

July 2019

www.niagarajazzfestival.com
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#LiveLoveJazz

Volunteer Welcome Guide 2019

Revised Version April 2019

Thanks for volunteering!!

You are now part of ...



Best New Festival in Ontario 2017!

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ABOUT THE TD NIAGARA JAZZ FESTIVAL

Welcome to the seven-day TD Niagara Jazz Festival, dedicated to celebrating the art form of jazz by showcasing the finest Canadian and International jazz musicians in idyllic settings throughout the Niagara Region. An amazing 150+ musicians are set to perform.

OUR VISION

Festivals & Events Ontario has recognized the TD Niagara Jazz Festival as the "Best New Festival in Ontario 2017"; coming into its fifth season as a cutting-edge, exciting, not-for-profit jazz festival, the TD Niagara Jazz Festival is dedicated to celebrating the art form of jazz in the Niagara Region. It is a multi-venue series of live jazz events and educational initiatives taking place within the heart of Niagara. Spearheaded by the founders and producers of the Twilight Jazz concert series (Juliet Dunn & Peter Shea), the TD Niagara Jazz Festival has become a series of events culminating in a 7-day celebration of the finest Canadian and International jazz musicians sharing their many gifts during the last 2 weekends of July.

The TD Niagara Jazz Festival aims to inspire, educate and develop future jazz audiences for generations to come. The Festival combines intimate and larger scale live jazz experiences with what people have come to expect from the Niagara Region: weekend getaways, fine dining, wineries and craft breweries, nature trails, B&Bs and so much more.

#LiveLoveJazz

OUR TEAM LEADERS

Name	Position	Email	Cell
Juliet Dunn	Executive Director	executivedirector@niagarajazzfestival.com	905-321-5580
Mary Garratt	Volunteer Administrator	volunteer@niagarajazzfestival.com	905-359-2593
Alex	Executive Admin Assistant	alex@niagarajazzfestival.com	
Anil Rebello	Logistics	anil@rebellomarketingandevents.com	

- "Volunteer", by definition, is anyone who, without compensation or expectation of compensation beyond pre-agreed reimbursement, performs a task at the direction of and on behalf of the TD Niagara Jazz Festival. A TD NJF Volunteer is "accepted" in their role by TD NJF and agrees to the TD NJF Volunteer Welcome Guide outline an the TD NJF Volunteer Code of Conduct.
- 2. "Staff" are year-round Core Team members, some of whom are volunteers.
- 3. "**Team Leads**" are volunteers with hands-on experience at the Festival in previous years, pre-Festival events and/or other festivals and events in roles related to the team they will manage. Your team may be led by either a Staff Member or a Lead Volunteer.

During the Festival weekend a Team Lead Volunteer will be assigned for each shift. We will notify you of the name and contact info of your Team Lead before your shift. Staff will be present at lead-up events.

VOLUNTEER GUIDE & CODE OF CONDUCT

- As a TD NJF Volunteer you represent the Festival during ALL Festival Events. As such you are expected to remain respectful and professional while at Festival Events:
- It is expected that all Volunteers will adhere to the expectations of the TD NJF Code of Conduct to create a safe, respectful, fair environment for the entire experience. This document is a detailed outline of the expectations you have agreed to abide by in becoming a volunteer.

***Please feel free to reach out to the Volunteer Administrator or your Team Lead if you have any needs, questions or concerns at any time before, during or after your shift. Rigidity is not an option where health and safety are involved. ***

