

VOLUNTEER COMMITTEE

Meet with RAGBRAI Staff
West/East April 18/19/20

Chairperson's Role & Responsibilities

Advice from previous committee chairpersons of RAGBRAI overnight towns varies, but the top recommendation from all is to read the chapter pertaining to your committee. Familiarize yourself and your Co-chair (if you have one) with all the duties and responsibilities discussed in the handbook. Then educate your volunteers and coworkers about the content in your chapter. Reading the entire book is also recommended to eliminate duplication of effort among committees. Set up a budget immediately and establish a game plan. Then develop a timeline with specific completion dates for critical steps.

Keep these points in mind when conducting committee meetings:

- Have an agenda
- Keep meetings short, no longer than one hour
- Take minutes at each meeting
- Ask your Executive Committee Chair to attend
- Prepare for contingencies "What if?"

These are the overall responsibilities of a committee chairperson. And above all else-

**DON'T LET GREED BE THE MOTIVATOR.
YOU SHOULD GET ALL AGREEMENTS IN
WRITING. A COPY OF ALL AGREEMENTS
SHOULD BE FORWARDED TO THE
TREASURER.**

Your goal is to get everyone involved in your community. If RAGBRAI is to be a success in your community, every person from kindergarteners to people in retirement homes should be involved. It is your challenge to make sure this happens.

From the largest overnight towns to the smallest, the most successful overnight stops have been when people come out and support their community.

To do this successfully, you should recruit four outstanding sub-chairs to assist with the Volunteer Recruitment Committee.

The four sub-chairs should have the following backgrounds to tap into all areas of the community:

1. **Retired Community**
Recruit a member of your community who has connections to the retired community. Retirees are familiar with your town, have the time to get involved, and are usually willing to help when asked.
2. **Schools/Colleges/Universities**
Recruit a member of your community that can build enthusiasm in your area schools. If you get the youth of the community enthusiastic about RAGBRAI, this will get their parents enthusiastic about RAGBRAI.
3. **Businesses**
Recruit a member of your community that is well connected to the business community. This person could look to new employees to find those "diamonds in the rough" that just need to be asked to get involved. Many businesses get really involved by having their employees take over a task. For example, 10 employees of the local bank can work together to run the downtown Information Center during the day.
4. **Churches**
Recruit a member of your community that is well connected to the churches in town. This person could look to new members of congregations to find those looking to get involved in your community.

As soon as RAGBRAI towns are announced, planning of how to get the entire community involved can begin. **The overriding thing to remember with volunteers is that they are willing to get involved, but they must be personally contacted.** Social media is one way to start your volunteer recruitment process, but it can't be your only method. It's too easy to skim over a post, or say you are committed to an event but then forget or blow it off later. This is one case where old school methods of contact, like a phone tree or knocking on doors, really do work best. If you have a local radio station, newspaper, or newsletter, use those to your advantage too.

Remember - as a RAGBRAI Committee member, you live and breathe RAGBRAI. It's going to be on the top of your mind for days, weeks, months before the ride. For those in your community, it may not become a reality until the month of July. Previous overnight towns report that most of their volunteers are recruited in July, a week or two prior to the ride. This doesn't mean that you shouldn't start working on this right away, but please don't be discouraged if it's June and you don't have your full volunteer list set. Plan some recruitment events in late June or early July. If you can work with other committees to get some RAGBRAI decorations set out early, this will get residents thinking about RAGBRAI and how they can contribute to welcoming everyone.

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Once your four sub-chairs are selected, a planning meeting should be immediately arranged with your sub-chairs and the Marketing/Media and Speaker's Bureau sub-chairs of the Publicity Committee. Your committee will work closely with these committees to involve the entire community. Also meet with the Housing Committee as you are recruiting from similar groups of people. A written plan should be developed to help find volunteers and residents willing to host guests for housing.

There are volunteer jobs for everyone in town; helping to beautify the town by picking up trash and planting flowers, making telephone calls, making signs and volunteering on the day RAGBRAI visits. Most people are more than willing to help with an activity, but they need to be prodded into making up their mind and getting started.

