

CELEBRATING SINCE 1948

NORTH CAROLINA

# AZALEA FESTIVAL

IN THE  
CITY OF  
WILMINGTON  
NORTH CAROLINA



## 2021 AZALEA FESTIVAL YOUTH COMMITTEE HANDBOOK





## OUR MISSION

The Azalea Festival Youth Committee “AFYC” is a leadership organization for local high school students in Brunswick, Pender, and New Hanover Counties. The Azalea Festival Youth Committee develops a sense of community, as well as organizational, teamwork and leadership skills that make this program a success.

We develop future leaders of the community by supporting the mission of the North Carolina Azalea Festival.

## WHAT DOES AFYC DO?

AFYC supports the North Carolina Azalea Festival year-round by volunteering and fundraising. While AFYC members are busy volunteering during Festival week in April, they also get to take time to attend the Queen’s Coronation as special guests, hangout at the Concerts, and have way more behind-the-scenes fun than anyone else!

## AFYC MEMBERS RESPONSIBILITIES

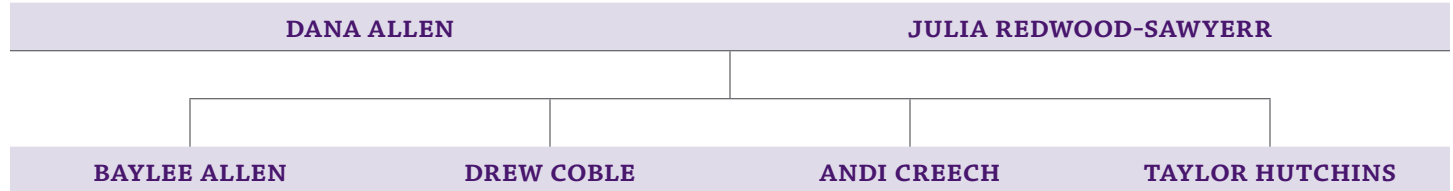
**ANYONE IN HIGH SCHOOL CAN BE A PART OF AFYC! HERE ARE AFYC RESPONSIBILITIES:**

- Work towards a goal by volunteering and participating in fundraising. AFYC members must have all of their requirements met or scheduled by March 15th to be a part of the Festival week’s activities.
- Fundraising Goal: \$500
- Volunteer Goal: 10 hours volunteering with the Festival
- Attend AFYC meetings on Wednesday nights at 6:00 pm (see schedule). Meetings aren’t every Wednesday, and we also have fun socials every once in a while so everyone can get to know each other. You are required to attend at least 5 of these meetings; this is to help you bond with other AFYC members as well as learn important Festival information.
- Attend at least one North Carolina Azalea Festival Operational Committee meeting — these are on Monday nights. We want you to see these meetings because this is how an entire five-day Festival with 300,000 attendees gets planned — and it’s awesome.
- Communicate with your AFYC Officer and respective team. An AFYC Officer will be leading each team, but they’re going to rely on you for some things too. Work with your team and promote unity within AFYC — we’re a drama-free zone.
- Invite your friends! Working with AFYC is a great way to be involved with your community, meet people from other schools, and network within the city of Wilmington. And you get free concert tickets!



## AFYC STRUCTURE

AFYC is led by two adult Festival Committee Chairs: Dana Allen and Julia Redwood-Sawyerr. AFYC also has four youth officers with equal status that help lead the program while developing their leadership skills. Each Officer is responsible for his/her team.



## AFYC WEBSITE PAGE

To help keep open communication, AFYC members will have access to a page on the North Carolina Azalea Festival website. This page will have links to sales forms, the AFYC Handbook, and the new member form. If you need additional sales forms, please reference the AFYC page.

- Go to [ncazaleafestival.org](http://ncazaleafestival.org) and click on “Azalea Festival Youth Committee” under the “Get Involved” tab.

## AFYC REQUIREMENTS

**IN ORDER TO JOIN THE PARTY FESTIVAL WEEK, EACH AFYC MEMBER MUST COMPLETE THE FOLLOWING:**

\$500 IN FESTIVAL FUNDRAISING	10 HOURS OF FESTIVAL VOLUNTEERING	ATTEND 5 AFYC MEETINGS	ATTEND 1 FESTIVAL OPERATIONAL COMMITTEE MEETING
AFYC members will have the opportunity to sell ads for various Festival programs, Patron packages, and Festival merchandise to hit their quota	AFYC members will have ample opportunity to volunteer for various pre-Festival events. In addition, any hours an AFYC member signs up to volunteer during the Azalea Festival will be counted (on the honor system).	We want you to have time with other AFYC members, as well as learn all about the Azalea Festival.	Over 100 community leaders volunteer to plan and execute various Festival events and programs, and we want you to meet them and see it all in action!



## VOLUNTEER OPPORTUNITIES

Just a sampling of the fun volunteer opportunities to come...!