GENERAL PRACTICE

- 1. Check in with the Volunteer Administrator or your assigned Lead Volunteer at the beginning and check out at the end of your shift. Please see Appendix A-1 for a map of your reporting station.
- 2. Notify the Volunteer Administrator (or your Lead) by email, text (include your name) or phone if you will be late or cannot attend your shift. We are thankful that you are taking time out to volunteer with us; and we are relying on you to make this event a success. We understand that emergencies come up, we simply ask that you be respectful of your commitment and alert us at your earliest convenience. Without your commitment it is very challenging to provide the festival guests with a memorable experience.
- 3. **Never** leave cash or merchandise unattended. If you are assigned a float, your shift schedule includes time for picking it up at the beginning and cashing out at the end. As we are a not-for-profit festival, your commitment and accountability is greatly appreciated when it comes to money matters. The more we can raise as a festival, the more we can give back to our community and the longer the festival will stick around.:)
- 4. It's important to ensure that our guests can easily spot a volunteer if they need you, so we as that you remain standing at your post unless chairs are provided.
- 5. It is a busy festival and scheduling "break Time" can be challenging. We request that you work with your team to take short washroom breaks when needed. in a 6 hour shift, please take 30 min to rest, relax, eat, etc. in a 9+ hour shift, please find the time to take 2 30-minute breaks, as needed. in order to be respectful of our teammates, we ask that you take your break at a "down time" using your best judgment. Please refer to F & B for more info.
- 6. If you are scheduled for the <u>first shift</u> of an event, we ask that you arrive at the volunteer desk at least 15 min prior. **There is a lot to do and we need all hands on deck!**
 - a. We conduct an Energizing Team Huddle during the first shift! You don't want to miss it! This huddle will give you detailed instructions for the day, and is imperative to run a successful event!
 - b. You will be asked to sign off that you have attended the huddle!
 - c. Your scheduled shift time also includes setting up a booth / table / display.

- 7. If you are scheduled for a <u>middle shift</u>, we ask that you arrive at the volunteer desk at least 15 min prior. There is a lot to catch up on!
 - a. You will be tapping someone out; they will pass on info from the mornings huddle to you. You will be asked to sign off that you have been updated.
 - b. Your scheduled shift time also includes replenishing your station; the volunteer before you can man the station while you replenish what needs to be replenished. Please be respectful of the volunteer prior to your time. They are tired, and have been waiting for you to relieve them.
- 8. If you are scheduled for the <u>last shift</u> of an event, we ask that you arrive at the volunteer desk at least 15 min prior. There is a lot to do and we need all hands on deck!
 - a. You will be tapping someone out; they will pass on info from the mornings huddle to you. You will be asked to sign off that you have been updated.
 - b. Your scheduled shift time also includes replenishing your station; the volunteer before you can man the station while you replenish what needs to be replenished. Please be respectful of the volunteer prior to your time. They are tired, and have been waiting for you to relieve them.
 - c. You will also have a few closing duties, which include tear down of booth / table / display. so please anticipate staying till we are all wrapped up.
- 9. The festival is Smoke-Free, and we must set an example for our guests. For example, there is no smoking on the grounds of any public park. There are designated smoking areas as outlined. See Appendix A-1. Please make note of these as guests may ask you. If you choose to visit the designated smoking area, please be discreet and remember that you are representing the TD NJF. Please avoid entrances, or high traffic areas. Also, bringing a light jacket to cover up your volunteer T-shirt is a good idea.
- 10. You may not allow unauthorized access to any Festival events. You have been trained on how to handle this. Feel confident, and ask for team support or security support if you need it. It's all of our responsibility to keep the festival safe, and not permit unauthorized visitors.

ATTITUDE

- ◆ You are the face of the TD NJF (insert jazz hands here!)
- ♦ You obviously have a great attitude, you volunteered to help up with this community event! We do understand though, that things don't always go as planned, for you personally, and for us at the festival. We ask that you be present in your volunteer role, and make the best of every situation. Your attitude will determine just how much our guests enjoy the show!
- Here are a few basics that will make everyone enjoy the days; rain or shine!
 Be Happy! You are at the TD NFJ!! Woohoo!
 - □ Respect your fellow volunteers and teammates.
 - The Lead volunteer and Staff can't anticipate everything, so please help where you can, and be understanding to last minute adjustments.
 - Arrive on time, alert, and prepared,
 - □ It's our duty to be friendly and brighten our guests day!
 - □ Whenever possible look for ways that we can do something to be extra courteous to our guests. Aim for wow moments!
 - □ We have visitors from all over the world, please be sensitive and respectful to their needs. They are not as familiar with NOTL and our festival as you are.