Again - most Volunteer Committees will agree that many of their volunteers came in after the July 4th holiday. It is the hard work and constant reminders to the community of the need for volunteers that pays off in the long run.

Lots of people are going to be needed just to be members of the 19 committees that you will need to host RAGBRAI. Many towns begin their recruitment efforts using a Volunteer Recruitment Form to find committee members. A copy of the "YES! I WANT TO BE A COMMUNITY AMBASSADOR!" form can be found in this section. It is suggested to put a Volunteer Recruitment Form on your section of the web site as soon as possible.

Note that this form also includes a section on providing housing. While it is not your primary responsibility to recruit homes for riders to stay in, we recommend that you assist the Housing Committee by including this request in your recruitment efforts. This gives residents ample time to consider it, so that later, when they hear about riders looking for accommodations, they may be more willing to open their home to them.

Where & How to Distribute Recruitment Forms

- **Get the recruitment forms on your web site home page as soon as possible.**
- Post the forms in church bulletins, put them in utility bills, and hand them out at grocery stores. One town had great success inserting forms in the municipal trash collection bill.
- Encourage businesses to have a RAGBRAI display in their lobbies or other popular gathering places. A display not only gets people enthusiastic but can also inform them how they can get involved.

- **Get the recruitment forms on your section of RAGBRAI.com and your town's RAGBRAI Facebook page as soon as possible. Make it easy for volunteers to find you!**
- Post the forms in church bulletins, put them in utility bills, and hand them out at grocery stores. One town had great success inserting forms in the municipal trash collection bill.
- Encourage businesses to have a RAGBRAI display in their lobbies or other popular gathering places. A display not only gets people enthusiastic but can also inform them how they can get involved.
- Get the most out of your schools. Reach out to students, teachers, PTAs, organizations, clubs, sports teams, and the band. Remember to start with schools early because they are out by June.
- Many Recruitment Committees conduct a calling campaign by dividing up the local phone book. Consider providing them with a script to follow while making the calls.
- Look to the media for help running ads or stories in the newspaper, on radio and TV, plus your local cable access channel.
- Work with the Publicity Committee to form a Speaker's Bureau to talk to all groups in your town (Rotary, Kiwanis, Jaycees, etc.).
- Social media recruitment campaigns through Facebook and Twitter
- Utilize your town's Fourth of July parade/celebration to recruit and distribute volunteer information
- Connect with local volunteer centers or the United Way
- Use an online recruitment tool such as SignUpGenius.com

The Volunteer Committee should work in conjunction with each of the 18 committee chairs to recruit helpers. You will need to ask each committee chair (most likely multiple times) about their volunteer needs. Encourage each committee chair to develop a work schedule and job descriptions. Volunteers are more likely to volunteer if they know exactly what they'll be doing and the time commitment. **The committee chairs should be made aware that they will need to recruit volunteers as well and not to rely exclusively on the Volunteer Committee for all their volunteers.**

Some communities reported that their committees were able to find most volunteers on their own. Every town needs to decide how to organize things, but a Volunteer Recruitment Committee can take the pressure off a committee that needs help finding volunteers. (See the Tracking Committee Volunteer Needs chart in the back of this section).

Use the sample “Committee Request Form” at the end of this section to hand out to all the committees at the first or second General Meeting. The Executive Committee (made up of the Co-chairs, the Treasurer, and the Recording Secretary) will hold a General Meeting approximately every other week with all 19 committee chairs.

One town's Volunteer Committee consisted of the chairperson and three helpers. The four of them recruited 400 volunteers and didn't need to use a phone book calling campaign. Because the town was so small and they knew most of the residents, they recruited certain people with a particular committee in mind. When the recruiters made the contact, they told the volunteer where he/she would be working.

The Town of Northwood (population 2,050) divided up the community and knocked on each and every door in town to talk to people about getting involved with RAGBRAI. This was their best recruiting tool for volunteers and housing. Even the ones that did not volunteer had a better understanding about RAGBRAI after chatting with the volunteer committee representatives.

It's difficult to estimate how many volunteers you'll need, because the count could include everyone who bakes a pie or cookies, makes a sandwich, cooks chickens for a supper, squeezes lemons for lemonade or tends a freezer for making ice cream. The number could jump to 750 or 1,000. If you count volunteers as only those who work on a certain committee, you'll probably need 300-500 people, depending on the size of your town.

