

Strawberry

Festival

Volunteer

Guide



# HELLO

## Welcome!

Dear Volunteer:

Welcome to the Community School's Annual Strawberry Festival! Our event begins the festival season for the Roanoke valley and is a time-honored tradition. It is our goal to plan an exciting event filled with strawberry treats, craft and food vendors, entertainment, and games for kids.

We rely on our entire school community (parents, staff, students, alumni, and friends) to provide the manpower needed (over 500 shifts) to ensure a successful festival.

If this is your first experience with this event, then this guide is your introduction to the Festival and should answer most questions about your very important role.

If you are a Festival veteran, this guide will refresh your memory. If you have additional questions, please contact me.

**Thank you for working with us to make this year's Festival  
an event we can all be proud of!**

Warm Berry Wishes,  
Connie Farrell, Kim Millirones, & Nicole Cooper  
Festival Coordinators

## The Festival

The Strawberry Festival began in 1980 as a way for Community School families to raise money for the school. The Festival started out small and has grown to a Roanoke Valley tradition. People from all over the state journey to Roanoke on the first weekend in May to celebrate spring and enjoy our homemade strawberry desserts.

For Community School, this festival is a way to help make our school accessible to as many children as possible. Tuition covers a portion of the cost to educate a single child. The Strawberry Festival, and your time and energy are critical factors in raising the money to cover the rest.

We ask each parent to volunteer for this event. Volunteer opportunities are available during Baking Day, Berry Cleaning, and two Festival days. We also welcome help from friends and relatives too.

## Your Role

Volunteers are the first contact festivalgoers have with Community School. Your enthusiasm and bright smile are an important part of making the festival a great family event.

## Traveling to the Festival Site

The Strawberry Festival is located in downtown Roanoke in Elmwood Park. Maps are available on our Strawberry Festival website ([www.strawberryfestivalroanoke.org](http://www.strawberryfestivalroanoke.org)).

### **Parking**

Parking is available in any of the municipal lots, (such as the Tower Parking Garage) the downtown parking garages, and on-street parking. Roanoke City managed parking lots are located liberally throughout downtown.

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### **Arrival Time & Assignment**

Please try to arrive 10 minutes prior to your scheduled shift. When you arrive, report to the Volunteer Tent to get a name tag, apron and assignment. We are counting on you. If you cannot make your assignment, please find a replacement.

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### **Childcare**

Due to the size of the Festival it is not possible for us to provide childcare for volunteers. For safety reasons please make certain that your children are not left unattended in the park. After school care is free of charge for parents working at baking day, berry cleaning, and the festival on Friday. After school is extended to 7pm the Friday of the festival and dinner is provided.

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### **Clothing & Self Care**

Check the weather the morning of your shift and dress for comfort. Wear your festival t-shirt. If the weather is cool, dress in layers. Hair should be pulled back off the face or confined in a hat. Because of the dust, mud and hours of standing, walking shoes with socks are preferable to sandals.

**Health Dept.  
Rules**

Food handlers should wash hands frequently, and always after using the restroom, performing any cleaning activity, or handling money. Please wear gloves (provided) when working with food and avoid bare hand or arm contact with exposed food. Due to regulations, no eating, drinking or smoking are allowed in food preparation booths. No one with an open sore or infectious disease may serve food at the Festival.

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**Public  
Inquiries**

If a visitor to the Festival needs assistance, please help if you can. If you are unable to assist, please refer them to the Volunteer Tent where Festival and downtown event information will be available.

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**Lost & Found  
& First Aid**

Please bring found items, and direct all individuals who are inquiring about a lost item, to the Volunteer Tent.

For First Aid Assistance, go to the Volunteer Tent.

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**Lunch**

Please be prepared to bring a snack or lunch and a beverage. If the weather is hot, bring extra water.

### **Press Inquiries**

The Festival is always a press event. Plan to see yourself on the news! Press inquiries will be directed to the school's director of development, Liz Johnson.

### **Rain**

The Festival is a Rain or Shine event. Please bring a slicker or other protective gear if there is rain in the forecast on Festival days.

