

III
NEW MEMPHIS

Exposure

PRESENTED BY  bank

General Event Information

Event Date: September 1, 2020 **Load-In Time:** 12:00PM-4:00PM **Event Time:** 5:30PM-8:00PM

Organization Event Checklist

Between Now and August:

- Apply to be an organization at Exposure.
- Brainstorm ways to activate your table. For some inspiration and ideas, visit our [event gallery](#).
- Stay in touch! As you have questions, need help brainstorming, or just want to learn more, please feel free to reach out!
- Let everyone know you're going! Visit our [Facebook Event](#), click "Going", and invite others to join in the fun!
- Share your love of Memphis. Share on social media and via newsletters all of the great things you love about our city using #CelebrateYourCity. Want some help? Check out [these graphics](#) and tag [@thenewmemphis!](#)
- Plan to recruit new volunteers? Register as an agency with Volunteer United! Not only will this give you the opportunity to activate volunteers immediately during their Days of Caring: Month of Service through September, they'll also take care of signing up your volunteers! This means that you can spend more time at Exposure doing what you do best—talking about your organization, collecting emails, and celebrating the community you serve.

Between August and September:

- Read your emails! I will be sending updates, reminders, and coveted event information. Add nora@newmemphis.org and info@newmemphis.org to your contact list to avoid hiccups.
- Email me with any updates to your application, food distribution requests, and any additional people who will check-in through the organization check-in line prior to August 15th. This will expedite the check-in and security process!

- Recruiting volunteers? Tune in to a Volunteer United Webinar about Days of Caring: Month of Service. We'll send you dates, times, and training manuals closer to the event to ensure you have everything you need to make the most impact.
- Continue sharing the event via social media and e-newsletters. The more widespread, the better for everyone! Check out [these graphics](#) or visit [@thenewmemphis](#) to “share” our content. We're not picky how you do it, but we want to invite the whole city and need your help to do it.
- Pack your things! If you are able, pack your things in clear bins or bags. This will help security move quickly. We also encourage bringing a 20' extension cord and power strip if you need power.
- Add my contact information to your phone. Cell phone will be the best way to reach me on the day of the event. Call or text 603-313-3036.

When Loading In:

- Arrive between 12:00PM and 4:00PM at the latest. This will ensure you have enough time to unload, get through security, and make your table magnetic!
- Park in the Gossett Motors Garage on MLK Boulevard. Parking will be free, and check-in will be located on the first floor.
- Check-in at the “Organization and Volunteer Check-In”. When facing the elevators on the first floor of the garage, turn your body 90 degrees to the right and walk straight to the back corner. Look for our signage!
- Set up your amazing table, and snap a pic for social media. Don't forget to tag [@thenewmemphis](#) and use the [#CelebrateYourCity](#).
- Help a friend. Memphis is the most giving city in the world. Let's help others around us if they need it. Need more helping hands? Ask the volunteers in the red shirts!

During and After Exposure:

- Leave your table setup until 8:00PM. We want the attendees to have a chance to meet you, but they can't if you aren't there.
- Recruit volunteers and members, ask for emails, and flaunt your stuff, but please don't sell anything, solicit donations, or use any heating elements for the food items you have been pre-approved to pass out.
- Complete the organization survey and leave it at your table along with the linen. We appreciate your feedback and hope to improve each year!
- Pack all of your belongings as everything must leave the Forum the night of the event.
- Check out our event photos on [Facebook](#) and on the [Exposure website](#). They typically take a week or two to process, but we'll let you know!

Frequently Asked Questions

What's the WIFI password? There will be an open-network called “#UniFi-Memphis that you can connect to.

How many attendees can I expect at my table? The short answer is that it varies by attraction level. The more you do with your table, the more attendees will stop by! We typically tell organizations to prepare for 150-200 visitors.

Where should I park? There will be free parking in the Gossett Motors Garage. There are elevators to help you bring everything to the first floor.

Where is organization check-in? Check-in will be located on the first floor of the garage. When facing the elevators, turn your body 90 degrees to the right and follow the signs to the back corner of the garage. There, you will find double doors.

What does New Memphis provide? We will provide a table, linen, and two chairs. Before the event, we will also provide you with an updated concourse map, section, and table number. From the organization check-in area, you will walk into the “Celebrate Your City” section. You can then choose the best path to get to and set up your table.

What time will doors open to attendees? Doors will open at 5:30PM. However, we require all organizations to arrive by 4:00PM to ensure you have enough time to setup your table and ask questions if needed.

What is “Beers for Volunteers”? In the past, we have given away free beer tickets to attendees that pledge volunteer hours with organizations in the [“Service & Volunteer” section](#) at Exposure. As we get closer to the event, if you are selected as a “service and volunteer” organization, please read your emails and ask questions so you know what to do!