The Volunteer Committee and the Information Center Committee will hold a volunteer orientation training meeting just before RAGBRAI visits your town. Everyone who is going to be volunteering on the day that riders will be in your town needs to attend this meeting. The better informed your volunteers are, the better equipped your town will be to manage the crowds efficiently and effectively. We have more total volunteers in a week who help to put on RAGBRAI than we have riders!

We have more total volunteers in a week who help to put on RAGBRAI than we have riders!

A Few Tips

- Send an email right away confirming each of your volunteers and thank them for saying YES!
- Include the date and time of the Volunteer Orientation Meeting. After the email is sent, it is the responsibility for each committee chair to contact this volunteer as soon as possible and welcome them to their committee. The committee will inform the volunteers as to where and when they are assigned to help with RAGBRAI.
- All volunteers should have an ID lanyard or the town's RAGBRAI T-Shirt so everyone knows they are volunteers.
- Cross-train volunteers as they will become makeshift information centers
- Consider additional volunteers the day prior for set-up and the day after for clean-up.
- 20% of the volunteers will not show up the day of the event. Have people on stand-by to fill in where needed.
- Respect the volunteer's time and don't waste it.
- Let the volunteers take charge on RAGBRAI.
- How many more volunteers will you need if you have bad weather conditions?
- What will you do if a volunteer doesn't show up day-of?
- Make sure your volunteers understand that the guest is always right. They are ambassadors for your town!
- To involve the youth in your community, every committee should have at least one representative from the local high school or college.
- Educate volunteers by distributing your town tabloid to them electronically before the event.
- After RAGBRAI has visited your town, hold a “Thank You Celebration” for your volunteers.
- To keep track of what volunteers report for duty, you could have a check-in system for volunteers.
- **Towns often have a central location near the Main Campground where volunteers check- in in an air-conditioned building and volunteers were also able to get refreshments and take breaks there.**

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- For volunteers not working close by, they should check in by phone or radio to let someone know that they arrived to help.
- More people are needed later in the day than earlier, so plan accordingly.
- Consider having five or six volunteers on a stand-by capacity at the Information Center. They can help with situations that come up unexpectedly.

Keys to Attracting Volunteers

- Inspire Vision
- Make Everyone Feel Important.
- Give Them Control
- Make Sure Everyone Feels Responsible
- Give Them Ownership
- Foster Competition among Businesses
- Provide Opportunity For Personal Growth
- Personalize The Mission
- One-on-One Contact
- Involve New People
- Celebrate And Reward Individual Effort And Organization Success
- You Get What You Reward
- Reward Performance, Not Position

Everyone likes to see their name in print, so one town listed and recognized current volunteers in the

town's newspaper. This also generated a little peer pressure and sparked an increase in volunteers. And speaking of peer pressure, a new word was added to the RAGBRAI dictionary: Voluntold. "I didn't exactly volunteer. My neighbor was on the Housing Committee and I was voluntold what to do, but I am glad I did as it was a great experience," – an Overnight Town volunteer.

Work early with your Advisory and Executive Committee to establish a goal for the organization and how the community will benefit from a successful event. Volunteers will volunteer if there is an incentive. They will volunteer for a cause they believe in. Disclosure throughout the planning process will assist in gaining and maintaining an element of trust

Don't panic and have faith. Many towns report that a number of volunteers poured in 2 weeks before RAGBRAI. Some may show up the day of RAGBRAI's arrival looking to help in any way. Plan for this, and have duties available to assign to these last minute volunteers. It is the hard work and constant reminders to the community of the volunteers needed that pays off in the long run.

Remember, it is a MARATHON, not a sprint!

VOLUNTEER COMMITTEE TIMELINE & CHECKLIST

This is a schedule that worked for a town last year. Set a timeline that is reasonable for your community.

