

# A.B.C Volunteer Package

Made by Eliese Watson, founder of A.B.C

# 2011



**A.B.C Apiaries and Bees for Communities**  
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This is an informative package created to guide the volunteer in choosing how to become more involved with urban apiculture. By acknowledging the strengths of the individual, A.B.C strives to build a community dedicated to the propagation of healthy and sustainable community ecosystems.

# Volunteer Package

Building the hive mentality in Calgary!

November 2010

Thank you for supporting the development of Urban Beekeeping with A.B.C! We are so excited to build educational events and support ecological diversity within Calgary! With your help, A.B.C will be able to bring a greater awareness of pollinators to the community and encourage relationships between sustainable initiatives within the city and surrounding areas!

## A.B.C's Philosophy

*A.B.C- Apiaries and Bees for Communities is dedicated to bringing small scale controlled apiaries to community and residential gardens. Through education and forums, members of the community will learn how to support ecological biodiversity and sustainability through the development of urban beekeeping.*

## You and A.B.C

By getting involved with A.B.C this summer you will not only be benefitting A.B.C., but A.B.C will be benefitting you. We offer letters of recommendation, volunteer swag, access to the Calgary Folk Music Festival, discount entrance to courses, free entrance to events (even the ones you don't help out with), and beekeeping experience! The intention of A.B.C is to make the relationship with you symbiotic, respectful, and nurturing. A.B.C wants to draw on your strengths and encourage creativity and self expression. If you have a great idea, we want to hear about it! Community development begins with excitement and courage of trying something new and thinking outside the box! Let's do it together!

**There are various opportunities for you to get involved with A.B.C, and with that, various degrees of time commitment and responsibility! Keep in mind that you can always do something, big or small, to benefit the whole, and whatever you do will be appreciated by everyone!**

**A Little About YOU!**

What is your name? \_\_\_\_\_ Shirt Size? \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

How did you hear about A.B.C.? \_\_\_\_\_

What do you do for your pay-cheque? \_\_\_\_\_

What do you like to do with your spare time? \_\_\_\_\_

\_\_\_\_\_

What do you consider a strength which could benefit A.B.C.? \_\_\_\_\_

\_\_\_\_\_

What would you like to gain from A.B.C.? \_\_\_\_\_

\_\_\_\_\_

What would you like to do for A.B.C.? \_\_\_\_\_

\_\_\_\_\_

**STOP: You will come back to this later!**

**What you are committed to (big)?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What you are interested in doing (medium)?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What you would like to help facilitate (small)?** \_\_\_\_\_

\_\_\_\_\_

## Upcoming Event Listings/ Volunteer Opportunities

Newsletter	First of Each Month
Co-op Purchasing	March and April
Bumblebee Rescue	April-September
Level One Beekeeping Courses	February, March, April
Honey and Mead Tasting	May
Bees N' Seeds	May, June, September
Sunnyside/Hillhurst Farmers Market	One wk/mo: June-Sept
Calgary Folk Music Festival	July 22-25th
"Queen of the Sun" doc showing and after party	September
Calgary Harvest Festival	October
Website Management	Ongoing

### Event Summary and Volunteer Break-down

Please circle what you are interested in doing as we go through, then at the end, decide what you can commit to!

#### **Newsletter- Due First of Each Month**

The monthly newsletter includes information about upcoming events happening within Calgary and area in beekeeping, horticulture, permaculture, and sustainability. It is accessible to editorials, book snippets, Q & A section, cartoon, and local beekeeper bio.

#### Volunteer Breakdown

This will need help with:

##### *Writers*

- Write about anything to do with sustainability- editorial, experiential, research based, other media links, WHATEVER you feel will benefit the newsletter and build a more aware reader base! (As many as possible)

##### *Editor*

- An editor to overlook the final draft and seek new authors for coming newsletters

*Subscription Manager*

- Someone to add e-mails to subscription list and send final draft of newsletter. (once a month commitment)

***Co-op Purchasing: Bees and Equipment***

A.B.C is coordinating meetings and purchasing of Honeybees and beekeeping equipment in March (bees) and June (Equipment) for A.B.C beekeepers.