- Our artists are our guests too. Please do what you can to make them comfortable and feel welcome.
- Friendly communication with the guests is essential to the success of the festival.
- Please be cautious with the language you use, as we would not want to offend any of our guests.
- If you have a challenge, problems, concerns of feedback with your teammates, the festivals organization, logistics, etc. we ask that you please ONLY discuss them with your team leader, volunteer administrator, or with the executive director. If health or safety is a concern, then please do so immediately.
- You will be emailed a survey after the event, and we will gladly take feedback at that time.
- Please remember that guests hear everything. If you have a personal challenge, or If you have a challenge with your teammates, the festivals organization, logistics, etc. we ask that you please refrain from discussing these in public.

HEALTH, SAFETY AND SECURITY

If you observe anything that you think presents a danger to the health and/or safety of yourself or others, do not attempt to handle the situation. Notify management or security (look for someone with a 2-way radio) immediately and then follow instructions.

- Volunteers are not expected or permitted to take on the role of security or policing.
- ♦ We TRUST you to keep us all safe.
- ♦ Please look for health and safety hazards before they happen, be vigilant!
 - excessive drinking
 - □ alcohol in restricted areas
 - □ children's safety
 - suspicious individuals heavy coat in hot weather, inappropriately approaching other guests, vehicles or bags or packages left in inappropriate areas.
 - □ DO NOT JUDGE people; be alert, and look for clues that could help us to avoid a bad situation.
- As a Safety Volunteer, this role is of the utmost importance for the safety of all staff, volunteers, artists and guests. Safety Volunteers wear safety vests for maximum visibility and are responsible for checking for uneven ground/pavement, obstacles, tripping hazards, etc., at venues (including parks) and ensuring that everyone moves safely across streets and pathways.

SECURITY

WE need you to be the friendliest Security guards you have ever seen! Please note that Security volunteers are not allowed to touch people and will work with the security company. Security Volunteers will support the paid security staff by:

- patrolling the areas outside the perimeter of the licensed area to politely ensure guests remain within the licensed area
- summoning paid security for assistance in the event of a problem
- looking out for inebriated guests and for making sure that volunteers are not inebriated or consuming alcohol while on duty.

CELL PHONE USE

- We want you to share your festival engagement on social media!
- Please take lots of pictures when appropriate and post your hearts out! Be sure to tag
 the festival, your fellow teammates,(and the guests if they permit), and use our hashtag
 #livelovejazz #TDMusic @jazzniagara
- ♦ It goes without saying, but we will say it anyway keep it positive, energetic, exciting, and inviting. No negativity of course.
- ♦ You can also send us your pictures and videos to share on social!
- ♦ We also encourage you to go live on FB or Instagram for 1-5 min max.
 - □ Please only do this after guests have been attended to, and stop if they need you.
- When you are not on social media promoting the festival, we ask that you keep your cell phone's on vibrate or silent, so that it does not disrupt you, the performances, and the guests.
- ♦ Volunteers that are using Square to process ticket or merchandise sales, please refer to Appendix A-2 for instructions.
- If you have photos or clips you can also send them to Juliet for posting.

DRESS CODE

We ask that you:

- Observe the Dress Code as outlined on SignUp Genius when you register for a shift.
- The specific dress code for each event will be noted on the signups.

otherwise specified (logistics)

• Contact the Volunteer Administrator if you need a volunteer T-shirt and do not have one.

Or one will be ready for you to pick up n the event day.

