

Special Events Handbook

Special events offer an opportunity to reach new donors in the community and to forge new partnerships with other agencies, businesses, neighborhood associations and community organizations.

This instruction manual has been prepared to provide guidance for all remote location special events associates. In some cases, you are the only contact our donors have with Goodwill. Your personal appearance, attitude, speech, knowledge of Goodwill and how you conduct yourself will greatly influence the general public regarding their image of Goodwill of Western Missouri and Eastern Kansas. It is your obligation to make that image a positive one and we thank you for your support!

**Goodwill's Mission:
We strengthen individuals, families and
communities in need through the
Power of Work.**

GENERAL INFORMATION

The Community Engagement Team (COMET) is directly responsible for organizing and overseeing special events. Special events leads are asked to report to the Community Engagement Manager before and after each event (and in the event of questions or emergency during).

Goodwill Associates acting as Event Leads must wear their identification badge at all times while on duty. If you are asked to show your identification badge by a donor, please do so without hesitation. Volunteers acting as Event Leads will be provided with appropriate documentation to provide to the donor.

Hours for special events vary according to the event. Associates and Volunteers should plan ahead to arrive 15 minutes before published event start time and at least 15 minutes after event closes.

If, for any reason, you must leave early or if you cannot arrive at the specified time, Goodwill Associates must first get approval from a supervisor. Associates and Volunteers are then asked to notify the Community Engagement Team (COMET) at once.

Most events will be staffed with at least 3-6 Associates and/or Volunteers. Breaks and meals should be taken as donor traffic allows and in shifts --*always have at least 2 on site at all times*. Restroom availability will vary according to the event.

SPECIAL EVENTS RESPONSIBILITIES

Special events Associates and/or Volunteers are responsible for accepting donations brought to them by the public and packing them into Gaylords or onto bare Pallets on the provided Goodwill trailer/box truck. The special event lead(s) will:

1. Call the COMET contact provided upon arrival at the event site.
2. Check the Blue Tote Event Box and ensure all listed contents are present. Contact the COMET contact if anything is missing.
3. Place Wheel Chocks found in the Event Box.
Set up the trailer or box truck by arranging Pallets & Gaylords and marking the Gaylords with the appropriate placard (sign) as instructed in **PROPER TRUCK LOADING and SET-UP** (on page 4).
4. Hang banners (if applicable), set up yards signs and trailer ladder (using the bungee cords to secure it to the trailer), prepare receipts, donation count sheet, sign-in sheet etc.
5. Distribute and wear Goodwill-approved identification at all times when on duty. This includes a safety vest (located in the Event Box) and, for Goodwill Associates, your ID Badge.
6. Meet donors with a SMILE as they get out of their vehicles or roll down their window. Be courteous and helpful to all customers and donors at all times.
7. Ask them how they heard about the event and provide receipts without being asked. Provide promotion materials, if applicable.
8. Keep an accurate record of the number of donations during the event on the Donor Count sheet. **One donation per donor regardless of the size, unless they leave and return with another donation.*

9. Handle all donations carefully, not only for one's own safety, but also for the safety of the donor and the donated items. It is very important that donors see their donations are treated with respect and care. Never throw items, breakable or not. Please show respect.
10. Sort items between wares, cloth, computers and furniture and place them neatly in the marked containers. If the event includes recycling, then computers are to be placed on bare pallets. Please refer to the procedures manual for detailed instructions.
11. Keep the event site neat and clean.
12. Place all donations, except larger furniture items into the trailer immediately. Do not stack small donations outside of the trailer at any time. If you are extremely busy, set donations to the side in the truck and sort them later. Larger items such as furniture, etc., should be neatly set under the trailer until the end of the event, and then loaded last.
13. Consider all donations brought to the event site as property of Goodwill. As such, Associates/Volunteers are prohibited from taking any donated items for personal use, placing any items in a personal vehicle, or giving items to another person. Associates are also prohibited from 'stashing' items in any way for later purchase, or making any side deals for donated items.
14. Cash donations are rare, but do occur at special events. Provide a receipt for the donor, listing the cash amount on the receipt. Two associates should initial the receipt, and the cash should be placed in an envelope and returned to the COMET contact along with the Donor Count and Sign-in sheets, for processing.

DRESS CODE

Event Staff are required to present a good appearance at all times. Attire should be clean and neat. Beards and mustaches neatly trimmed, good personal hygiene will be emphasized.