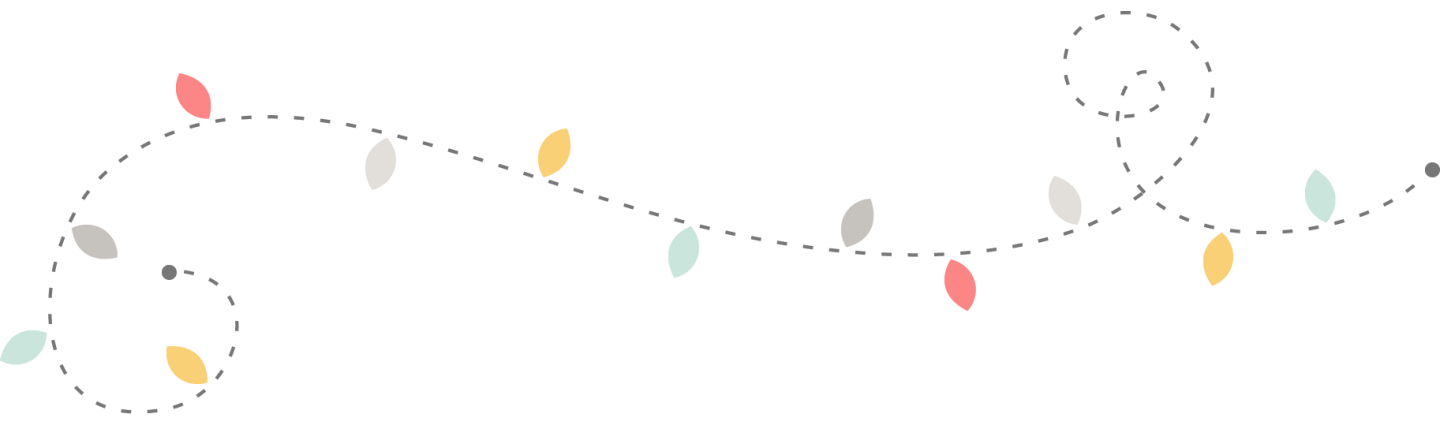
### **Restrooms**

There are restrooms available next to the amphitheater and portable restrooms facilities are located on Williamson Road, near the Elmwood Park entrance.

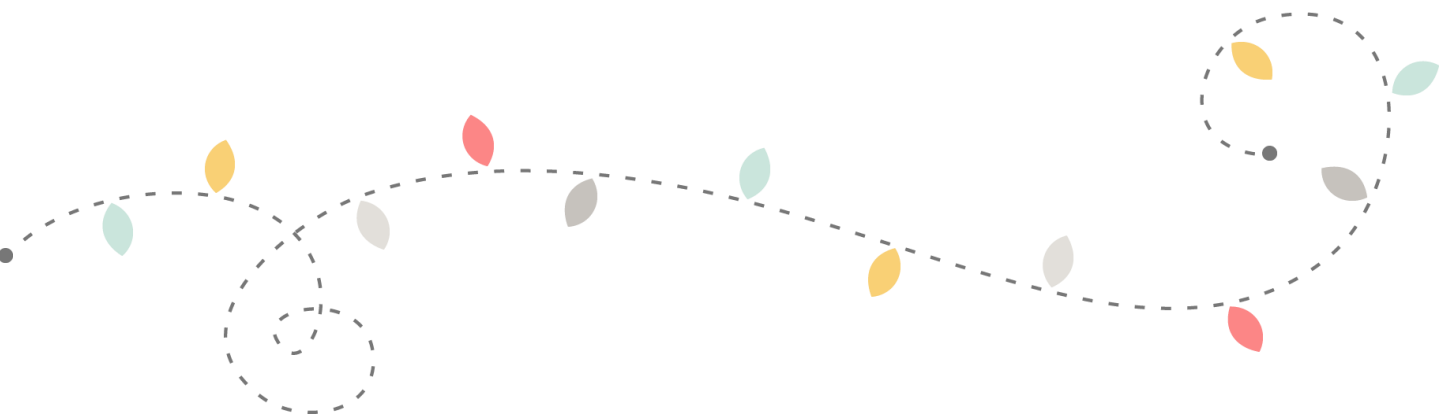
### **Security**

Please do not bring valuables to the site. Small bags that secure around the waist are highly recommended. If you must bring personal items, check with your event staff regarding where to store your purse, coat or other items.

Security is provided in the park during the Festival. If you need assistance, go to the Volunteer Tent.



# VOLUNTEER NEEDS



## Baking Day

Baking Day is our first official kick off of festival season! Come in comfortable clothes you're willing to get full of flour and shoes you are willing to stand in all day. Baking day is the most fun you'll ever have baking. Come volunteer and knead some dough next to some new faces! See you at there!

**Baking day is located at the Holy Trinity Greek Orthodox Church  
30 Huntington Blvd. NE Roanoke, VA 24012**

## Berry Cleaning

This job is done at Stony Fork Farm the Thursday before the festival. There is lots of music and laughter as we race to get the berries cleaned, capped and ready to go! We will clean and cap over 6,000 pints of berries to be used at our Festival. Please wear comfortable clothes and waterproof shoes.

**Stony Fork Farm is located at  
3308 Aerial Way Dr Roanoke VA 24018**

## Berry Bucket Cleaning

The empty buckets are washed at St. John's Episcopal Church on Monday **after** the festival. This is a labor of love.

**St. John's Episcopal Church is located at  
1101 Franklin Rd. Roanoke, VA**

## Chocolate Dipped Berries

This is the place to be; big, bright berries and the smell of chocolate everywhere. This team prepares fabulous tasting chocolate dipped berries with various toppings for festival goers. Do you love the smell of chocolate?



