

Georgia Festival of Trees 2023 First Night Celebration Volunteer Training

Step into a world of holiday magic the Georgia Festival of Tree's First Night Celebration! This enchanting evening marks the opening of the Festival and is dedicated to an incredible cause.

We proudly showcase our charity partners, Street Grace and Atlanta Redemption Ink, and rally our amazing supporters to give generously.

First Night Team Schedule (Friday, November 17th)

- 2pm || Volunteer Arrival
- 2pm - 4:15pm || Final Set-up of Venue, Ticketing, & Stage
- 4:15pm - 5:45pm || Dinner for all volunteers who are not assigned to host a table and prep and dress for the event.

Important Notes:

1. Please come dressed for the formal event, but bring a pair of comfy shoes to wear until the event begins. No one wants to walk on those concrete floors in heels all afternoon.
2. We provide a lovely dinner for all the volunteers working throughout the event. It is the same meal being served to all of our guests but will be provided in a private room before the event opens.
3. The event ends at 10:00 p.m. We will have designated people assigned to walk volunteers to their cars, if needed.

Volunteer Stations:

We aim to create an extraordinary and joyful experience for our guests while raising essential funds for these remarkable organizations..and that's where our valiant volunteers come in. We have a multitude of opportunities for you to join in on the festivities and spread the holiday cheer!

So, come on in and discover how you can make a difference this Christmas season. Have no fear! We will train you for every job listed below. You will be properly prepared for a fun and exciting evening.



Guest Check-in

- Working in teams, one festive volunteers will welcome guests as they arrive and find their names on the check-in list.
- While the check-in process is underway, another volunteer will quickly fetch the guest's programs, complete with table assignments and bidder numbers.
- Each couple will receive a gift bag filled with holiday cheer. Those not part of a couple will each receive a gift bag.
- A joyful and friendly volunteer behind the check-in table will be waiting with open arms to greet and guide guests toward the escalators for a truly festive experience.

Information Desk

- Located inside the venue at the end of the Grand Entrance, the info desk will be manned by two jolly volunteers all evening long!
- These merry helpers will guide guests through the auction sign-up process as needed.
- Raffle tickets and Heads or Tails game plays can be purchased through the auction app. Info desk volunteers can help guide the guests through the process if they need assistance.
- Equipped with venue maps, our info desk volunteers will help guests find their way to the open bars, the stage, buffet, and seating areas.

Heads or Tails Game Promoters

- The Heads and Tails Game will be played during the LIVE Auction portion of the evening. To play, guests must purchase a Christmas Light necklace.
- Using our GiveSmart auction platform, guests can purchase their chosen number of plays and retrieve the necklaces from our Heads or Tails Game Promoters.
- Ask for verification of their purchase before providing the number of necklaces they have purchased.
 - NOTE: The first necklace is the Christmas Light Necklace. A small strand of beads represents each additional play. (I.e., If the guest purchases seven chances to play, they would receive one Light Necklace and six bead strands).
- Credit Card purchases can be made for those who don't want to use the GiveSmart platform. Game Promoters will have a simple mobile credit card reader for this purpose. We encourage our guests to use the auction platform for their purchases to help things move more quickly.



Golden Raffle Ticket Promoter/Info

- The Golden Ticket Raffle item this year is an exquisite, designer Christmas Tree designed specifically for the raffle.
- All raffle tickets must be purchased on the GiveSmart auction platform. The GiveSmart system is simple and easy to use, allowing for quick transactions.
- Volunteers can assist guests with this purchase if they have any difficulties with the app.
- The Golden Ticket Raffle will be drawn on November 25th at 5:00 p.m. - the winner does not need to be present to win.
- The Golden Ticket Raffle tree will be delivered to the winner on Monday, November 27th. We offer porch delivery service.

Auction Clerks

- Auction Clerks must be able to work well under pressure.
- During the LIVE portion of the auction, clerks will record bids as they are called out.
- Three clerks will work together to ensure accuracy.
- Our auctioneer will provide training before the event.

Auction Spotters

- Auction Spotters will stand throughout the seating area and watch for auction bids, ensuring that the auctioneer calls all bids.
- If a bid is missed, the spotter will call it out to the auctioneer.
- Our auctioneer will provide training before the event.

Tree Ambassadors

- Tree Ambassadors are a very important part of the guest experience.
- Ambassadors wander through the large and small tree areas interacting with guests, pointing out special features like gift cards, vignette items, interesting tree stories, etc.
- They may also assist guests with the GiveSmart auction platform.
- A warm smile and friendly greeting are the most important parts of this job.

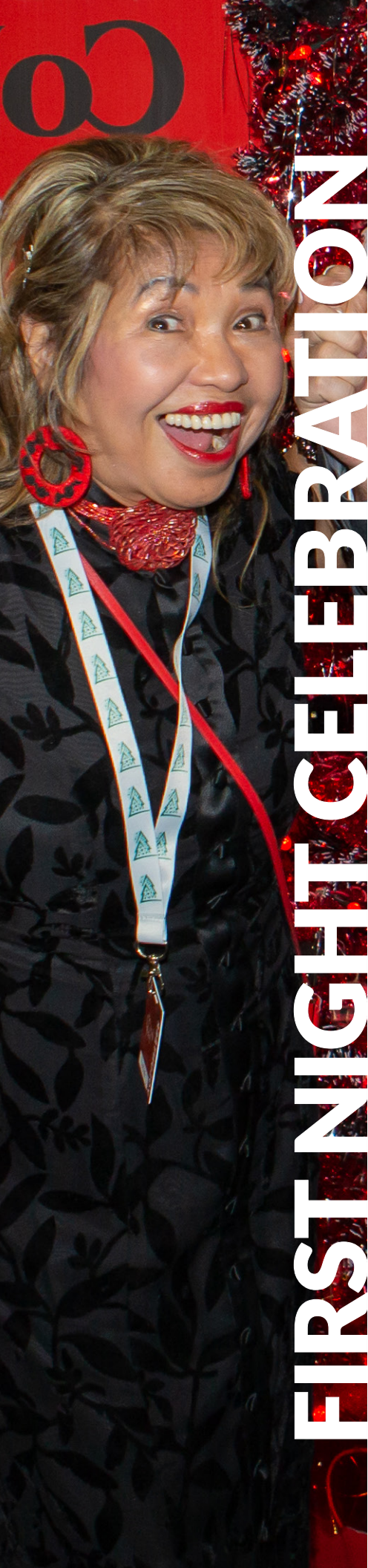


Photo Helpers

- Photo Helpers will assist at our main photo stop provided by our marketing team. This is where guests can get their official First Night Celebration photos. A photo booth will take this picture, but it will require volunteers to assist.
- Photos helpers will also help in various areas in the venue to catch candid photos, and help guests capture fun pictures with their entire group.

Santa's Sleigh Helpers

- Santa Claus will be there for the big party, but he will not be staying with his sleigh.
- We need two volunteers to stay with Santa's Sleigh and assist guests who want to capture a photo in the sleigh during the evening.
- Helpers will ensure that guests get in and out of the sleigh, safely.
- Volunteers can also assist with the photo if the guest asks for help. No professional pictures will be offered that night at Santa's Sleigh.

Gift Shop Attendants

- The Mistletoe Mall and Elf Emporium will be open for business during the First Night festivities. We will need a few volunteers to assist guests with purchases.
- The Georgia Festival of Trees is a cashless venue, so all transactions are done on simple-to-use credit card machines.
- Volunteers will be trained by the Gift Shop director before the event begins.