

2009 Shinefest Volunteer Opportunity

Chairman's Planning Guide

Saturday, October 17, 2009

12:00pm-9:00pm

Planning

1. Primary Purpose

To staff the non-profit event that promotes community outreach organizations and education.

2. Brief Description

Shinefest music festival serves to raise money for the Charleston County School District and the Citadel Foundation, while providing great entertainment in a safe, family-friendly environment; to highlight area organizations working to improve the overall community through their education and advocacy efforts; to help meet the mission of the Trip Page Education Initiative to grow responsible, aware and giving individuals.

In addition to live music featuring national, regional and local acts, Shinefest will have a "Children's Universe" hosted by Creative Spark, a kids' concert performance by Sol Driven Train, a community village featuring local non-profit and community organizations and a slew of other activities for the young and old alike.

Patrons of Shinefest will be able to enjoy all the amenities and vending usually found at the Joe Riley baseball park and for an additional fee, may venture into the VIP area established on the grounds.

This is the first annual Charleston Shinefest. I have volunteered to chair the project because I was a good friend and co-worker of Trip Page, wife of Christi Page who is the founder of Shinefest; and I truly believe in the purpose of the event. Participating in the event, I hope results in aiding to the contributions raised and awareness of community volunteering.

Volunteers are offered volunteer shifts and volunteer instructions per guidelines of the Shinefest Event Coordinator (Samantha Bruce). Volunteers are required to sign up and receive confirmation from the Jaycee Chapter Event Chairpersons before the event. Volunteers working in the Community Village will be promoting the South Carolina Jaycees, primarily the Charleston Chapter and recruiting prospect members. Individuals that qualify for a Jaycee membership and give their contact information to be contacted later by a Jaycee Membership Representative will be entered in a drawing to receive a \$25 Gift Card for the Tanger Outlets Mall (this gift card was a left over donation from a previous Charleston Jaycee fundraising event).

This project relates to the USA Jaycees 2009 Chapter Plan:

- *Area of Opportunity:* Community
- *Commission:* Community Service

Specific and measurable goals:

Goal A: To have a table at the "Community Village" representing the Charleston Jaycees staffed with a minimum of 4 people (2 people per 2 shifts) from 12 pm – 6 pm.

Goal B: To have 10 volunteers staff the event for the various shifts.

Goal C: To get 5 prospective members contact information.

3. Manpower Assignments

Chapter President

Jennifer Davidson
P.O. Box 30446
Charleston, SC 29417-0446
president@charlestonjaycees.org

Duties: To ensure that the chapter's overall goals are met and to serve as an advisor.

Chapter Community Development Vice President

P.O. Box 30446
Charleston, SC 29417-0446
cd@charlestonjaycees.org

Duties: To ensure assistance toward the project as required by the Event Chairperson and supply advertisement needs for the "Community Village" table and prospect member drawing prize.

Event Chairpersons

Molli LeMin and Sara Roth
P.O. Box 30446
Charleston, SC 29417-0446
_____ and _____

Duties: To oversee all aspects of the project and to make sure that the project goals are met.

Chapter Communications Vice President:

Michelle Quaranto
P.O. Box 30446
Charleston, SC 29417-0446
communications@charlestonjaycees.org

Duties: To publish event details in applicable local publications.

SCJC Communications Director: Haley McBride-Stuhr
South Carolina Jaycees
P.O. Box 2865
West Columbia, SC 29171
scjc.communications@yahoo.com

Duties: To publish event details in applicable SCJC publications.

4. Materials, Supplies, and Resources

Quantity	Description	Person Responsible	Date Needed	Purchase/Donate
1	Drawing prize	CD VP	10/16/09	Donate
4	Chapter Picture Plaquards	CD VP	10/16/09	Donate
1	Chapter Banner	CD VP	10/16/09	Donate
100	SCJC Brochures	CD VP	10/16/09	Donate

Community Contact: Samantha Bruce
Shinefest Event Coordinator

www.shinefestcharleston.com

Assistance: To provide the guidelines and instructions for those volunteering through the Event Chairpersons.

5. Potential Problems and Solutions

Problem: Weather cancels event.

Solution: Call all volunteers to update on event status.

Problem: Volunteers not showing up.

Solution: Send reminders to all volunteers within 48 of their shift.

Solution: Keep all volunteer contact info in order to call if no-show.

Problem: Inebriated/disorderly volunteers.

Solution: Inform volunteers that there is no drinking while/before working.

Solution: Monitoring volunteers while they work.

Solution: Notify event security if necessary.

6. Proposed Budget

Income

Item	Proposed
Cash Income	
Appropriation from Chapter	\$0.00
Total Cash Income	\$0.00
Donated Items	
(1) Tanger Outlet Gift Card (drawing prize)	\$25.00
Chapter Banner	\$0.00
SCJC Jaycee Brochures	\$0.00
Chapter Picture Plaquards	\$0.00
Total Donated Items	\$25.00
Total Income	\$25.00

Expenses

Item	Proposed
Cash Expenses	
Total Cash Expenses	\$0.00
Donated Items	
(1) Tanger Outlet Gift Card (drawing prize)	\$25.00
Chapter Banner	\$0.00
SCJC Jaycee Brochures	\$0.00
Chapter Picture Plaquards	\$0.00
Total Donated Items	\$25.00
Return of Appropriation	\$0.00
Total Expenses	\$25.00
Total Profit	\$0.00

7. Specific Steps

Date	Action
06/29/09	Event Chairpersons accepted chairing event
06/30/09	Submit event details to chapter Board for approval and placement on the chapter calendar of event (Charleston Jaycee Yahoo Group)
08/25/09	Submit event details to SCJC Communications Director
08/25/09	Submit to Chapter Communications Vice President
09/14/09	Announce event details to general membership @ Monthly Meeting
10/05/09	Announce event details to general membership @ Monthly Meeting + meeting speaker Christi Page (founder of Shinefest)
10/15/09	Reminders to volunteers
10/16/09	Gift card (drawing prize), plaquards, banners & brochures delivered to Event Chairpersons
10/17/09	Day of event
10/31/09	Completion of CPG

Implementation and Evaluation

8. Revisions to the Original Plan

Date	New Action
10/17/09	Volunteer stations/positions were not in areas originally suggested. Instead of helping with beer/merchandise sales the volunteers were asked to assist with check-in.

9. Changes and Recommendations

Request that all volunteers carry a cell phone on them at all times that day and provide a cell phone number to be able to contact them the day of the event.

Some volunteers were not relieved on time. Sammantha Bruce was kind enough to give those volunteers access to the VIP area.

10. Results and Impact

Goal A: To obtain 4 members to man the table at the Community Village.

Result: 4 members volunteered, **100% of goal achieved**

Goal B: To get 10 members to volunteer for the event.

Result: 10 members volunteered, **100% of goal achieved**

Goal C: To obtain at least 5 contact information of prospective members.

Result: 8 people provided contact information, **200% of goal achieved**

Impact on Chapter: The impact this project had on the chapter was positive in that it allowed us to promote the Charleston Jaycees and create awareness of our organizations to the community members attending the event.

Impact on Individual Members: The impact this project had on the individual members was that it allowed members the opportunity to volunteer their time to help make this non-profit event a success. It also provided social interaction and gave the volunteers free parking and entry to the event.

Impact on Community: The impact this project had on the community was to provide a day-long music festival designed to be fun for all ages, while supporting the benefiting charities.

Final Budget**Income**

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Total Expenses	\$25.00	\$25.00
Chapter Profit	\$0.00	\$0.00

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