SMILE
All-Day events: Black bottom and volunteer t-shirt
Night events: All black with green accents.
Please wear comfortable shoes, closed toes are prefered but not required unless

FOOD & BEVERAGES

- We ask that you come prepared, please eat before or after your scheduled shift, and not during your shift.
- ♦ If you are working more than 5+ hours you will get a break, hopefully ½ through to eat. you can either bring something with you or food is available for purchase. We recommend bring your food, as the vendors often have long lines, and you will only have approximately 30 min for a break.
- ♦ Staff and Volunteers will have access to the musician and staff dining area. please bring your own lunch or purchase at the festival. You are welcome to rest and relax in this area on your break.
- ◆ The on site Niagara Region 'Water Wagon' will provide free refills for volunteers and all attendees during the festival. Please bring a refillable water bottle and stay hydrated!

ALCOHOL

Alcohol before or during your shift is not permitted for your safety and the safety of our guests.

If you want to join in the festival events after your shift please change out of your T-shirt and remove your lanyard. You are then welcome to enjoy yourself responsibly, and please, avoid drinking and driving.

BARTENDERS

- ◆ Please serve beer and wine only to guests in the licensed area wearing a wristband indicating age of majority has been checked. (No exceptions)
- ♦ Must be Smart Serve certified
- Please pay special attention to guests leaving the licensed area with alcohol.
- ♦ If alcohol is found in unlicensed areas the festival will be shut down. It is all of our responsibility to keep an eye out for this.

PARKING

- ◆ Parking near venues may be limited. Please consider carpooling, public transit where available, getting dropped off/picked up, walking, or riding your bike.
- ♦ The TD Niagara Jazz Festival does not have designated parking areas for volunteers, so please prepare accordingly.
- ◆ Let the Volunteer Administrator know 48 hours in advance if you need a ride or can offer one.

PERSONAL ITEMS

- ♦ Please limit what you bring with you to your shift. There will be no storage space. Keep your wallet, cell phone and keys on your person or wear a small shoulder/waist bag
- ◆ Avoid bringing valuables. The TD Niagara Jazz Festival accepts no responsibility for lost or stolen items.

VOLUNTEER KITS

- ♦ Volunteer kits will be available at the Volunteer check in desk.
- As demonstrated, please ensure that kits are maintained throughout the day.
- Every shift should sign off on what needs to be restocked in the bins

PERSONAL SPACE

Rev: April, 2019

- Not all people are as friendly as our volunteers.
- We ask that you be cautious when engaging in friendly conversations
- Don't get too close, or it may be considered inappropriate.

HUDDLE

- ♦ A huddle will be done at the beginning of the day. This will be a 8 min meeting where the Leader Volunteer and staff will give you imperative information for the day. If will also be our opportunity to quickly ask pertinent questions that you may have.
- Understanding that a huddle will be energizing and motivating, we ask that you transfer the same energy to the next volunteer that comes to relieve you. Please spend a few minutes informing them of what you learned at the huddle. they will then pass it on to the next person.
- Huddles are meant to be a motivating way to start the shift, share information, ask questions and get ready for a great day!

MERCHANDISING & MARKETING

Merchandise Table:

- ♦ We need you to set up shop!
- Merchandise should be set up in the designated areas that will be confirmed at the volunteer check in desk.
- Please make reference to the pictures in Appendix A-3 on how to display the merchandise.
- All merchandise should be inventoried, and treated with care.
- ♦ Please do not leave merchandise or cashbox unattended at any time
- Please ensure that the Tally sheet is completed and balanced at the end of your shift.
- Track sales, including artist CDs (tracked separately)
- ◆ Sell raffle tickets and festival merchandise (water bottles, Go Vino wine glasses, T Shirts, CD's, vinyls, bags, etc...)
- ♦ Assist patrons in finding T-shirt sizes
- Use "Square" to make sales (smartphone card-reader provided, need to install app)
- Encourage larger purchases, upselling.
- ♦ On each shift, one rep will be in charge of cash the individual that signs for the float is responsible for the float at the end of the shift. It could be recommended that this is the only person handling the cash. At the beginning of your shift you will pick up a float at Volunteer Reception and at the end you will take all sales sheets and cash to the Volunteer Administrator and wait until it is checked. (Shifts will overlap to allow time for this.)