MARCH 2022

- Recruit 4 outstanding sub-chairs
- Meet with Publicity's Speakers Bureau and Marketing/Media sub-committees to develop plan for finding volunteers
- Determine how many volunteers are needed – poll each committee chair
- Devise Volunteer Request Form
- Meet with Web & Social Media Committee regarding volunteer recruitment forms on the Web site
- Budgets due to Budget/Fundraising Committee
- Attend town meeting to recruit
- Meet with Information Center Committee
- Talk to school students about volunteering
- Meet with Housing Committee to coordinate recruiting efforts
- Attend the Overnight Host Town Meeting in Des Moines

APRIL 2022

- Tabulate total volunteers needed for committees
- Distribute Volunteer Recruitment Forms throughout the community
- Develop recruiting displays to place in businesses

MAY 2022

- Visit senior citizens to recruit
- Meet with RAGBRAI Staff
- Recruit volunteers at malls, stores, other community events, etc.

JUNE 2022

- Meet with Information Center and Hospitality Committees regarding program for Orientation Meeting
- Inform volunteers of their roles

JULY 2022

- Big phone and email push to remind volunteers of the orientation meeting
- Volunteer orientation and training meeting
- Community clean-up

AFTER RAGBRAI

- Send out thank you notes
- Complete surveys
- Wrap up meeting with RAGBRAI Staff

**RAGBRAI® VOLUNTEER BUDGET
GRINNELL, IOWA (JULY 28, 2011)**

REVENUE

Volunteer Income	Budgeted	In-Kind	Actual
Sponsorship	0.00	0.00	0.00
<hr/>			
TOTAL REVENUE	\$0.00	\$0.00	\$0.00

EXPENSES

Volunteer Expenditures	Budgeted	In-Kind	Actual
Postage	100.00	0.00	0.00
Printing	250.00	0.00	2,364.70
Misc.	100.00	0.00	0.00
Supplies	50.00	0.00	0.00
<hr/>			
TOTAL EXPENSES	\$500.00	\$0.00	\$2,364.70

	Budgeted	In-Kind	Actual
Total Revenue	\$0.00	\$0.00	\$0.00
Total Expenses	\$500.00	\$0.00	\$2,364.70
TOTAL PROFIT/LOSS	-\$500.00	\$0.00	-\$2,364.70

RAGBRAI XLIX - Overnight Town Handbook - 2022

Spencer Online Volunteer Form

VOLUNTEERS NEEDED

Help Spencer keep its reputation of being one of the best overnight stops

RAGBRAI will be coming to our town for an overnight stay on Sunday, July 23. Your help is needed to host the 20,000 people that will be visiting our community. Hundreds of volunteers will be needed to perform a variety of activities.

The Spencer RAGBRAI Committee is definitely on track to make RAGBRAI rider's stay the best it can be, but your help is needed! Volunteers make the wheel go round at each RAGBRAI stop, and Spencer will be no exception. Even if you aren't available to volunteer on the day of the event, there are plenty of things to do on many of the committees leading up to "the big day." Volunteers are so important to making the weekend a success that there is even a committee set up just to organize them! From housing a team or group of riders at your home, to helping welcome or say "Fair well" to the riders as they leave town for Algona, or creating signs and counting T-shirt orders, there is something for everyone and every age level.

Please help be an ambassador of our community by volunteering to help out and be part of RAGBRAI. Decide which committee or committees best suit your interest and check the appropriate boxes. Please feel free to check as many as you want!

Contact Name

Phone


Email

Please check the committees you are most interested serving on:

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Willing to help Where Ever Needed | <input type="checkbox"/> Showers | <input type="checkbox"/> Publicity | <input type="checkbox"/> Entertainment & Special Events |
| <input type="checkbox"/> General Setup & Tear Down | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Information Center | <input type="checkbox"/> Communications |
| <input type="checkbox"/> Hospitality | <input type="checkbox"/> Housing | <input type="checkbox"/> Food & Vendors | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Sanitation & Recycling | <input type="checkbox"/> Volunteer Coordination | <input type="checkbox"/> Beverage Garden | <input type="checkbox"/> Ride Right |

Please check the time(s) you are most interested in:

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Saturday Afternoon | <input type="checkbox"/> Sunday Early Morning | <input type="checkbox"/> Sunday Afternoon | <input type="checkbox"/> Monday Early Morning |
| <input type="checkbox"/> Saturday Evening | <input type="checkbox"/> Sunday Midday | <input type="checkbox"/> Sunday Evening | |

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SUBMIT

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Volunteer Opportunity Descriptions

Hospitality

Place and remove signs, sell t-shirts, welcome riders, shake hands, and share your hospitality! We'll need volunteers from mid-morning through evening on the day of RAGBRAI and again the day after cheering on riders as they leave town.

