

BLACK ROCK ARTS FOUNDATION EVENT OUTREACH VOLUNTEER GUIDE AND F.A.Q.

Welcome, Volunteers! Thanks for helping the Black Rock Arts Foundation this year on the playa. We are truly grateful to have you! On the playa, you'll be the face of our organization. You'll be greeting camp visitors, educating people about our programs and on how they can get involved. You'll find that citizens of Black Rock City are tremendously interested and supportive of our mission and programs and they'll want to know more about them!

Your Shift on the Playa

You'll be working a three-hour shift, either 10:00 am to 1:00 pm, 12:30 to 3:30 pm, or 3:00 pm to 6:00 pm. Please be on time. Our other volunteers will be counting on you!

You're probably noticing that the shift times overlap. During the overlapping time of the shifts, you may be asked to run a quick errand for the camp, to help set up or clean up needed materials for your shift, or whatever else comes up.

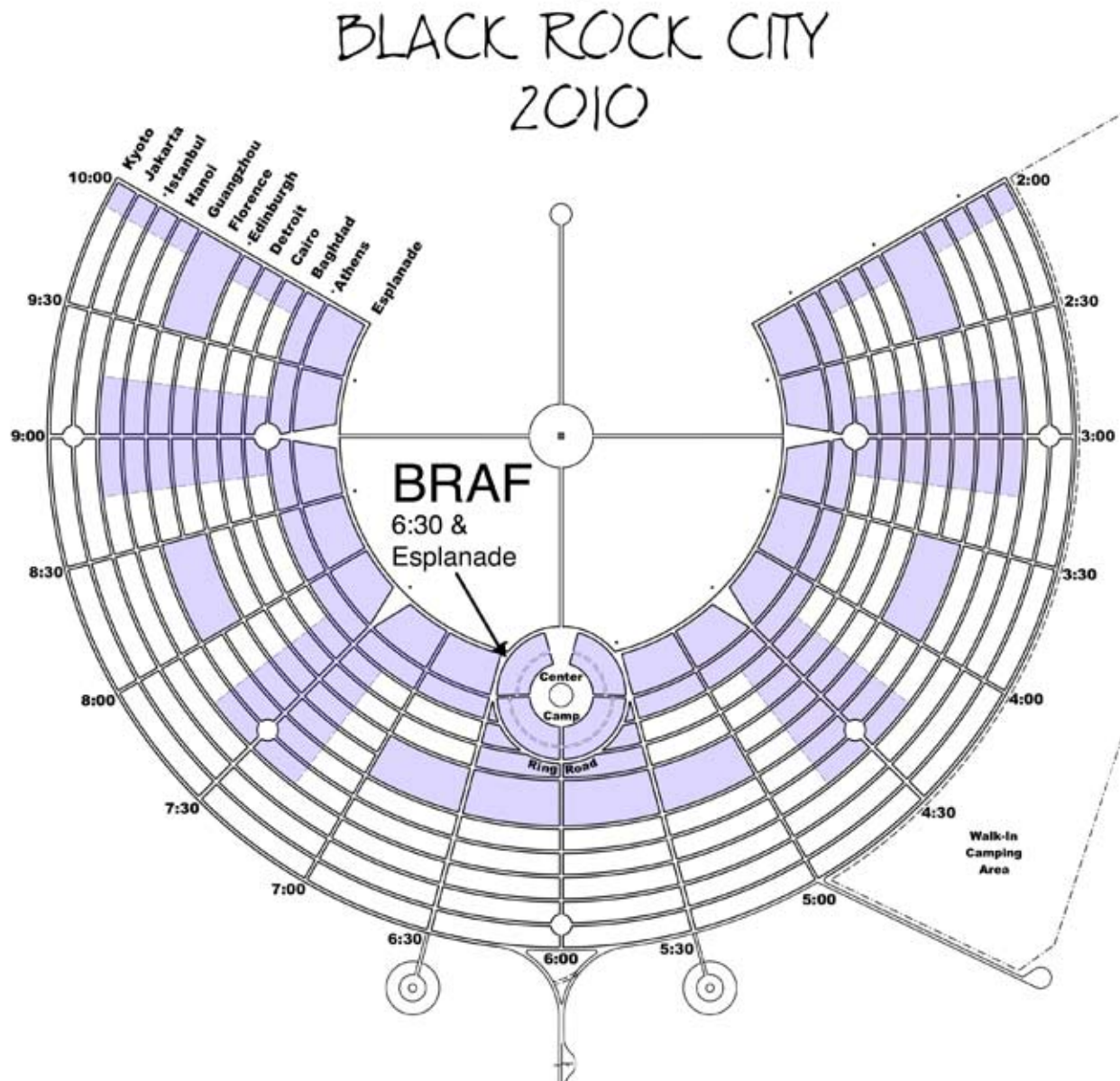
We have two different volunteer positions on the playa this year, 'Talkers', and 'Crafters'. Detailed descriptions of the duties of each position are in the pages to follow.

