



APATHY|BORING
STREET TEAMS MANUAL



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STREET TEAMS LET'S GO!

Apathy is Boring (www.apathyisboring.com) is known for our presence at music festivals, concerts and conferences across Canada. This is thanks to our volunteer-led street teams, who are on site at events across the country to spread the word about how getting involved and staying informed can be sexy and fun!

WHAT ARE STREET TEAMS?

A group of 3-5 dynamic volunteers who are willing to spread the word about Apathy is Boring by:

- Handing out information about how to get involved.
- Surveying Canadian youth and encouraging a dialogue about Canadian democracy.
- Showing people that Canadian democracy can be sexy.

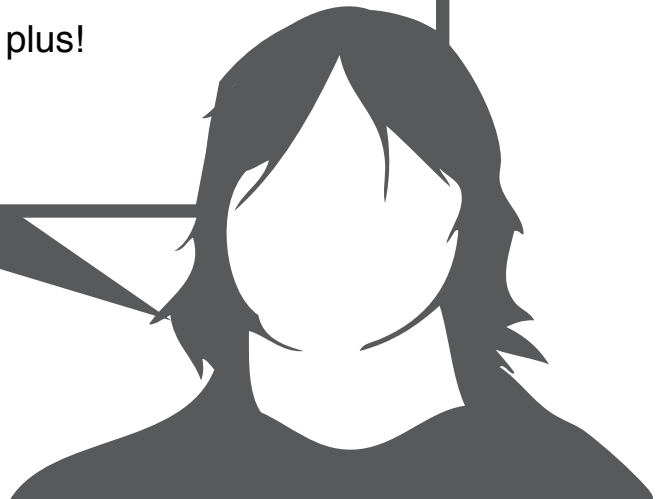


STREET TEAMS MANUAL cont.

SO HOW DO I KNOW IF I'M FIT FOR THE TEAM?

Our street teams are:

- Approachable
- Outgoing
- Friendly
- Reliable and punctual
- Able to follow clear concise instructions
- Goal-oriented
- Capable of taking on a variety of tasks
- Team players
- Well-versed about Apathy is Boring and believe in the cause
- Liking music and concerts is a plus!



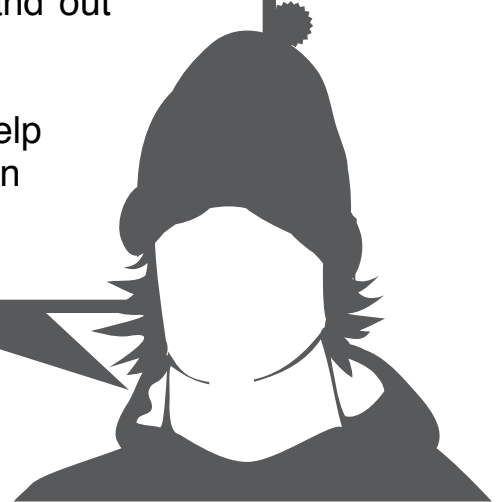
I. STREET TEAMS

OK SO I'M ALL THAT AND MUCH MORE... BUT WHAT'S EXPECTED FROM THE TEAM?

At each event, our street team will be expected to:

Survey 10% of the crowd per event or a minimum of 100 surveys collected (depending on crowd size). Hand out 200 call to action flyers and 200 mandate flyers.

Ask for a copy of our Surveying Tips! This might help you understand why we survey, and give you tips on approaching people.



DO YOU PROVIDE ALL THE MATERIAL?

Of course, we'll get you all set up and one member from each street team will be designated as a lead volunteer. We'll make sure to mail all the material to the lead volunteer in time for the event. We'll also make sure everyone knows the plan, and knows whom to contact in case of a change of plans.



I. STREET TEAMS cont.

I'M 90% READY TO DO THIS, BUT IS THERE ANYTHING ELSE I NEED TO KNOW ABOUT APATHY IS BORING?

We are a national charitable organization that uses art and technology to educate youth about democracy.

Apathy is Boring works to accomplish our 'Youth in Democracy' Goals:

- To increase youth voting rates
- To increase youth volunteering rates
- Build sustainable dialogue between community leaders and youth

Apathy is Boring accomplishes its goals through:

- **Concerts & Events** that encourage youth to get involved in their communities and create an opportunity for dialogue between community leaders and youth.
- **A Youth Friendly Program** where we give workshops and share tools and resources about engaging youth in decision-making.
- **WWW.APATHYISBORING.COM** which gives youth info and 'how tos' about getting involved in democracy and offers them a space for dialogue.
- **Election Campaigns** that reach out to youth and give them the info they need to make an informed vote.

Apathy is Boring's aims to reach 18-35 year old Canadians who are currently unengaged in the democratic process.

Ask for a copy of our FAQs for more information! If it's your first time being part of our street team, it's a great way to get familiar with us, and the kinds of questions people ask



II. STREET TEAMS

OK I'M IN, NOW WHERE DO I SIGN UP?

Go to www.apathyisboring.com and sign up for a free user profile. Fill out your profile by clicking on the edit buttons. The following are essential, but don't worry: all of this information can stay private if you're not comfortable sharing it. Just make sure to only check the "Public" boxes for information you want available to other users. Click "Update" at the bottom to save your information.

- Address
- City
- Province/Territory
- Country
- Postal Code
- Phone
- Cell

Once you have done that send an e-mail to marketing@apathyisboring.com and be sure to include your user profile name and which event you would like to be part of and we'll get everything set up!