Information Center

This is the primary resource for riders as they seek information. Distribute maps, answer questions, provide directions, refer to services. We'll need help setting up the Information Center the evening before, we'll staff the booth all day and into the evening on the day of RAGBRAI and the morning after for a short time.

Beverage Garden

Sell tickets, serve beverages, and check I.D.s for age-restricted areas. We'll need help with setting up on Thursday, staffing the beverage garden on Friday, and clean up on Saturday morning. Volunteers working in the beverage garden are required to attend a TIPS training to learn how to check I.D.s and identify warning signs of over indulgence of alcohol.

Campgrounds

Stake sites, direct riders and drivers in setting up, and patrol campground boundaries. After riders leave, remove stakes and signage and do a general clean up of anything left in the campground areas.

Ride Right

Will distribute posters throughout our community on bicycle safety during the months of May – July, will travel the route in advance of the event (4-5 days in advance) to distribute flyers and note of any roadway concerns, and will travel the route to the next overnight town on Sunday to pick up route markers and any other signage. Would like 6 volunteers in pairs of 2 that can help with this committee. Times will be scheduled with the chair and can be flexible.

Shuttle Service

Answer questions, provide route maps, refer to activities in town. Volunteers are stationed at bus stops and on the shuttles.

Sanitation

Set up and empty trash receptacles throughout the day, replace as necessary. Monitor fresh water availability for food vendors and grey water disposal from food vendor booths.

Housing

Over 15,000 riders will stay overnight in town. More than 1,500 are looking for private camping or home locations. Anyone in the area can help! You can offer parking for a motor home, yard area for tents, floor space, or beds. Hosts are not required to transport or feed riders and are not allowed to charge for accommodations. This is a terrific opportunity to meet people from across the United States. Your contact information will be forwarded to the Hospitality Chair to make arrangements for your overnight guests.

Showers

Coordinates available shower locations for riders with various organizations.

Publicity

Coordinates publicity prior to the event and works with media prior to and during the event. Four sub-groups work under the Publicity Committee: Signs, Marketing/Media, Maps and the Speakers Bureau. The Publicity Committee coordinates release of information to the media to generate local interest in hosting RAGBRAI. The committee also selects a theme and logo and produces the town t-shirts with the logo. Writes the mission statement. Oversees printing a tabloid as a hand out to riders (if needed). Works closely with the Hospitality and the Web & Social Media Committee.

Web & Social Media

Manages RAGBRAI website and social media content. Must have knowledge of setting up a Web site. Should be very creative. Be able to constantly update the town's web site and social media sites such as Twitter, Facebook and Instagram. Works very closely with the Publicity Committee.

Volunteer Coordination

Coordinates volunteers to assist in various areas both prior to and during the event. Arranges for total community involvement, from kindergartners to people in nursing homes. Works with the volunteers from the start and keeps them involved through the day RAGBRAI arrives. Probably will need more than one person on this committee to help with recruiting. It would be helpful if the people on this committee know many people residing in and around the area.

Food & Vendors

Coordinates all aspects of bringing in food and vendors and works with contracts, etc. Coordinates all food vendors, fields requests from individuals and organizations that want to sell products and services. This includes the distribution and sale of ice to the vendors, Beverage Garden and possible RAGBRAI participants. Works with RAGBRAI and local authorities to keep renegade vendors outside the community.

Entertainment & Special Events

Coordinates entertainment and special events to take place, from special rider involvement contests to bands during the RAGBRAI visit as well as any special events.

Communications

Coordinates all communication during RAGBRAI. Will work closely with all committees, but especially Shuttle Service, Information Center and Public Safety Committees.