EVENT	HOURS REQUIRED	DATE/TIME	# AFYC MEMBERS NEEDED
<b>CHEFS' SHOWCASE</b>			
Help with set up day before	2	MARCH 7, 2021	4
Help with set up and check-in	2	MARCH 7, 2021	4
Raffle, Silent Auction, Step & Repeat photographer	2	MARCH 7, 2021	4
Help with clean up	2	MARCH 7, 2021	4
<b>PAWS ON PARADE</b>			
Greeters, Booth & Pageant helpers	2	MARCH 20, 2021	12
<b>AZALEA FESTIVAL OFFICE</b>			
Various Tasks Reach out to Festival Executive Director for available opportunities	3	TBD	NO LIMIT
<b>AZALEA SWEEP</b>			
Help clean up Downtown Wilmington	3	APRIL 3, 2021	NO LIMIT
<b>STREET FAIR</b>			
Putting out "No Parking" signs with Parade crew	3	TBD	15
Merchandise Booth	3	APRIL 10-11, 2021	30
<b>PARADE</b>			
Putting out "No Parking" signs with Street Fair crew	3	TBD	15
Help cover azalea plants for floats	2	TBD	15
Balloon Handler	2	APRIL 10, 2021	NO LIMIT
<b>VOLUNTEER APPRECIATION PARTY</b>			
Help with Set up and Clean up	2	TBD	4

## WHAT TO WEAR

AFYC Members Must Adhere to the Following Dress Code While Volunteering/Attending Events

ATTIRE	EVENTS		
<b>SPRING BUSINESS/DRESS ATTIRE</b>			
Think Easter Sunday attire. No jeans, sweatshirts, hoodies, leggings, Tshirts, etc.	AZALEA FESTIVAL OFFICE  CAPE FEAR GARDEN CLUB AZALEA GARDEN TOUR RIBBON CUTTING	CHEFS' SHOWCASE  PAWS ON PARADE  QUEEN'S CORONATION	SCHOLARSHIP PAGEANT  VOLUNTEER APPRECIATION PARTY
<b>NICE CASUAL WEAR</b>			
Azalea Festival T-shirt, comfortable bottoms (nothing too short), tennis shoes.	AZALEA SWEEP	PARADE	STREET FAIR
<b>OUTDOOR CONCERT ATTIRE</b>			
Can be more trendy, but nothing too short, no crop tops, nothing revealing	MAIN STAGE CONCERTS		

## AFYC MEETING DATES

We ask that AFYC Members attend all meetings and events if you can; but at minimum you must attend 5 AFYC meetings and 1 Festival Committee meeting to join us in Festival week fun!

DATE	TIME	LOCATION	MAIN AGENDA ITEM
WEDNESDAY, NOVEMBER 11, 2020	4:00 pm	VIRTUAL	MEET & GREET
WEDNESDAY, DECEMBER 9, 2020	6:00-7:00 pm	VIRTUAL	FUNDRAISING
WEDNESDAY, JANUARY 13, 2021	6:00-7:00 pm	JUNGLE RAPIDS	GOAL SETTING
WEDNESDAY, JANUARY 27, 2021	6:00-7:00 pm	JUNGLE RAPIDS	STRESS MANAGEMENT
WEDNESDAY, FEBRUARY 10, 2021	6:00-7:00 pm	JUNGLE RAPIDS	PUBLIC SPEAKING SKILLS/ FUNDRAISING
WEDNESDAY, FEBRUARY 24, 2021	6:00-7:00 pm	JUNGLE RAPIDS	SELF DEFENSE/ SITUATIONAL AWARENESS
WEDNESDAY, MARCH 3, 2021	6:00-7:00 pm	JUNGLE RAPIDS	TIME MANAGEMENT
WEDNESDAY, MARCH 10, 2021	6:00-7:00 pm	JUNGLE RAPIDS	WHAT IS YOUR "BRAND"?
WEDNESDAY, MARCH 17, 2021	6:00-7:00 pm	JUNGLE RAPIDS	PROPER PROFESSIONAL FESTIVAL ATTIRE & PIZZA PARTY!
WEDNESDAY, MARCH 24, 2021	6:00-7:00 pm	JUNGLE RAPIDS	FESTIVAL HISTORY/ IMPORTANCE...AND AFYC
WEDNESDAY, MARCH 31, 2021	6:00-7:00 pm	JUNGLE RAPIDS	FESTIVAL WEEK REVIEW
WEDNESDAY-SUNDAY, APRIL 7-11, 2021	74TH NORTH CAROLINA AZALEA FESTIVAL		

## NCAF OPERATIONAL COMMITTEE MEETING DATES

DATE	TIME	LOCATION	EVENT
MONDAY, JANUARY 11, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, JANUARY 25, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, FEBRUARY 8, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, FEBRUARY 22, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, MARCH 1, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, MARCH 8, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, MARCH 15, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, MARCH 22, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING
MONDAY, MARCH 29, 2021	6:00 pm	LIFEPOINT CHURCH	COMMITTEE MEETING





## AFYC COMMITTEE CHAIRS

AFYC ADVISORS	PHONE	EMAIL
DANA ALLEN	724-840-9071	DANACALLEN14@GMAIL.COM
JULIA REDWOOD-SAWYERR	910-200-6607	JULIADEATON@YAHOO.COM

## AFYC YOUTH OFFICERS

NAME	PHONE	EMAIL	COMMITTEE
DREW COBLE	910-515-1956	ALLISON.COBLE@STUDENT.NHCS.NET	FUNDRAISING
TAYLOR HUTCHINS	910-398-5264	LRHBELLAMY@GMAIL.COM	VOLUNTEER
BAYLEE ALLEN	910-228-1555	BAYLEEALLEN5@GMAIL.COM	PIN SALES
ANDI CREECH	910-789-9547	ANDICREECH1@YAHOO.COM	SOCIAL MEDIA



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