



Volunteer Instructions

Thank you for signing-up and volunteering your time to be part of this year’s Annual Santa Parade– presented by the Grand Rapids Jaycees! Originally founded in the 1800’s, the Grand Rapids Santa Parade was designed to bring people downtown for a kick-off to the holiday season. Each volunteer position is integral to the success of the parade and we are excited you are here! The parade is highly attended and televised by WoodTV8.

The Grand Rapids Jaycees have assisted with the parade for many years. The Grand Rapids Jaycees is an organization for young professionals between the ages of 21-40. Our organization helps young professionals develop their leadership skills through personal and professional development opportunities, civic engagement and community involvement. Visit us at: www.grjaycees.com

Key Details for All Volunteers

- Check in with the parade volunteer coordinator first!
 - Check-in is at the Grand Rapids Chamber, 250 Monroe Ave. NW Suite 150, Grand Rapids, MI 49503
 - You will receive final instructions and introductions, an orange vest for identification, and nametags
- Parking: allow time to park and walk
 - Remember that Scribner, Bridge and Monroe will be closed
 - Be prepared to pay for parking. You are welcome to search for free parking, such as on-street east of Monroe, but most lots are no longer free
- Arrive at the time designated for your volunteer position
 - If there are any difficulties, PLEASE contact volunteer coordinator Amanda Serocke at 231-288-0433
 - Timely arrival helps us all to be more flexible in case of emergencies or unforeseen problems

Staging Section Leaders	6:00 AM	Staging volunteers	6:15 AM
Balloon volunteers	7:00 AM	Banner carriers	7:00 AM
Parade Marshals	8:00 AM	De-staging volunteers	8:00 AM
VIP Area volunteers	7:00 AM	Photo volunteers	8:00 AM

- Clothing
 - Wear warm clothing, including gloves or mittens. Remember that shelter from wind is not available, and there may be periods of time in which you will just be standing still. It will feel colder than the forecast predicts.
 - Wear waterproof clothing if possible, and wear warm footwear with good traction
 - Wear the orange volunteer vest – this identifies you as a person with authority
- Positive representation of our community
 - Do your best to keep commentary positive and be open to anyone who approaches you
 - Assertive helpfulness is required! You have the most updated information (or know where to ask) and you’re the authority, so go ahead and kindly boss people around.
 - Make it a great day for the hundreds of attendees and TV viewers

Santa Parade Position Descriptions

- **Banner Carriers**—Carrier of sponsor banners down the parade route, these volunteers are in a crucial position and must arrive on time. Banner carriers report to the correct staging section leader after going to volunteer check-in, and stay in the line up. Volunteers can help maintain good parade spacing by being alert to gaps.
- **Sponsor/VIP Area**— Assists with set-up and tear-down, decorating and organizing the sponsor breakfast and hospitality area at PNC Bank.
- **De-Staging**—Assists entrants as they finish the parade at the end of the route, help entrants tear down if they need any assistance, and collect all of the parade banners. These volunteers must direct and encourage entrants to get clear of Monroe and the parade end.
- **Parade Marshal**—Helping with crowd control along the route, these volunteers make sure the streets are safe and clear. Please ensure children & adults stay on the sidewalk areas and out of the streets. Encroaching crowds can make it difficult for floats, trucks and balloons to maneuver safely, so marshals keep the route at full road width.
- **Photos with Santa**— Assist with crowd control and kids with Santa.

Santa Parade Position Descriptions

- Staging Section Leaders—Be the lead and primary contact for the staging sections (1-7). Make sure all entrants are in the proper place and in line at the appropriate time. Report entrant discrepancies to the parade committee.
 - List of entrants: Go over your entrants' descriptions and guess at the possible amount of space they will need. Begin to mentally space out the entries and adjust as they show up. Of course, some will take you by surprise, but the preliminary plan will help.
 - Entrants must have at least one person remain with any vehicle at all times, in case it needs to be moved.
 - Make sure each and every entrant knows who precedes and who follows them.
 - As the section moves, encourage slow entrants to catch up so there won't be boring gaps for the spectators.
 - This is a great opportunity to train staging volunteers to be section leaders next year.
 - Stay with your section throughout the parade route if possible.
- Staging—Assists entrants in the parade lineup and getting them in place. These volunteers, along with the staging leaders, should follow their section and help eliminate gaps as well as assist marshals in keeping people out of the street.
 - Go over the duties listed above for the section leader.
 - Assertiveness is very important. You have the most up-to-date list and also the means to contact the parade committee, so you are in authority over the entrants.
 - A televised parade must go in listed order, so do your best to get them rolling in order. Help the section leader communicate any discrepancies back to the parade committee.