Volunteer Breakdown*Coordination*

- Support for co-op organization and marketing to co-op members. (2 max needed)
- Product research and price comparison: prepared for meeting so decision can be voted on.

*Food Production*

- *Snacks for allocated meetings for Co-op members*

***Bumblebee Rescue***

A.B.C is coordinating the first season of the *Bumblebee Rescue and Foster Parent Program*. This program allows for disturbed or destroyed bumblebee nests accounted for through the A.B.C hotline to be rescued and reclaimed rather than eradicated.

Volunteer Breakdown

- Organization of a *Foster Parent* meeting in April 2010
- A.B.C needs individuals interested in rescuing the bumblebee nests and relocating them to a registered *Foster Parent*
- Design of paper work assessing the location, species of bumblebee, and number of bees in rescued nests: primary location, and transported locations.

***Level One Urban Beekeeping Courses***

This will be the 4<sup>th</sup> Level One Beekeeping Course that A.B.C has offered this year. It is a well oiled machine, but could always use some help.

Volunteer Breakdown

This event will need help with:

*Marketing*

- Press release to send to HUGE media list of A.B.C's
- Poster design for the event (due pre-CFME)

*Food Production for Lunches and Snacks*

- Baking/food for snacks throughout the 2 day event. Lunch will be organized by Eliese

**AS A VOLUNTEER, YOU WILL BE ABLE TO ATTEND THIS COURSE FOR \$150 DOLLARS!  
INCLUDING TEXT BOOK AND GIFTS!**

## ***Honey and Mead Tasting- May 2011***

This is an event spurred through the genius of Ryan Hall, a new A.B.C beekeeper and volunteer. With the support of Melissa Hilton, A.B.C is meeting with the Coup to plan this event. The event will host 8 varieties of honey, samplings of bee pollen, royal jelly, and propolis. Also 4 Alberta Meaderies will be invited to share their Mead and tell their stories of beekeeping, product development, and progress. The event will be catered by the Coup and the food will feature honey harvested from here in Calgary! The event date is TBA. We will know next week!

### Volunteer Breakdown

This event will need help with:

#### *Marketing*

- Sharing the information through FB, Meetup groups, e-mail ( 2 people)
- Press release (A.B.C has HUGE media contact list!) (1 person)
- Ticket design (1 person)
- Poster design (1 person)
- Poster distribution (2 ppl)

#### *Event Planning*

- Menu design for the event (info about meaderies/honey/food)
- Event decoration design
- Event set-up
- Staff for event managing floats/sales of honey/mead
- Create feedback form for attendees and volunteers applicable to all A.B.C events

## ***Bees N' Seeds- May, June, July***

This event is a well oiled machine as well. It is organized with BigSky Permaculture and Canamo Earthen Building Technologies, Dirt Craft in conjunction with the Bownesian Permaculture Project and the Light Cellar. It is self run, but could use some marketing help.

### Volunteer Breakdown

This event will need help with:

#### *Marketing*

- Poster design
- Online distribution and marketing of event

**Volunteers can attend this event for \$30 instead of the \$50. This is to cover venue and educator costs!**

## ***Sunnyside/Hillhurst Farmers Market (SHFM) June-September (Once a month)***

A.B.C has a once a month commitment to the SHFM. This is an opportunity to market upcoming events, gain newsletter registration, sell A.B.C products, and talk about urban beekeeping with the community!

### Volunteer Breakdown

This event will need help with:

*Design*

- Market space layout and design. How should we make it look?
- Make pamphlet for handing out

*Set-up and Taking Part!*

- Market runs from 3:30-7:30. Set up at 2:30.
- Will be once a month
- Offering info about courses and workshops
- Must be able to answer key questions about A.B.C and Urban beekeeping

**Calgary Folk Music Festival (CFMF) July22-25<sup>th</sup> (tentative)**

This is one of A.B.C's biggest events for the summer in that it will need the most amounts of volunteers to get it off the ground and running. A.B.C has been gifted 18ft of space by the CFMF and we are to create an educational venue with the intention of teaching people about "Why pollinators are important". We are going to have space for a kids craft/activity area.