Event associates should be aware of the working hazards involving loading and unloading materials from cars and trucks. It would be to your advantage to wear heavy work boots or shoes and protective gloves.

SAFETY

To ensure your safety, the following policies and procedures must be followed:

1. At all times you shall have on site a fire extinguisher, first aid kit and a current operations manual. These are provided in the Blue Tote Event Box on board each truck at the event.
2. Using the operations manual provided double check that wheel chocks have been properly set and the trailer ladder has been secured.
3. Call 911 at once for any medical or other emergency.
4. In the event of an accident or injury, call the COMET contact immediately. An Incident Report must be completed.
5. Basic safety standards should be followed. The 'team lift' requirement for anything over 40 pounds should be followed.
6. Wear gloves when moving pallets and Gaylords, and handling donations.
7. During inclement weather, follow the procedures listed in the operations manual.
8. In the event that damage occurs to a donor's vehicle or to the donor, immediately call the COMET (Associates call your store manager as well). A complete Incident Report must be made. This report is to include:

- ✓ Name of person who incurred the damage, either to vehicle or to the person
 - ✓ Home address and phone number of said person
 - ✓ Type of damage to vehicle or of injury to person
 - ✓ Vehicle license number, and state
 - ✓ TAKE PICTURES
9. Alcohol: At no time during work hours will alcoholic beverages or any other drug be consumed. If donations of alcoholic beverages are received, they are to be treated as a hazardous product, set aside and marked accordingly.
10. Tobacco products should not be consumed at the event site. Smoking shall be allowed only while on break and not while at the event site (at least 50 feet away from the truck/trailer, and preferably out of sight of donors)

CUSTOMER SERVICE

It is the responsibility of every Goodwill representative to always treat our donors and customers with respect and courtesy. Upon seeing a donor arrive at an event, always approach the donor with a smile. Make sure the donor clearly indicates which items are to be taken out of the vehicle, offer a signed & dated receipt and ask them how they heard about the event. Always thank the donor for their donations.

APPROPRIATE & INAPPROPRIATE COMMENTS & CONVERSATIONS

Donors like to hear that their donations are appreciated and welcomed. For instance, compliments such as, "That's a nice lamp" are appropriate. However, mentioning that the lamp will look great in your own apartment is highly inappropriate. Donors should never hear any comments that imply Goodwill representatives get first pick of donations.

Event associates should suspend all personal conversations whenever a donor is within hearing, and should maintain a professional level of conversation at all times in their presence. Bad language is always inappropriate while working for Goodwill.

PROPER TRUCK LOADING and SET-UP

Some Gaylords (large cardboard bins) and wooden pallets may be pre-set the truck or trailer arrives for the event. If so, ensure that the Gaylords are marked with identifying placards (signs) that are found in the Event Box. To start, it is suggested you have at least one Unprocessed Cloth and one Unprocessed Wares Gaylord ready for sorting.

If the truck/trailer is not pre-set, start by assembling 2-4 pallets and Gaylords in the nose (engine end).

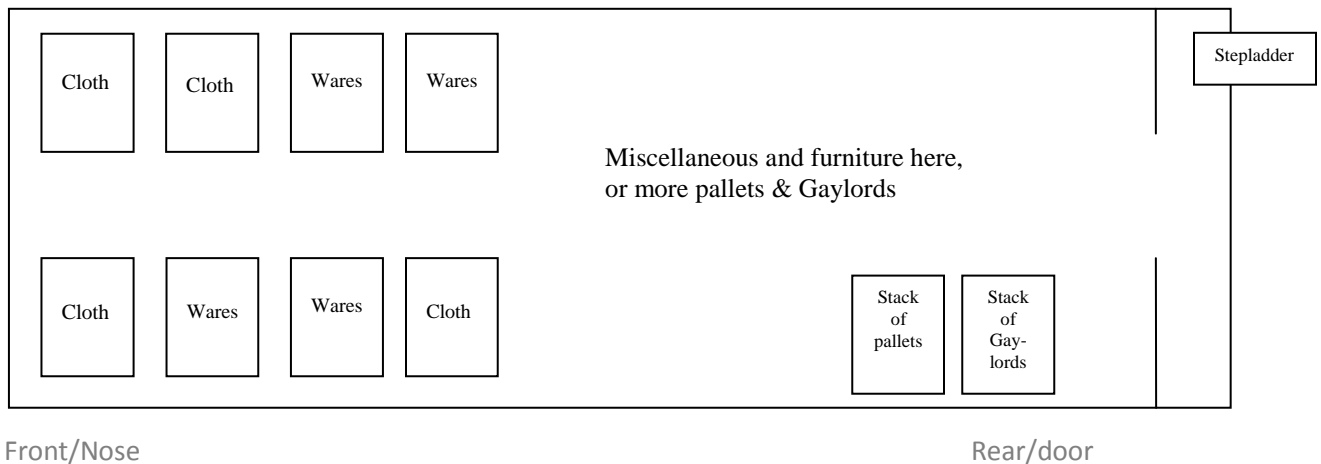
To assemble a Gaylord, lift a folded Gaylord off the stack and set it on the floor with the flaps (bottom-side) up. Turn the flaps in and secure, then flip the Gaylord over placing the now-constructed Gaylord bottom on a bare pallet.