### **Ticket Sellers**

Festival goers are desperate for strawberry desserts, and for that, they need tickets!!! You MUST be able to meet and talk to a crowd with a smile and to do simple math quickly. Comfort handling cash and using tablets for credit card transactions are a must for this task.

### **Trash Pick Up**

Where there is food, there must be trash. This team helps keep the festival site looking its berry best. If you enjoy a good walk while carrying a garbage bag, this is for you. The city requires a \$1000+ refundable damage deposit, so we want to leave the park as clean as it can be.

### **Entertainment**

On Saturday, there is live entertainment at the festival. A variety of performers donate their time and talent to this event. Community School and Community High School students often perform.

### **Food Booth**

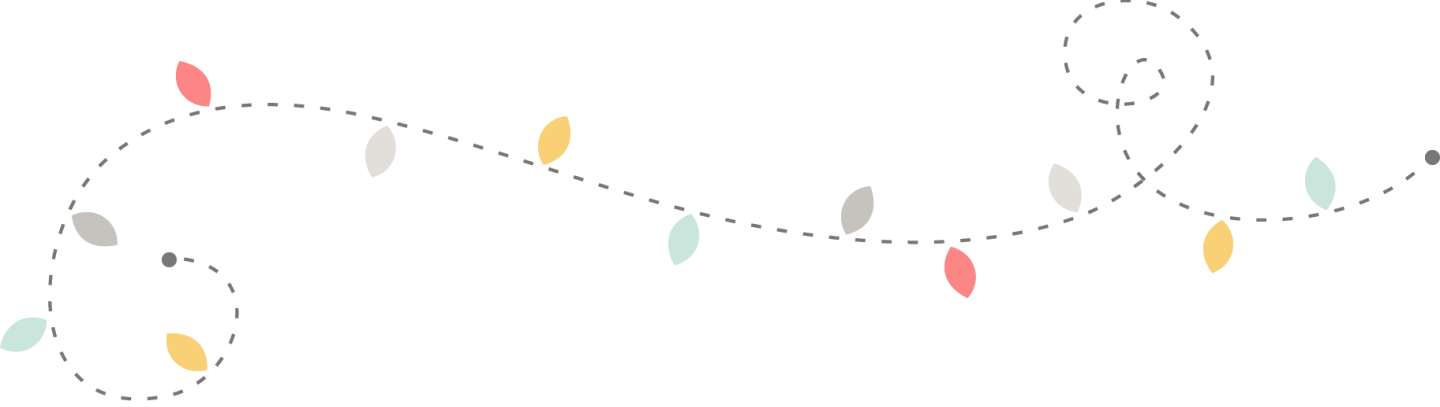
This is the place where it all happens! There are up to 5-7 serving lines with volunteers serving delicious strawberry shortcakes, sundaes, and berries & cream. This is a very fast paced environment with laughter and a little good natured competition (to see who can make the best shortcake!).

This team sells delicious shortcakes, sundaes, and berries to the faculty and students of Hollins University on the Friday of the Festival. Community School classes walk over to get their shortcakes. *The Volunteer team in charge of the Sub-station take care of their needs, so you won't see slots to sign up on our sign up forms.*

On Saturday, this booth provides face painting, games and prizes for children attending the festival. If you are a kid at heart this might be the place for you! Playtime!

On Friday, this team prepares and delivers approx. 1000 shortcakes to area businesses within the valley. We provide everything needed to make a large amount of strawberry shortcakes. There is a lot of preparation for this activity. Volunteers must be able to thrive in a fast-paced environment!

This team helps to set-up and take down the booths and tents in Elmwood Park. We have a 26' truck loaded with supplies and equipment needed for the festival. It takes a love of lifting heavy equipment and a dab hand with a screwdriver for this group! Then, the truck load of supplies and equipment must be unloaded at school on Sunday.



### Things to note:

- **WE DEPEND ON YOU!** If you sign up for a shift, *we count on you to be there or find a replacement.*
- Dress for the weather, **dress for your shift.** Mornings can be chilly. Dress in layers. Most shifts involving ANY kind of food will be messy. You will be standing for long periods of time. If you wouldn't wear them dancing, don't wear them to volunteer! Coming straight from work? BRING A CHANGE OF CLOTHES AND SHOES.
- Pack snacks for yourself! Volunteers working more than one shift (8am-12pm and 12pm-4pm, for example) will have the opportunity to take breaks to refuel. LABELED water bottles are encouraged.
- Lots of lost items end up in the Volunteer tent. It is most helpful if you will label all of your belongings for the day. Masking tape is a great way to do this quickly!

**WE ARE SO THANKFUL!**  
**WE COULDN'T DO THIS WITHOUT YOU!**