Volunteer Breakdown

This event will need help with:

*2 Volunteer Coordinators (working with Eliese, for 3 Coordinators in total)*

- Come to A.B.C coordinator training with Eliese
- Come to volunteer orientation training and facilitate
- Organize volunteer schedule and volunteers
- Must be able to work one shift/day of the folk fest.
- Responsible for cash drops and float balance at shift changes.
- Come to volunteer wrap-up event
- **Get full access to CFMF when not working the shift.**

*Design*

- Coordinate layout of space and design- Communications/Marketing skills needed
- Information/posters for space design
- Pamphlet design
- Button design
- Come up with Kids activity to accommodate the whole CFMF
- Name tags with volunteers schedule on back (schedule made by coordinators)

*Volunteers for Booth* (Preference will be given to those who do the most pre-CFMF in organizing)

- Must be available for Thurs **OR** Friday, anytime Sat and anytime Sun. to get full event pass.
- Come to volunteer orientation pre-CFMF
- Come to Post CFMF Wrap-up /Feedback event
- Sell and carry float for the sale of A.B.C products
- Work in kids area
- Help with set-up and take-down of booth

*Post CFMF Gathering*

- Coordinate venue within given budget for wrap-up party
- E-mail all involved about event information
- Print off feedback forms for the volunteers

## ***“Queen of the Sun” Doc Showing and After-party. September***

This is A.B.C's season wrap-up event and a dream come true for Eliese. It will be an outdoor debut showing of the film, *Queen of the Sun*, projected on to the side of Toole Pete Bldg on 11<sup>th</sup> and 17<sup>th</sup> Ave from the vacant lot. The afterparty will take place inside Beckhams pub and include a rehash of the Coup's Honey and Mead event with a Eliese Watson of A.B.C as a keynote speaker.

### Volunteer Breakdown

This event will need help with:

#### *3 Team Leaders*

##### *Leader One- Doc Coordination with Eliese Watson*

- Site access already ok, permit requisition from City (easier then it seems!)
- Seating organization
- Sound organization
- Film projection
- Coordinate event volunteers (2 min)

##### *Leader Two-Afterparty*

- Organizing mead and honey requisition, follow contacts from Coup event
- Caterer organized
- Coordinate event volunteers (2 min)
- Manage floats and sales of whole items, bar managed by Beckhams

##### *Leader Three-Marketing*

- Coordinate volunteers (2)
- Ticket sales and distribution

#### *Event Volunteers*

- Poster Design
- Ticket Design
- Day of event volunteers- Sales, seating, liason
- Poster distribution
- Ticket package distribution to sellers (Coup, Beckhams, Green Calgary, Meaderies)
- E-mail/meetup/marketing support

## ***Calgary Harvest Festival- October***

This is a collaborative event taking place between A.B.C., the Calgary Horticultural Society, Seedy Saturday, and the Calgary Unitarian Church. This is a 2 day event.

### *Day 1*

The first day is an evening of local food and speakers called *Dine and Dialogue*. It brings together community leaders to guide discussion on food issues and co-operatives over a locally grown supper. This is an affordable event.

### *Day 2*

The second day is a public, by donation event, which offers opportunities for fruit and veggie swaps, DIY programming and contests, petting zoo, and seed exchange. This is a zero currency event and focuses on building community

Volunteer Breakdown- TBA\*

\*More will be shared as the event takes form in August and September

## **Website Management**

A.B.C needs some help with website upkeep. This includes photo and video application from events, website calendar management, and newsletter subscription management from e-mails.

### Volunteer Breakdown

- Volunteers will have access to website CMS and [info@backyardbees.ca](mailto:info@backyardbees.ca) e-mail account.
- Minimal commitment, once a month responsibility
- Photo/video at these events applied to facebook/flickr account when necessary.

## **Conclusion**

Please consider the circled events above that you are interested in and place numbers beside them beginning at 1 for the most excited/energized you are, to the least interested. Write them on page 2 under the headings there. We will then go from event to event breaking in to groups for each event and then Eliese will answer any questions and comments you have about the event.