Mark each Gaylord with an identifying placard (sign). If the quantity of donations requires it, double-stack Unprocessed Cloth Gaylords (cloth is the only thing that can be safely double stacked without proper equipment).

At some events, if multiple computers are accepted, a pallet jack and plastic wrap may be on board. In that case, staff may be asked to palletize monitors and towers. Otherwise, load computers and other small electronics in Unprocessed Wares Gaylords (TVs ARE NO LONGER ACCEPTED).

If there is a possibility that an additional truck will be needed, contact the COMET contact to discuss the situation.

SAMPLE LOAD FOR TRAILER EVENT



UNACCEPTABLE DONATIONS

Goodwill does not accept some items. The following is a general guideline to items Goodwill does not accept, due to health and safety issues and/or product recalls. Refer to the operations manual for the detailed list. Keep in mind that this short list is a general guideline and you must use your own judgement and discretion on some items. "The customer is always correct."

1. Major appliances (refrigerators, stoves, washers, dryers, air conditioners)
2. TVs (TV's under 32" can be taken by the donor to Best Buy for recycling)
3. Hide-a-beds, Bunk beds, mattresses & box springs
4. Blinds and curtain rods
5. Magazines
6. Building Materials wood trim, nails, pipe, etc.
7. Baby cribs, car seats, carriers, high chairs, bouncers, swings, etc.
8. Badly stained, torn or broken furniture
9. Tires & auto parts
10. Hazardous wastes, paint, insecticides, fuel, etc.

MEDIA PRESENCE AND INQUIRIES AT EVENTS

We hope for media coverage of our special events. However, communicating with the media in any official capacity on behalf of Goodwill is reserved for the executive team. Associates see Employee Handbook, "Media Relations" section:

Employees, clients and volunteers of Goodwill are not to speak with any member of the media concerning Goodwill, its affiliates or the activities therein unless coordinated or directed by the Multi-Media and Brand Manager.

Media procedure:

1. Event staff should cordially greet and welcome any media representatives upon their arrival at the site.
2. Write down the person's name and phone number and the station or paper he/she is representing, or ask for a business card.
3. Immediately contact the Director of Marketing with this information.

Nordia Epps
Cell: 816-213-3235

Again, under no circumstances shall any member of event staff make remarks or provide information about Goodwill with any members of the media without prior approval from the Brand Manager.

If event associates do not have phone service available, please provide the media representatives with the above phone number.

CONCLUSION of EVENT – Closing Duties

- ✓ Do not close or leave early unless pre-arranged with the COMET contact.
- ✓ If any large furniture items were set aside or placed under the truck during the event, these should be loaded. Inspect the loaded truck to ensure it will ride safely. Large items should be secured or placed on the floor to restrict movement and shifting. Metal bed frames should be flat on the floor at the back door end. If any hazardous materials were received, these should be marked and placed at the back door end.
- ✓ Make sure nothing is left on the ground around the truck and event space. Pick up any trash and stow it at the back door end of the truck.
- ✓ Remove wheel chocks and put them back in the Event Box.
- ✓ Complete the donor log/inventory sheet, and sign it. Place it and all other required items back in the Event Box or return to the COMET.
- ✓ Carefully take down banners, holders and any signs that were in use, and place them carefully at the back of the truck. Put the trailer ladder and bungee cords back in the trailer.
- ✓ Check one more time that everything is safely stowed. Then pull the door shut and secure the latch.
- ✓ The Event lead should then contact COMET to provide event feedback, verify staff work hours and provide inventory of donors and donations. If not reached in person, leave voice mail or text the information.
- ✓ If a padlock is provided, lock the truck, making sure the latch is properly secured first.