



# love hope strength foundation

AT AUSTIN CITY LIMITS  
MUSIC FESTIVAL

## 2016 Love Hope Strength Foundation at ACL Ambassador Team Overview

### Backup Team

#### LHSF Ambassador Role

LHSF Ambassadors on this team will help to spread awareness of the cause and increase registration for the GET ON THE LIST campaign. All Ambassadors understand that they are representatives of Love Hope Strength Foundation and must abide by all rules and regulations outlined by the host venue while supporting the Foundation. Ambassadors must be personable, complete a task assigned by LHSF, and help promote the GET ON THE LIST marrow registration initiative.

#### Check-In

Check in at Ambassador Grove about 30 minutes before your shift. **Be on time!** Plan for heavy traffic, long lines at the Festival shuttles, heavy pedestrian traffic, etc. See the General Orientation for more check-in details.

#### What is Love Hope Strength Foundation | Why Is It Important to Get On The List | Details on LHSF Ambassador Role

Read the General Orientation for details on LHSF, the **GET ON THE LIST** campaign, and your role as an LHSF Ambassador in promoting the campaign.

#### Backup Team Role

The backup team is the “go to” crew, stationed in Ambassador Grove. During the Festival this team helps wherever needed to ensure a positive patron experience and fill in on any of the other Ambassador teams. Helping patrons at festival activations, filling water containers at the Filling Stations, assisting at the Rock & Recycle booths, welcoming patrons or managing lines on the Greeters team—this team does it all! Requires a friendly, positive attitude and a willingness to help wherever needed.

There are about 20 LHSF Ambassador team leads this year covering 10 different teams, and the Backup team will be counted on to support them. Team members will be sent out on an assignment and then return promptly to Ambassador Grove for the next assignment.

Because you'll be based at Ambassador Grove, which gets extremely busy, offer to help in any way there. Be positive and helpful during your assignments and know that your efforts are greatly appreciated.

There will be a lot of walking. Wear comfortable shoes!

#### How Can I Prepare?

**Visit the Festival's Website.** In order to be a successful LHSF Ambassador at ACL, take the time to prepare for your team role. Visit the Festival's website ([www.aclfestival.com](http://www.aclfestival.com)) to review the Festival map, and become familiar with the Festival layout, such as stage locations, Information booths, the Access Center, etc.

As you review the Festival map, start to get your bearings. The Festival covers a large area and no matter which team you are on, a patron or Ambassador may turn to you for directions. It really helps to walk in having a good sense of direction (the Samsung Stage is East; the Honda Stage is West, the Access Center is west of the Barton Springs entrance, etc.).

**LHSF Booth Location in ACL Cares:** Study the Festival map and the LHSF Ambassador General Orientation and are clear as to the exact location of the Love Hope Strength Foundation booth in ACL Cares. **It's just east of the Barton Springs entrance.** As an Ambassador for LHSF, knowing where to direct patrons and Ambassadors to GET ON THE LIST is essential! Ask your team lead if you have any questions.

**The LHSF Mission:** Make sure you understand the GET ON THE LIST campaign by reading the Ambassador General Orientation, or by visiting the LHSF website for more information ([www.lovehopestrength.org](http://www.lovehopestrength.org)). You should be prepared to easily relay the "4 Steps to Save a Life" message to any patron or Ambassador.

**We are hoping all Ambassadors will GET ON THE LIST by signing up for the international marrow registry.** Take a few minutes to sign up at a special station in Ambassador Grove or visit the LHSF booth in ACL Cares. See how easy it is to sign up and know that this small action could help save a life, or give the gift of time, to someone in need.

**Questions:** email us at [lovehopestrength@aclfestival.com](mailto:lovehopestrength@aclfestival.com).

**See you soon!**