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WHAT TO EXPECT – TIMELINE FOR VOLUNTEER ACTION PARTNERS

Thank you for partnering with Green Apple Festival (GAF), and making your volunteer event a part of America's largest Earth Day action! Below, we provide an overview of our respective roles and responsibilities, and a preliminary timeline to help guide your planning from now through Earth Day weekend.

1. WHAT GAF WILL PROVIDE

- Entry of your organization name and volunteer action into GAF's Volunteer Database, hosted at www.PlanetGreen.com
- Listing on www.greenapplefestival.com
- Promotion of your action, including a blurb in our Resource Guide (150,000 copies on recycled paper using soy based inks.)
- 25 to 300+ volunteers
- 1 FREE ticket to GAF Thank You concert for each volunteer upon completing their action
- Up to 4 FREE tickets for your staff members to attend the GAF Thank You concert
- 1 GAF action leader or volunteer coordinator for every 50 volunteers

2. WHAT YOUR ORGANIZATION WILL PROVIDE

- Organization, planning, management, equipment (if needed) for volunteer action – this is all up to you.
- Food, Drink, Snacks (optional). Otherwise, let's be VERY clear to volunteers to bring their own.

3. FROM LAUNCH TO EARTH DAY WEEKEND – TIMELINE & KEY DATES

- **By March 9:** please send your GAF contact (Kim Muench or Jon Gelbard) the following info:
 - Date(s) and Start/End Time(s)
 - Action Title, Description (2-3 sentences, as compelling as possible. Note eco and ppl benefits!)
 - Your Organization's Name, web site url, and logo (please send logo as .jpeg or .gif, max size: 60x60)
 - Action Location, Address, and Directions, What to Bring (food, bev, work gloves, etc.)
 - Number of Volunteers (Capacity) and common attrition rate (%). E.g., if you need 100 volunteers and your attrition rate averages 20%, we will set your sign-up capacity at 120.
 - Specs on whether action is child friendly, has a minimum age, is difficult for special needs folks, etc.
 - Project Contact (email and mobile phone)
- **March 16:** volunteer sign up begins with a major media release calling our audience to Earth Day action and directing them to sign up to volunteer at PlanetGreen.com
- **March and April:** Your GAF representative provides weekly updates on #'s of volunteers who have signed up. This will help you know if you need to boost promotion of your action(s) to achieve attendance goals. GAF will be promoting the actions via the web, print, radio and TV.
- **Late March/Early April:** introduction to your local GAF Action leader, who will be your local GAF point person for planning and coordination

4. UPDATES: For the latest info, check http://www.conservationvalue.org/GAF2009_VolunteerActionFAQ.pdf

5. HELP US SPREAD THE WORD: Please forward this opportunity to other non-profits and agencies who might be interested in this inspiring Earth Day Weekend volunteer action opportunity!