Marketing:

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- ♦ Marketing Material includes Flyers, postcards, banners, and lawn signs.
- Please make reference to the attached picture in Appendix A-4 for flyers and postcards.
- Banner are to be set up as per demonstration at volunteer training.
- ♦ Lawn signs, please set up in visible locations, as per the map that you will be given.

TICKET SALES

Sell tickets for paid events as follows:

- ♦ Your role is to greet guests and accept/sell admission tickets at the door.
- Please ensure you handle cash and square with care. an error, can be costly, so your attention to details are very important.
- ◆ This role is one that requires a multi tasker. You have a lot of people to check in and they all seem to come at once!
- ◆ Patience will be very important
- Also, ensuring that guests are well informed with how to enjoy the show, sharing social media details ect.
- Remember no matter how busy it is, guests don't mind waiting as long as you are friendly and thankful for their patience.

INFORMATION DESK

- Provide information on all the happenings of the event (schedule, etc.)
- ◆ There will also be an information booth at the park entrance (no sales/cash)

RAFFLE TICKETS

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Raffle ticket sales are a big part of our fundraising, so we need to maximize every opportunity!

- A few tips when selling raffle tickets:
- ♦ Be respectful of the show, try not to sell in front of people when there is a show going on the stage. In between sets is best.
- Be sure to gather FULL ticket information. If people are buying multiple tickets, you can put their first and last name on all tickets and full info on the first one. then before handing in, complete the full information
- Introduce yourself and make small talk:

Explain that we are a not -for-profit and if they are enjoying the show, funds
raised will go towards next years event!
Ask "how many would you like?" NOT "do you want?"
Let's not say " hey do you wanna buy a raffle ticket"
Suggest \$20 worth, then work your way down.
Share the value of each prize
a large portion of the proceeds go to youth initiatives.
a portion goes to local talent
a portion goes to production costs for 'JAZZ in the PARK' (a 2 day FREE event)
a portion goes to ensuring that the musicians are respectfully paid for their talent
Thank them for supporting the community and wish them luck

TOKEN SALES

- Sell tokens for beer and wine
- Check ID and providing wristbands for guests not checked by security
- At the beginning of your shift you will pick up your tokens and a float from the Volunteer Administrator and at the end you will take a record of tokens sold and cash to the Volunteer Administrator and wait until it is checked. (Shifts will overlap to allow time for this.)

GUEST HOSPITALITY

Guest hospitality volunteers must be Smart Serve certified and are needed wherever a VIP area is provided. They are responsible for:

- Checking tickets (including VIP weekend passes) for entry to the lounge area
- First shift setup/last shift teardown (chairs, stanchions, tents, umbrellas)
- Taking guests' orders and serving food and drinks

Please note that there will be no tipping - guests will be encouraged to put their tips in a donation jar instead. All proceeds go towards production costs for 'Jazz in the Park'.

FLOATERS

You will be called to do a little bit of everything! Walk around the event space and:

- Collect donations and providing stickers to donors
- Assist with parking
- ♦ Sell raffle tickets
- ♦ Clean up when necessary
- Answer questions
- ♦ Count attendance
- Guide guests to dance practice area at the appropriate time

GREEN TEAM

The Green team will be stationed under a tent with recycling options and will guide patrons as to which bin to dispose of recycling and garbage. Other duties include:

- Walking around the event space to check the various garbage containers
- Changing garbage bags, picking up litter, etc.
- Ensure rest areas are tidy
- There are a lot of people, which means there is a lot of mess, so we need you to pay attention to details.

FIRST AID

Ambulances will be on site for the festival. Please ensure you review the map attached Appendix A-6 for reference.