How do I activate my table? While games, giveaways, freebies, and samples are always a hit, we encourage you to be creative. What does your organization do? Who do you serve? How can we demonstrate that on a small-scale at Exposure? Check out [our gallery](#) to see what other organizations have done in the past.

What else will be happening throughout the event? We will have stage performances, mascot appearances, food giveaways, and ways to energize attendees about the City of Memphis overall.

What should I pack? Aside from all of your promotional materials and tablescape pieces, we encourage you to bring a 25' extension cord and powerstrip. Many times organizations will also pack dollies or carts to make load-in easier. If possible – but not required – pack your things in a clear container or bag. This will help speed up the check-in process.

How do we make this year even better? While we do a lot of promotion on the frontend of Exposure, we expect all organizations to help as well. If you have social media, share it. If you have e-newsletters, share it. If you have in-person interactions, share it. We have created a [Dropbox folder](#) to help, but if you need any other support from us, please reach out!

Who should I contact if I need anything? Contact Nora Murray at nora@newmemphis.org or 603-313-3036.

Other Resources

Map of the FedExForum Concourse:



Helpful Links:

[Exposure 2019 Photo Gallery](#)

[Exposure Video](#)

[Exposure Org Information Page](#)

[Exposure Facebook Event](#)

[Exposure Registration Page](#)

[Exposure Dropbox Folder](#)

Volunteer United Instructions for Agencies:

If you are hoping to recruit volunteers at Exposure, register as an agency using the Volunteer United platform. Here you can post opportunities to volunteer (aka activate your volunteers) throughout the month of September during their Days of Caring: Month of Service. Once registered, United Way will recruit and sign-up volunteers for your organization. This means that you can spend more time at Exposure collecting emails and informing the community about your organization's work and less time signing volunteers up for new opportunities!

1. Sign Up for an account on Volunteer United if you do not already have one. If you already have an account on Volunteer United, skip to step #2.
 - a. Log on To Volunteer United at: <https://uwmidsouth.galaxydigital.com>
 - b. Click, "SIGNUP" at the top of the screen.
 - c. Enter your personal information using your work email address.
 - d. Click, "CREATE YOUR ACCOUNT."
2. Check to see if your organization already has a Volunteer United profile.
 - a. Go to the Volunteer United Agencies page at:
<https://uwmidsouth.galaxydigital.com/agency/>
 - b. Scroll through the list of agencies or from the "FILTER BY" drop down menu select "NAME" and type in your agency name.
 - c. If you do not see your agency, you will need to create your agency profile page. Skip down to Step #6. If your agency name is listed, that means your organization has an active profile on Volunteer United. You may continue to Step #3.
3. If your organization has a profile, check to see if you are an "Agency Manager."
 - a. Go to Volunteer United at: <https://uwmidsouth.galaxydigital.com>
 - b. Click the "LOGIN" button at the top of the screen.
 - c. Enter your work email address and the password you created when you registered for your personal profile. Click, "LOGIN."
 - d. Agency Managers will have a black button at the top of their screen that reads, "MY AGENCY." If you do not see the "MY AGENCY" button at the top of your screen and you would like to serve as Agency Manager for your organization, contact Lindsay Larson at Lindsay.larson@uwmidsouth.org and she can designate you as an Agency Manager. This will give you access to your organization's page and allow you to post volunteer opportunities for your organization.
4. If your organization has a profile, AND you are an "Agency Manager," you are ready to post your volunteer opportunities.
 - a. Go to Volunteer United at: <https://uwmidsouth.galaxydigital.com>
 - b. Click "LOGIN" and enter your email address and password.
 - c. Click "MY AGENCY," at the top of your screen.
 - d. Click the "OPPORTUNITIES," tab under the orange Agency Manager's Toolbox.
 - e. Click, "ADD NEW OPPORTUNITY."

