



love hope strength foundation

AT AUSTIN CITY LIMITS  
MUSIC FESTIVAL

# 2016 LHSF Ambassador Orientation

Welcome to the Love Hope Strength Foundation at Austin City Limits Music Festival (ACL) Ambassador Team!

Read this overview to help you prepare for your role as an Ambassador for LHSF. You're a part of a 700+ strong team with a united goal: to support LHSF's "Get On The List Campaign" (GOTL) of saving lives one concert at a time.

ACL is committed to supporting organizations dedicated to improving the quality of life for generations to come. For the second year at ACL, Love Hope Strength Foundation is providing its Ambassadors at the Festival to help promote its mission through interacting with fans across the Festival grounds on various teams focused on patron services and environmental stewardship.

As a LHSF Ambassador, join your team in supporting GOTL and enhancing the Festival experience for all fans.

Take pictures and tag #getonthelistacl to share your experience!



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## Festival FAQ

- Dates: Friday-Sunday, 9/30 – 10/2 and 10/7 – 10/9 (*rain or shine*)
- Where: Austin's Zilker Park
- Gates: 11 am. Last act ends @ 10 pm each night
- Three patron entrances:
  - Barton Springs Road Entrance
  - Lady Bird Lake Entrance
  - Family/Platinum Entrance at Austin Kiddie Limits
- Music: Eight stages featuring 140+ bands.
- Crowd: Estimated attendance is 75+K a day
- Ambassadors each weekend: 500+; 9 teams; 20 team leads





## How Can I Prepare?

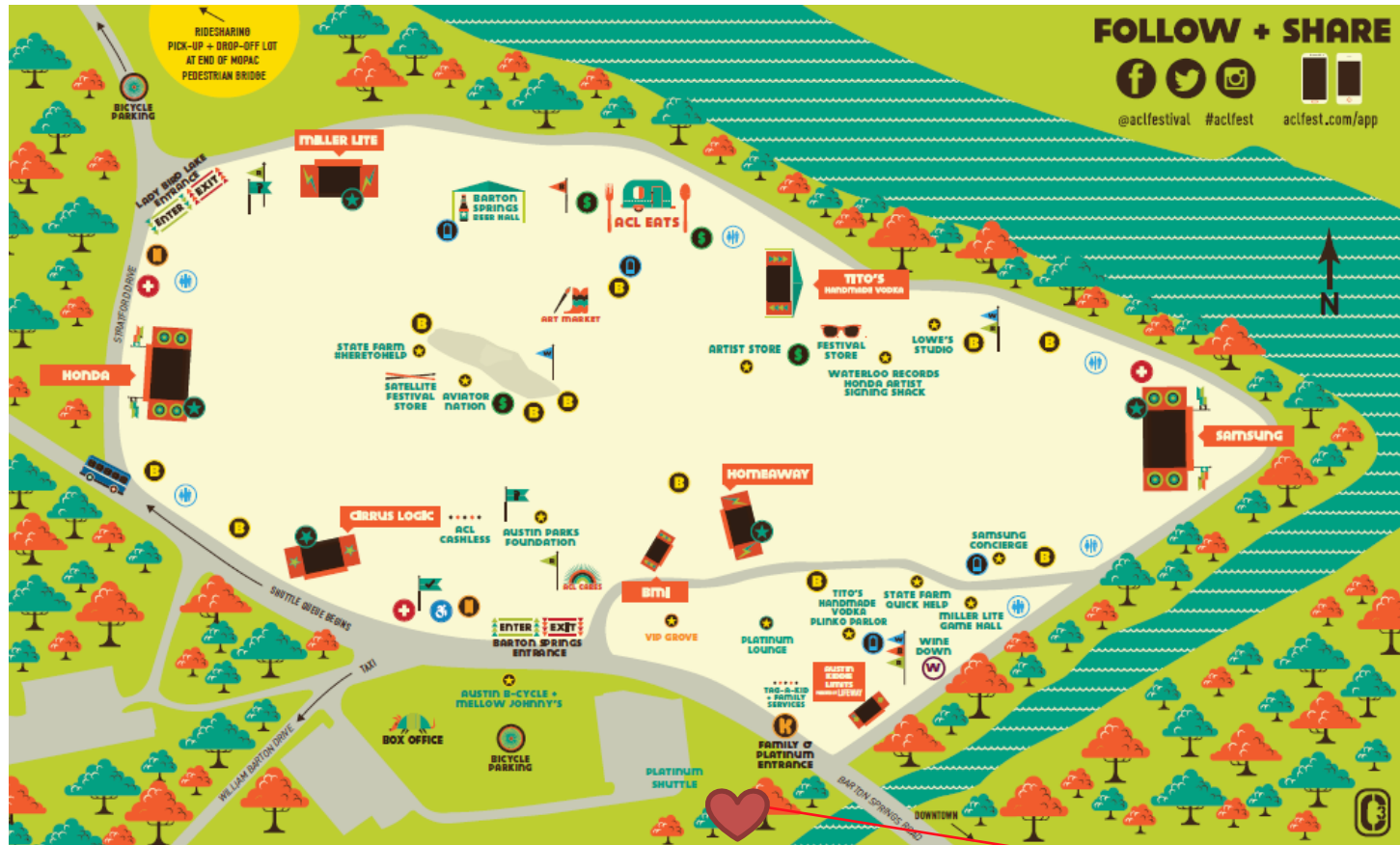
•**Visit the Festival's Website.** In order to be a successful LHSF Ambassador at ACL, take the time to prepare for your team role. The Festival's website has a lot of information that is relevant to your team. Visit the Festival's website ([www.aclfestival.com](http://www.aclfestival.com)) to review the Festival map and check out various sections of the site. 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 food court is North, etc.). There's some major changes to the layout this year, so even if you're a returning Ambassador, review the Festival map. For example, Austin Kiddie Limits is now in a new location.

