



## 2016 Love Hope Strength Foundation at ACL Ambassador Team Overview LHSF GET ON THE LIST Registration 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.

### LHSF GOTL Registration Team Role

Team members will be stationed in the LHSF booth located in ACL Cares, an area of the Festival which features several nonprofits. The booth has the goal of signing up patrons to GET ON THE LIST to be a potential marrow donor. Functions are typical of other LHSF activations at other events:

- “Fishing” close to the booth to encourage patrons to visit the booth and to learn about the campaign;
- Informing patrons about details of the program and the process of being a donor
- Making sure the registration forms are properly completed and signed
- Overseeing the actual cheek swabbing
- Properly packaging the forms and cheek swab.

Team members must be friendly, professional and thoroughly knowledgeable about the GET ON THE LIST campaign. There will be representatives from the LHSF staff managing the booth and acting as a team lead and resource for all Ambassadors.

In addition to the booth in ACL Cares, a special station will be set up in Ambassador Grove (with designated days/hours) to answer questions about the GOTL campaign and swab. It will be a great opportunity to interact with Ambassadors, educate them in a fun, positive way, and encourage them to get swabbed themselves. They’ll then be able to explain the process to patrons at the Festival, and hopefully to encourage others to GOTL throughout the year.

### 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 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)). Please watch the 4:21 minute training video <http://lovehopestrength.org/volunteer-training-video/>. 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!**