



www.carsforchristmas.com

2021 Cars for Christmas Volunteer Partner Group Application

The 2021 Cars for Christmas lottery will be selling tickets between the dates of October 1 2021 to December 30th, 2021.

The Cars for Christmas Mega Lottery is now a partnership represented by the Swan City, Sunrise and After Five Rotary Clubs in Grande Prairie , herein referred to as The Joint Venture Lottery Committee.

Volunteer Sales Groups chosen to participate will be determined by June 25th, 2021. Schedules and training will be provided by September 15th at which time the Volunteer Group schedule will be established and distributed.

All Volunteer Group applicants will be contacted, whether their application to participate is approved or not.

IMPORTANT: Please read the below information BEFORE completing the application

By submitting a Volunteer Partner Group application, your Group is attesting that they have read and understand the following expectations of Volunteer Groups chosen to participate in the Rotary Club's Cars for Christmas Lottery.

1. **Lead Contact Person** - Every Volunteer Group must supply a **Lead contact person** to communicate on behalf of their Group with the Rotary Clubs and/or the Cars for Christmas management team. The Lead contact person is expected to remain the same individual for the entire process, from application submission through to the completion of that Group's assigned shifts. This person must attend a mandatory group training session
2. **Alternate Contact** - Volunteer Groups are required to provide an alternate contact for the duration of the lottery campaign. This contact is expected to remain the same individual for the entire process. This person must attend a mandatory volunteer group training session; and is responsible for ensuring volunteers are properly trained prior to their shifts.
3. **Roles and Responsibilities of the partner group :**
 - **Time Commitment** – Due to COVID-19 precautions/restrictions at this time the 2021 Cars for Christmas Lottery is preparing to complete all sales online, by phone, and by mail. Only if it is deemed safe by health authorities will tickets be sold in a physical location. If deemed safe volunteers may be asked to sell tickets in person. Volunteer shifts are scheduled 5 days a week and require 2 volunteers per shift.
 - **Marketing of the lottery** – *Please submit as part of your application your groups draft marketing strategy to assist in ticket sales.* Consideration will be given to partners with strong online/social media presence that can be leveraged to promote the lottery. As a partner, groups are expected to assist in the marketing and promotion of the 2021 lottery by:
 - a. Social media promotions using any and all channels available. (Minimum posting requirements will be set by the Cars for Christmas Lottery)
 - b. Actively promoting ticket sales in emails to membership and clients (as required)
 - c. Participating in scheduled media interviews
 - d. Providing written or recorded testimonials

- e. Assisting in the creation of pictures/videos content indicating the need for support and how the lottery has helped the organization etc.
4. **Compensation** - Groups will receive a minimum compensation of \$5,000 based on the Lottery reaching 70% of sales with an opportunity to increase up to a maximum of \$15,000 based on a Lottery sellout. To receive compensation the Partner groups are required to:
- Commit to shifts (subject to COVID 19 restrictions) that their volunteers sell Cars for Christmas tickets; as such, it is expected that all Groups and Volunteers treat the shifts as firm commitments. Groups will be penalized for **late or No-Show Volunteers** and instances of this kind may negatively impact future applications to participate in the Cars for Christmas Lottery.
 - Commit to Marketing the Lottery as indicated in Section 2 listed under Roles and Responsibilities of Partner Groups.
- The Rotary Clubs will be monitoring and reporting on Partner's efforts and make the necessary adjustments to payout to reflect partner's efforts.*
5. **Training** – Lead/ Alternate contacts will be provided with training resources before the start of the campaign. It is their responsibility to train every volunteer even if they have worked as a Cars for Christmas Volunteer previously. Volunteers are required to confirm their training. The Cars for Christmas management team will keep electronic records of which Volunteers have submitted this confirmation. It is the Lead/Alternate contacts who are responsible for ensuring volunteers are properly trained prior to their shifts.
6. **Sales Equipment** - Volunteers are expected to be **comfortable operating ipads**. Those that are not, may not be suitable candidates.
7. **Volunteer Behavior** - Volunteers are expected to be friendly and should be able to communicate comfortably and clearly with the public. Volunteers are expected to actively promote ticket sales

If your Volunteer Group believes that they can meet all of the expectations listed above, please proceed to completing the application on the next 2 pages.

Completed Volunteer Sales Group applications must be submitted **no later than June 9th, 2021.**

Email: j_urness@live.ca

Subject Line: Cars for Christmas partner group application

Please attach the application in PDF format only, no JPG files.

2021 Cars for Christmas Volunteer Sales Group Application

Group Name (as you wish it to be advertised): _____

Group Contact Person: _____

Contact's role/position in Group: _____

Contact Phone #: _____ Email: _____

Group Mailing Address: _____

Please provide your Group's AGLC # _____

****Please note that Volunteer Groups without an approved AGLC number are only eligible to receive a maximum of \$5,000 from the Cars for Christmas Lottery proceeds.**

A Volunteer Group's AGLC number must be received by the Rotary Clubs before proceeds can be released to that Group**

Describe the type of programs or services delivered by your Group. Explain why your Group's programs or services are important to the community and how they are unique:

Number of Group Members: _____

List all Social Media Platforms used by your group and include number of followers/subscribers on each platform:

Has your Group participated previously in the Cars for Christmas Lottery? Yes No

If yes, how many years has your Group participated? _____

Has your Group previously received funding from a Rotary Club? If yes, please provide details.

Has your group applied for other funding or grants? If yes, please provide details.

How does your Group intend to use the funds from the **2021 Cars for Christmas Lottery?**

(Ex: special project, training, equipment, travel)

****Please include any pertinent financial information such as the project budget, quotes for equipment, etc. ****

Who will benefit from the above mentioned use of funds?

VERY IMPORTANT: Please detail a draft marketing strategy on how your group would market and promote the lottery to your networks. Please be specific:

Is your group willing to market the lottery as described in the application? Yes No

If so, are you willing to meet the lottery's expectation of at least 3 posts per week unless otherwise specified in the accepted partner groups contract? Yes No

Is your group willing to market the lottery via email to your membership? Yes No

If so, how many members are subscribed to your organization by email? _____

Submission of this Volunteer Sales Group application to the Rotary Clubs of Grande Prairie implies acknowledgement of, and agreement to adhere to, the expectations outlined at the beginning of this form.

Application documentation checklist:

- Application (Pages 3 and 4) fully completed
- If submitting completed application via email, ensure Application form is **attached as a PDF** and Subject Line reads: **Cars for Christmas Partner Group Application**
- AGLC form is completed and included (if your Group does not have an existing AGLC number)
- Any pertinent financial information about your project/use of funds has been included