•**LHSF Booth Location:** Make sure you are clear as to the exact location of the LHSF booth in ACL Cares. As an Ambassador for LHSF, knowing where to direct patrons to GET ON THE LIST is essential! Ask your team lead if you have any questions. It's just to the east of the Barton Springs entrance.

•**The LHSF Mission:** Make sure you understand the GET ON THE LIST campaign by reading this 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.

# Ambassador Grove: Check In Location



## MAP WITH Ambassador Grove Check-in Location

AMBASSADOR GROVE

- Check in about 30 minutes before your shift time at Ambassador Grove. On the map above, find the red heart with “Ambassador Grove”. It is located outside the Festival grounds, near the Barton Springs Festival entrance on the south side of Barton Springs Road. There will be a signed tent where you check in.
- This location is just east of the south festival bike parking area and the Festival box office.



## At Check-In

### ✓ Follow these Easy Steps to Check In:

- Go to the Ambassador Grove (AMB Grove) location and look for the “Ambassador Grove/Love Hope Strength Ambassador Check-in” sign.
- In the Ambassador Grove area, go to one of the four Registration Station lines (according to your last name). Present your photo id, and the registrar will check you in and issue a wristband valid for just that day. The wristband will be activated and registered to your name. You must then place the wristband on your wrist.
- Please be aware that the wristband you receive belongs to you only and must be worn on valid Festival days. Do not remove it before or during the Festival day of your shift. Treat wristbands like cash. Lost, stolen or confiscated wristbands will not be replaced. Any wristband issued to you is non-transferrable.
- If you have an afternoon or late shift and want to come in early to see the show the day of your shift, you can. Check in at AMB Grove, enjoy the festival, and come back at least 15 minutes before your shift to officially check in. You must return to AMB Grove to officially check in for your shift.



## At Ambassador Grove

We'll have some snacks and refreshments available, so there's even more reason to check in early for your shift, relax and get to know your team beforehand, and sign up to Get On The List!

At AMB Grove check-in, you will

- Present a photo ID and register for your shift.
- Pick up your Ambassador t-shirt and put it on before your shift. (note: one t-shirt for the entire weekend). There is a tent available to change in.
- Fill out a name badge (first name only).
- Gather with your team and meet your team lead for instructions!



➔ Love Hope Strength will make it easy for all Ambassadors to sign up to Get On The List or answer any questions you might have about the GOTL campaign. Visit the LHSF station in Ambassador Grove anytime between 10 am and 7 pm Friday and Saturday of each Festival weekend. Show your support for the GOTL campaign and see just how easy and quick it is to sign up. You'll find cool swag and can even get a temporary tattoo with the awesome LHSF flying guitar logo! Let's break last year's record for the number of GOTL registrations. *Saving lives, one concert at a time!*



## Your LHSF Ambassador Team Role

- Read the overview of your assigned team(s) found in the Ambassador orientation page.
- Your team leads will give you specific directions and will be available to answer questions. Please ask them if you come across a question you can't answer!
- All roles involve patron interaction. Remember that your role as a LHSF Ambassador at the Festival is to help promote its mission through interacting with fans across the Festival while enhancing the fan experience. Be friendly, positive, and helpful.
- You are a part of a team and your team is counting on you. Do the right thing **and** complete all your shifts. **And** enjoy the Festival!