LOGISTICS TEAM

The Logistics Team will support Absolute Events & Management in setting up, maintaining and tearing down event sites. Volunteers will be under the direction of a Anil and the Logistics team.

Dress code: see details below

Logistics work requires long hours and a lot of heavy lifting. Volunteers must bring work gloves (gardening gloves are fine) and wear closed-toed shoes. NO SANDALS, FLIP-FLOPS, etc. (Wear safety shoes if you have them.) Clothing should be appropriate for getting dirty and must be **all black**. Volunteers must be prepared for the elements (i.e. wear a hat, bring sunscreen, prepare for rain or for chill at night).

Duties include:

- ♦ Heavy lifting: prepare to get dirty
- ♦ Helping vendors with setup and teardown
- Setting up/tearing down/packing up/moving fencing, chairs and tables, stanchions, etc.
- ♦ Moving signage, delivering TD Club Chairs, merchandise etc.
- ♦ GREEN TEAM Garbage collection

Setup: unload trucks; install fences; install and weight tents; build and stake frame tents; install signage; set up bar, tables, chairs and umbrellas; stake out perimeter line; support vendor loadin; set up guest entry areas

Teardown: take down tents; break down site; load trucks; clean site

VOLUNTEER EXCLUSIVE TICKET OFFER

For every three shifts that you sign up for at the Volunteer training* you will receive: presented that you volunteer for, you will receive:

- ♦ 1 FREE ticket to a PAID Twilight Jazz in the Clubs series event
- And upon completion of the events you will receive a gift at the Jazz Jam or Volunteer appreciation party
- ◆ 50% Off for you and a guest (2 tickets) ** Promo code: JazzHands20XX
- ♦ 30% Off for up to 8 additional tickets ** Promo Code: JazzFriends20XX
- Sign up sheets available at training session
 - * For the FREE public events: WORLD MUSIC on the BEACH and JAZZ in the PARK
 - ** Promo codes apply to the Flagship event on Friday, July 27th at the First Ontario PAC or any of the TWILIGHT JAZZ in the CLUBS events. Enter promo code when purchasing tickets through the PAC site. For the Snap'd site promos will be listed directly.

VOLUNTEER HOURS/ REFERENCES

We would be delighted to help you in any way we can! We can offer the following, upon successful completion of volunteering:

- ♦ LinkedIn referral (for 4 or more shifts)
- ♦ Letter of recommendation (for 4 or more shifts)
- Letter of completed volunteer hours (for 1 or more shifts)

FESTIVAL JAZZ JAM & VOLUNTEER APPRECIATION PARTY

We want to thank you for all your hard work over the our Jazz season! To show our appreciation, we will hold an exclusive Jazz Jam on the last night of the Festival just for you!

SAVE THE DATE!!

Rev: April, 2019

Festival wrap-up party: Sunday, July 28th – the Jazz Jam! The final night of the festival Cat's Caboose 224 Glenridge Ave. St. Catharines Phone: (905) 682-0139

August (Date to be confirmed) - End of year, Thank you gathering; details will follow, but save the date!

Bonus: Raffle awards / gifts distributed!!!

It wouldn't be what it is without the hard work and the generous contributions of volunteers like YOU!! Our deepest THANK YOU!

^{**}The TD Niagara Jazz Festival Reserves the right to release a Volunteer relationship with TD NJF at any time. Volunteer release will NOT be discussed on site or during an event. Staff will address the issue in a respectful way within a reasonable time frame upon request by a Volunteer.

^{**}Should a Volunteer wish to sever the relationship with TD NJF it is requested that communications in the matter be made to a TD NJF Staff Member as soon as possible in order to accommodate future shifts.



July 2019

I commit to upholding my volunteer duties with the TD Niagara Jazz festival.

Full Name: ______

Phone Number: _____ E-mail: _____

Signature: Date:

I have read and reviewed this year's Volunteer Welcome Guide .

I can recommend the following people who might be interested in Volunteering:

2._____