e. the canvass, street outreach teams, etc.) • Promote the event on Ecology Ottawa’s web site and social media portals, including the creation of a web page for the event on the Ecology Ottawa web site • Promote the event on external web sites, blogs, community calendars, and to interested organizations across the city • Connect interested individuals, organizations, and media contacts with the Organizing Committee • Coordinate photography and possibly videography for the event and post multimedia to the Ecology Ottawa web site and social media portals directly after the event • Timing: February until early June; bi-weekly meetings from February to early June; May 24 5am-8pm • Commitment: 100+ hours

Donations and Transportation Coordinators	<ul style="list-style-type: none"> • Overall coordination of donations of unwanted items made to the event • Key contact for all individuals and groups interested in donating unwanted items • Key contact for all volunteer drivers • Coordination of all donation drop-offs and pick-ups by volunteers • Coordination of post-event donations and transportation of leftover items to worthy local organizations • Timing: February until early June; bi-weekly meetings from February to early June; May 24 5am-8pm • Commitment: 100+ hours
Volunteer Coordinators	<ul style="list-style-type: none"> • Recruit sufficient volunteers for the needs of the event • Identify and secure groups of volunteers for the event, such as Katimavik, retail/corporate volunteer programs (e.g. GAP), public servants (using their volunteer day), Legions, Lions, etc. • Primary contact for all volunteers • Coordinate with Ecology Ottawa's Volunteer Volunteer Coordinators • Coordinate and orient all volunteers for the pre-event, day of event, and post-event (aside from volunteer drivers) • Answer volunteer questions and ensure they are well looked after at the event • Thank all volunteers after the event • Sign volunteer forms, as needed • Timing: February until early June; bi-weekly meetings from February to early June; May 24 5am-8pm • Commitment: 100+ hours
Sponsorship Coordinators	<ul style="list-style-type: none"> • Develop a list of sponsorship requirements for the event and a strategy for obtaining them • Responsible for obtaining all sponsorship requirements, within reason • Coordinate all volunteer sponsorship recruiters • Actively connect with potential sponsors (online, phone, and in person) and follow-up accordingly • Coordinate all sponsorship materials/services obtained • Thank all sponsors before, during, and after the event • Timing: February until early June; bi-weekly meetings from February to early June; May 24 5am-8pm • Commitment: 100+ hours
Food Coordinators	<ul style="list-style-type: none"> • Coordinate all aspects of the bake sale and vegetarian BBQ before and during the event • Key contact and coordinator for volunteer bakers • Coordinate the purchase/pick-up of all food and supplies needed for the bake sale and vegetarian BBQ • Manage the bake sale table and vegetarian BBQ (and associated volunteers and materials) at the event • Coordinate food and refreshments for volunteers at event and sorting day • Responsible for being aware of and promoting all food ingredients for allergy, sensitivity, diet considerations • Timing: February until early June; bi-weekly meetings from February to early June; May 24 5am-8pm • Commitment: 50+ hours

Entertainment Coordinators	<ul style="list-style-type: none">• Coordinate all supplementary entertainment and fun activities for the event, including: DJs, live bands, artistic performers (e.g. stilters), hula hoop lessons, kids face painting, massage therapists, henna artists, etc.• Develop an entertainment plan and schedule for the event• Recruit and coordinate all entertainers for the event• Key contact for all volunteers related to entertainment• Obtain all equipment required for entertainment (e.g. A/V equipment, etc.)• Timing: February until early June; bi-weekly meetings from February to early June; May 24 5am-8pm• Commitment: 50+ hours
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VOLUNTEER ROLES

Ecology Ottawa is also seeking volunteers to fill the following roles before, during, and after the event:

GENERAL VOLUNTEER ROLES: PRE-EVENT (prior to May 24)	
Sponsorship recruitment	<ul style="list-style-type: none"> • Assist the Organizing Committee's Sponsorship Coordinator in achieving the event's sponsorship needs • Identify potential sponsors to approach • Approach potential sponsors to obtain goods/services/support for the event (via e-mail, phone, and in-person) • Follow-up with potential sponsors (via e-mail, phone, and in-person) • Coordinate with and report back to the Organizing Committee's Sponsorship Coordinator • Timing: February-May • Commitment: 2+ hours
Drivers	<ul style="list-style-type: none"> • Pick-up donated items from individuals and organizations in the city who are unable to drop them off themselves • Drop donated items off at event location, 99 Glebe Avenue • Liaise with the Organizing Committee's Donations and Transportation Coordinator • BONUS: You may purchase any items you want before the public sale! • Timing: May 19-26, evenings and weekends • Commitment: 2+ hours, access to vehicle required
Donations sorting	<ul style="list-style-type: none"> • Sort donated items into various sections • Fold clothing • Develop signage for sections at the event • Price some of the donated items • May involve some moderate lifting • BONUS: You may purchase any items you want before the public sale! • BONUS: Food and beverages will be provided • Timing: May 22 5-9pm, May 23 10am-9pm • Commitment: 2+ hours
Bakers	<ul style="list-style-type: none"> • Contribute home-made baked goods for the bake sale • Timing: May 22-24 • Commitment: however long it takes to bake something yummy!
Promotions	<ul style="list-style-type: none"> • Assist the Organizing Committee in promoting the event and ways people can support and get involved • Help spread the word to your family, friends, colleagues, neighbours, and fellow residents using various mediums (e.g. web sites, social media, posters, flyers, in-person, etc.) • Timing: May 1-23 • Commitment: 2+ hours

GENERAL VOLUNTEER ROLES: DAY OF EVENT (May 24)

Set-up	<ul style="list-style-type: none"> • Set-up tables, tents, tarps, displays, bake sale, and BBQ • Carry items from storage to sale area • Organize sale items in each section • May involve some moderate lifting • BONUS: Food and beverages will be provided • Timing: May 24, 5am-9am (some pre-event set up will also be done on May 23, 5-9pm) • Commitment: 2-4 hours
General volunteers	<ul style="list-style-type: none"> • Sort items, answer questions from customers, negotiate prices, sell items, and collect money in one or more of the following areas: <ul style="list-style-type: none"> ○ Clothing ○ Furniture/large items ○ Electronics ○ Kitchen items ○ Kids items ○ Sporting goods ○ Miscellaneous items • BONUS: Food and beverages will be provided • Timing: May 24, 6am-6pm • Commitment: 2-12 hours
Bake sale/BBQ	<ul style="list-style-type: none"> • Answer questions from customers, negotiate prices, sell items, and collect money • Take BBQ orders and cook food • BONUS: Food and beverages will be provided • Timing: May 24, 6am-4pm • Commitment: 2-10 hours
Entertainers	<ul style="list-style-type: none"> • DJs • Musicians • Artistic performers (e.g. stilters) • Hula hoopers • Kids face painters • Other forms of entertainment • All proceeds from performances must be donated to the Great Glebe GREEN Garage Sale • BONUS: A/V will be supplied by the event • BONUS: Food and beverages will be provided • Timing: May 24, 8am-4pm • Commitment: 1-8 hours
Photographers and videographers	<ul style="list-style-type: none"> • Capture event with photos and/or video • Supply content to Ecology Ottawa within a timely manner after the event • BONUS: Food and beverages will be provided • Timing: May 24, 6am-4pm • Commitment: 2-10 hours, requires photography/videography skills and equipment

Registered Massage Therapists	<ul style="list-style-type: none"> • Bring and set-up portable massage table(s) • Give massages and donate proceeds to the sale • BONUS: Food and beverages will be provided • Timing: May 24, 8am-4pm • Commitment: 2-8 hours, requires RMT license and portable massage table
Ecology Ottawa information table	<ul style="list-style-type: none"> • Staff the Ecology Ottawa information table at the event • Distribute Ecology Ottawa materials to interested people • Answer questions about Ecology Ottawa and their programs/projects/issues • BONUS: Food and beverages will be provided • Timing: May 24, 8am-4pm • Commitment: 2-8 hours, requires familiarity with Ecology Ottawa
Waste monitoring	<ul style="list-style-type: none"> • Monitor waste from the event and make sure it is sorted properly (recycling, green bin, garbage, etc.) • BONUS: Food and beverages will be provided • Timing: May 24, 8am-6pm • Commitment: 2-10 hours
Site clean-up and take down	<ul style="list-style-type: none"> • Helping clean up the site after the event • BONUS: Food and beverages will be provided • Timing: May 24 4-8pm, May 25 12-5pm, May 26 10am-5pm • Commitment: 2-4 hours
Leftover donation distribution	<ul style="list-style-type: none"> • Transport leftover donated items to local organizations that have been identified by the Organizing Committee • Timing: May 24 4-8pm, May 25 12-5pm, May 26 10am-5pm • Commitment: 1-4 hours, access to vehicle preferred