## What is the Love Hope Strength Foundation?

Love Hope Strength Foundation is the world's leading rock and roll cancer foundation. LHSF turns concerts into lifesaving events by signing up people to become potential marrow donors through the GET ON THE LIST campaign. At the Festival's LHSF booth in ACL Cares, patrons will fill out a form and do a quick cheek swab to become a possible match for someone fighting a blood cancer or illness in need of a lifesaving transplant.

In 2010, Love Hope Strength partnered with DKMS in the U.S. and began hosting successful donor drives across America to encourage those to sign up to their 'Get On The List' program. Since then, this unique partnership has inspired 150,000 new donors to registry and has located over 3,000 potentially lifesaving matches.

The Festival is **ranked in the top THREE in the country** for the number of potentially lifesaving marrow matches! LHSF Ambassadors will help spread awareness of the cause with the goal of increasing registration.

### *Saving Lives, One Concert at a Time*

LHSF promotes the GET ON THE LIST campaign at hundreds of musical events throughout the year featuring a LHSF booth. If you're interested in volunteering for one of these events, visit [www.lovehopestrength.org](http://www.lovehopestrength.org) for more information.







## Why is it important to Get On the List?

### The Power of Numbers

Every 3 minutes in the U.S., someone is diagnosed with a blood cancer. For many patients, a marrow transplant or stem cell donation is the best chance for survival.

- 30% of patients can find a matching donor in their families, but **70%—nearly 14,000 each year**—must rely on a benevolent stranger to step up and donate.
- **6 out of 10 patients are unable to find a compatible donor.** The odds are even lower for those with diverse ancestry.
- **About 1 in 540.** These are the odds of being selected as a match. The more people that sign up on the marrow registry, the better the chances of finding a match.
- Much of LHSF's focus is signing up people to Get On The List at concerts and festivals. Why focus on these kinds of events? Research shows that younger donors provide the greatest chance for transplant success, which is why **people between the ages of 18-44 are called to donate more than 90% of the time.**



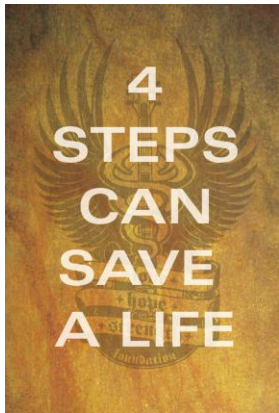
The patrons attending events such as ACL tend to be the ideal age-demographic for being potential marrow donors. As an Ambassador for LHSF, you can help reach out to this ideal audience to promote the GOTL mission.

# Your Role to Support the GOTL Campaign

How can you support the GET ON THE LIST campaign at the Festival? Your LHSF Ambassador mission is to understand and promote the GOTL campaign.

## ***How can you help?***

You are strongly encouraged to support the GET ON THE LIST campaign by signing up. With about 700 Ambassadors joining LHSF at the Festival, the impact you could make to increase registrations for GOTL is enormous.



1. Visit the LHSF station in Ambassador Grove Friday or Saturday each Festival weekend between 10 am to 7 pm. Or, visit the LHSF booth in ACL Cares anytime during the Festival.
2. Register for the marrow registry by filling out a contact form and answering basic medical questions for eligibility. *All information is confidential and HIPPA protected.*
3. Do a quick cheek swab.
4. Say “YES” to marrow donation if you’re lucky enough to be selected as a match to potentially save a life.

*Note that trained LHSF staff are available at the booth in ACL Cares at all times to answer any questions.*

You’ll experience for yourself the ease of signing up and the great feeling of giving hope to those who would otherwise be denied the chance of life as they navigate through blood cancers like leukemia and lymphoma or illness.



## How to Promote the GOTL Campaign

Your Ambassador t-shirt will feature the tagline “Get On The List”. Patrons could be curious and ask what that means. This is a perfect opportunity to explain the simple steps to GET ON THE LIST.

**Here’s some basic messaging you can relay to patrons:**

- **GET ON THE LIST** means signing up to be a potential marrow donor.
- **It’s easy, quick, and free.**
  1. Visit the LHSF booth in the ACL Cares area.
  2. Sign a consent form.
  3. Provide a cheek swab.
  4. Say “Yes” to marrow donation if you’re a match
- **In less than 5 minutes you might save a life!**

*Note: if you are asked very specific questions about the GOTL program, direct the patron to the LHSF booth in ACL Cares, which will be staffed by knowledgeable LHSF representatives.*