- f. Fill out the Volunteer Opportunity form:
- i. **Title** - choose an informative yet catchy title that includes your organization name and type of project. For example: Women United Domestic Violence Collection Drive
 - ii. **Description** – Include a detailed description of the project and the impact you are hoping to make in the community. You can add colorful flyers, photos from past similar projects, text and links to inform potential volunteers of the type of work this project entails.
 - iii. **Privacy**- please keep your opportunities **Public** unless you are only asking specific groups or organizations to participate in this project.
 - iv. **Duration**- from the drop down menu, select “Happens On” and then enter the date of the project into the box. If your project occurs over several days, you may select “Recurring Shifts” and then enter the various dates and times that you would like volunteers for your project. If you are asking for in-kind donations, enter the project as “Is Ongoing” and also be sure to select “In-Kind” from the Interests & Abilities drop down menu below.
 - v. **Initiative**- Please leave this blank for now. The Volunteer United site administrators will designate the initiative for you after your project is reviewed.
 - vi. **Hours** - enter the number of hours the volunteer can expect to work.
 - vii. **Capacity** - enter the number of volunteer spots available.
 - viii. **Allow Team Registration** - click YES if you will accept large group registrations. This is how most corporate volunteers prefer to register. You will be given the name and email address of the Team Leader but not all of the team members.
 - ix. **Minimum/Maximum Volunteer Age** – most of your volunteers will be adults but we sometimes have schools that want to have students volunteer. If you cannot accommodate children, please indicate so here.
 - x. **Family Friendly** - most of your volunteers will be adults, however, we sometimes have parents that would like to include their children. Choose no if this is not possible.
 - xi. **Outdoors** - enter yes if your project is outdoors. Please note: If you have an outdoor project, you will be asked for your Inclement Weather Plan. Indicate here If you have a back up indoor project, or a back up rain date. Or, clearly state if your project is Rain or Shine and volunteers should be prepared with rain gear.
 - xii. **Wheelchair Accessible** - indicate if the project site is accessible to people in wheelchairs.
 - xiii. **Attributes** - These details will be displayed at the bottom of the opportunity page. Use this field to indicate other important items that you want your volunteers to know. (Example: dress for the weather and comfortable shoes.)

- xiv. **Address** (Street, City, State, Zip) - list the location where the project will take place.
 - xv. **Impact Area** - please select from the drop-down box which impact area most closely matches your project.
 - xvi. **Interests and Abilities** - this helps the site match potential volunteers to your volunteer opportunity. Select In-Kind if you are asking for donations.
 - xvii. **Clusters** - Please leave this blank.
 - xviii. **Additional Notification Recipients** – enter the email addresses of people at your organization that want to receive notifications when volunteers respond to your post. The person must also have a registered Volunteer United account in order to receive notifications from the system.
 - xix. **Waiver** - Attach your organization’s waiver if you have one. Or, you can opt to complete paperwork when volunteers arrive on site.
- g. When you have finished entering the information, click, “CREATE OPPORTUNITY.” Repeat the process if you have additional opportunities to enter.
5. Now that you have posted a volunteer opportunity, you will want to check in regularly to monitor volunteer sign-ups.
- a. You will receive emails from United Way of the Mid-South with the subject, “A New Response to your Need,” as volunteers “Respond” to the volunteer opportunities that you posted.
 - b. To view a list of all volunteers registered for your projects:
 - i. LOGIN to Volunteer United at: <https://uwmidsouth.galaxydigital.com>
 - ii. Click, “MY AGENCY,” at the top of the screen
 - iii. Click, “OPPORTUNITIES,” under the orange Agency Manager’s Toolbox.
 - iv. Under the Opportunity Title for your project, click, “Responses.” You can also edit existing volunteer opportunities from this page by clicking, “Edit.”
 - v. You will see the names of volunteers that have signed up for your project.
 - vi. Click, “Export Responses,” to download a spreadsheet containing the volunteers’ names, email addresses and phone numbers.
 - c. As your project gets closer, please reach out via email or phone with any other pertinent information that your volunteers need before arriving on the day of the project.
6. New Organization Registration
- a. Go to Volunteer United at: <https://uwmidsouth.galaxydigital.com>
 - b. Click where it says, “Click Here to Register My Organization.”

- c. Enter your organization's information (* fields are required):
 - i. Agency Name *
 - ii. Agency Manager Email *(use the same email address you used for your personal profile)
 - iii. Agency Address *
 - iv. City, State, Zip Code *
 - v. Employer Identification Number (EIN)
 - vi. Contact Person (visible on profile) *
 - vii. Contact Title
 - viii. Agency Email (General) *
 - ix. Agency Phone *
 - x. Causes (drop-down menu) *
 - xi. Customize Link
 - xii. Hours of Operation
 - xiii. What We Do
 - xiv. Who We Are: mission, vision, history
- d. Click "REQUEST ACCOUNT." A United Way staff will review your organization profile and approve it as quickly as possible – usually within 48 hours (or we'll contact you to request additional information or clarification). While your request for an agency account is pending, your agency's information will not be public. While you await your organization's approval, you can complete your organization's profile, format your content, add your logo and photos, and additional Agency Managers. You can even begin creating your volunteer opportunities.
- e. You will receive an email when your organization's profile is approved. In the meantime, go back up to Step#4 to start designing your volunteer opportunities.