Transportation

Arranges transportation from campgrounds to entertainment, food service and showers. Arranges vehicles including golf carts and gators. Sets up route schedules and recruits drivers, hosts and hostesses. Secures parking areas. Works closely with Public Safety and Law Enforcement Committee.

RAGBRAI XLIX - Overnight Town Handbook - 2022

Volunteer/Community Ambassador Form

NAME			
ORGANIZATION			
MAILING ADDRESS			
CITY, STATE, ZIP			
EMAIL (Highly Requested)			
PHONE #:		FAX#:	

**PLEASE TELL US HOW YOU WOULD BE INTERESTED IN BEING
A PART OF RAGBRAI XLVI**

VOLUNTEER/Community Ambassador

*Approximate number of volunteers needed (600+) for each committee are as follows.
Please indicate those particular committees you are interested in volunteering for:*

- | | | |
|--|--|---|
| <input type="checkbox"/> Entertainment (15) | <input type="checkbox"/> Food Service (25) | <input type="checkbox"/> Hospitality (Many) |
| <input type="checkbox"/> Campgrounds (75) | <input type="checkbox"/> Information (60) | <input type="checkbox"/> Non-food Service (6) |
| <input type="checkbox"/> RIDE RIGHT (10) | <input type="checkbox"/> Showers/Sanitation (70) | <input type="checkbox"/> Publicity (15) |
| <input type="checkbox"/> Beverage Garden (150) | <input type="checkbox"/> Medical (20) | <input type="checkbox"/> Electrical (3) |
| <input type="checkbox"/> Shuttle Service (70) | <input type="checkbox"/> Public Safety (40) | <input type="checkbox"/> Law Enforcement (40) |
| <input type="checkbox"/> Communications (6) | <input type="checkbox"/> Housing (10) | <input type="checkbox"/> Budget (3) |
| | | <input type="checkbox"/> Anywhere |

Please list dates and indicate what shift you would be available to work:

- | | | | | |
|---|----------------------------------|------------------------------------|----------------------------------|----------------------------------|
| Thurs., July 26, 2022 (day before) | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening | <input type="checkbox"/> Anytime |
| Friday, July 27, 2022 (The Day!) | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening | <input type="checkbox"/> Anytime |
| Saturday, July 28, 2022 | <input type="checkbox"/> Morning | | | |

PROVIDE HOUSING: Camping spot in my yard Bed in my house

Your contact information will be forwarded to the Housing Committee who will contact you with details about hosting riders at your home

VENDOR: **Food Vendor** **Non-Food Vendor**

Your contact information will be forwarded to the Food & Vendor Committee who will contact you with details about signing up to be a vendor

**RETURN Completed form to: Your Town Volunteer Committee, P.O. Box 111,
Anytown, IA 52772**

RAGBRAI XLIX - Overnight Town Handbook - 2022

Tracking Committee Volunteer Needs (estimates based on previous years)

Committee	Total Volunteers Needed	# Committee Will Recruit	# Volunteer Committee Will Recruit
Beverage Garden	200	75	125
Budget	3	3	0
Campgrounds	125	75	50
Communications	6	6	0
Electrical	3	3	0
Entertainment	20	10	10
Food & Vendor	25	10	15
Hospitality	As many as possible	Can't have too many	Can't have too many
Housing	10	10	0
Information Centers	60	10	50
Law Enforcement	40	40	0
Medical	30	30	0
Public Safety	40	15	25
Publicity	25	15	10
RIDE RIGHT	15	10	5
Showers/Sanitation/Recycling	70	10	60
Transportation	130	30	100
Web & Social Media	5	5	0
Volunteers	807+	357+	450+

* 20% of volunteers typically do not show up, so plan to recruit more than needed.

Committee Request Form (sample)

COMMITTEE VOLUNTEERS
Request Form

Must be submitted by _____

COMMITTEE NAME	
COMMITTEE CHAIR	

DATE VOLUNTEERS NEEDED	NUMBER OF PEOPLE NEEDED	TIME SCHEDULE (HOURS)	JOB DESCRIPTION
July ____			
July ____			
July ____			
July ____			
July ____			
July ____			
July ____			
July ____			
July ____			
July ____			