***Make sure you understand where the LHSF booth is located in ACL Cares so you can direct a patron there.***



## LHSF Ambassador Tips

- **Be on time!!!** On time is about 30 minutes before your shift. Take into account traffic delays, getting through huge crowds, etc. **Note: There is NO parking around the Festival grounds. Visit the Festival's "Directions & Transit" section of the [Information page](#) for ideas.**
- Check the weather before you come in and come prepared. Festival is rain or shine.
- Travel light and carry your stuff with you. Wear pants/shorts with big pockets, a light backpack, etc. We don't have a storage area in AMB Grove for your use.
- Wear comfortable shoes. Trust us on that.
- Hydrate! Go green and bring an empty refillable bottle or CamelBak. AMB Grove will have water and there are many water stations throughout the park.
- Don't use your cell phone while on shift--focus on your role! It's not the time to chat with friends on your cell, check or send text messages, etc.
- No smoking on shift!
- Our LHSF team leads evaluate all Ambassadors. Get to know your team leads as best you can. Be helpful. Be flexible. We enter team lead ratings as part of your Ambassador record.
- You represent LHSF. Unacceptable behavior on shift (including use of alcohol or drugs) subjects you to immediate dismissal and you will be asked to leave the Festival. **Zero tolerance!**
- **After your shift, take off your LHSF Ambassador t-shirt. The t-shirt means you are on shift and working. Don't forget LHSF AMB Grove has a changing tent.**



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## Greening

The Festival has many environmental initiatives to keep the Festival green and clean and Love Hope Strength Foundation supports this effort.

**Recycling/Composting:** Keep the park clean and help divert waste from the landfill by selecting the correct bin before tossing your waste. The Festival's waste diversion is aggressively practiced both backstage and front-of-house with an incentive program for fans, hundreds of recycling bins, composting stations in the picnic areas, and a team of hired professionals, along with dedicated LHSF Ambassadors.

**Hydration Stations:** You can reduce your waste by refilling your water container at one of the many CamelBak Hydration Stations. Since 2010, the Filling Station team has poured enough water to fill over two million water bottles!

**Save Trees:** Download The Official Digital Festival Program. Visit the Festival's website to check it out. Use your mobile device to download the Official ACL App, which includes the map, a customizable music schedule and more! And remember to enable the App for Push Notifications (important if there is an emergency alert).



## Evacuation Procedures

The safety of all patrons, staff, Ambassadors, Artists, etc. comes first.

In the event of evacuation of the Park (such as due to extreme weather):

- Follow the directives of the Festival. If the order is to evacuate the Park, leave your post in an orderly fashion, along with other patrons and staff.
- When the Festival has determined it's safe to return to the Park and announces that the Park has reopened, go to Ambassador Grove to check in and receive an assignment for the rest of your shift.

**Note:** Make sure to sign up for the mobile app and accept Push notifications so you are notified immediately of emergencies and other important announcements. Follow ACL Festival on Facebook, Twitter, and Instagram for the most updated information regarding alerts around the festival.



## Contact Us

Questions? Email [lovehopestrength@aclfestival.com](mailto:lovehopestrength@aclfestival.com). With so many Ambassadors to manage, we prefer email, so drop us a line with any questions.

The Festival is just days away. We are counting on you and your commitment to complete your assigned shifts as a LHSF Ambassador. But if you know you are not going to be able to participate as an Ambassador, go to [www.myvolunteerpage.com](http://www.myvolunteerpage.com) and remove your shifts. ***Also send us an email immediately to***

**[lovehopestrength@aclfestival.com](mailto:lovehopestrength@aclfestival.com)**

- **The Festival is here and you can no longer volunteer?** Even during the event, do the above and email us. We have a few Ambassadors on our Backup team and we can use them as substitutes if needed.

- We are depending on you and we do not overstaff teams. You were selected because of your enthusiasm and commitment to support Love Hope Strength Foundation and the Festival. If you miss one or all of your shifts during the Festival, it will be noted in your records and future selection as an Ambassador will be jeopardized. Don't be that person.



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2015 Team Leads







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# THANK YOU!

By joining us as an Ambassador with Love Hope Strength Foundation at ACL, you are part of our mission of saving lives, one concert at a time. It's a great gig that is fun, easy and has tangible results! YOU can literally help us save a life while attending one of the country's premier music festivals.

Every potentially lifesaving match we find is tracked back to the very event that made that match possible.

As an Ambassador for Love Hope Strength Foundation at ACL, your role is dedicated to spreading the message to GET ON THE LIST, and helping to make the Festival experience positive through interacting with patrons on various teams focused on patron services and environmental stewardship. ACL is a fun, friendly Festival thanks to the support of hundreds of people like you. Enjoy the show and know that you will help thousands of people make memories of a lifetime.

Thank you for supporting Love Hope Strength Foundation at ACL. See you in the park!