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Camp Location

Our lovely camp is located on the outer ring of center camp, at 10:30, better described as 6:30 and Esplanade.



BRAF's 'camp'

There is a staff camp for BRAF and other outreach group staff members near by. Please direct anyone inquiring about our campers to the BRAF staff member on shift.

BRAF on the Playa

Each year, BRAF returns to our source of our inspiration, to that city where interactive art is everywhere you look: Black Rock City. We eagerly look forward to our stay on the playa as an opportunity to connect with our supporters, to inspire others to instigate interactive artworks in their hometown and to educate about our mission and our projects.

Our primary function on the playa is to educate the public about what BRAF does, and to clarify the distinction between our funding and Burning Man's funding. BRAF funds off-playa projects, all year long.

District Everywhere

General hours 10:00am – 6:00pm, Monday – Sunday

Once again, the outreach groups of Burning Man (Burners Without Borders, The Black Rock Arts Foundation, Black Rock Solar and The Regional Network) have teamed up to create a unified presence on the playa: District Everywhere!

Together, the outreach groups will host interactive activities, art projects, events and gatherings, all geared toward kindling ideas and generating momentum for off-playa, after-Burning Man outreach efforts.

Our Playa Events and Projects

World Domination!

Monday – Sunday, 10:00am – 6:00pm

District Everywhere is housed under one large pavilion (which might look familiar... it's one of the pavilions that surrounded the Man in 2007 and 2008!) This year, our space will take on the appearance of a large world map, with continents cut out of wood, set up at table height. With the assistance of our World Domination Team, guests will create miniature flags to be placed on the world map to represent their off-playa projects and endeavors.

Burnside Chats

Monday – Friday, 1:00 pm - 2:30 pm, and 2:30 pm - 4:00 pm (2 chats a day)

The various outreach groups will be hosting daily BurnSide Chats, hosted lectures, salons and discussions about art, community and culture off the playa. Check the schedule at the entrance of District Everywhere for specific times.

**Party Everywhere! Opening reception for District Everywhere
Monday, 4:30 pm – 6:30 pm**

Join us for the opening reception for all of District Everywhere. Get to know your fellow outreach groups! Mingle and celebrate with the crews from Burners Without Borders, Black Rock Solar and the Burning Man Regional Network.

**Annual BRAF Playa Cocktail Party
Thursday, 4:00 pm – 6:00 pm**

Mix and mingle with BRAF Board and Advisory Board Members, Artists, Grantees, Volunteers and supporters. Celebrate BRAF!

IMPORTANT! Read this new info!

Artery Tours

Tours: Tuesday – Friday, 11:00 am

Tickets: Tickets are issued Monday – Thursday from noon – 1:00 pm for the next day's tour.

The Artery is located next door to District Everywhere. The Artery's daily tours are incredibly popular and well attended. We've teamed up with the Artery to capitalize on this rush of art lovers in our neighborhood. To attract and engage this crowd, District Everywhere will be the gathering place for the tours, and distribution place for tour tickets.

The Artery will supply us with staff members to assist tour participants. At 10:00 am, tour attendees with tickets will begin to gather. If they do not have tickets, direct them to one of the Artery staff members. The tours board and leave at 11:00 am.

At noon, the Artery staff will begin giving away tickets for the next day's tours. They will go fast!

The tour guests are a great audience, and are very interested and enthusiastic about what BRAF is doing. Welcome them and tell them all about BRAF!

Your activities as a Volunteer:

Talkers

- Check in with the BRAF staff on shift. You may be asked to run an errand or help with some 'behind the scenes' duties, like getting ice or water (for lemonade) from the commissary, or making the lemonade.
- Greet visitors, offer lemonade and be friendly and welcoming.
- We'll receive visitors looking for the other Outreach groups. Be welcoming to all visitors and help them connect to the group they're interested in.
- Be friendly, conversational and welcoming. Make conversation.
- Ask if they'd like to participate in our collaborative art project, and, if so, introduce them to a Crafter.
- Spark conversation about our upcoming and current programs. Ask, "Have you heard about our latest project?" etc. Refer to our Talking Points listed on the following pages.
- Tell people about our next events.
- Refer to the FAQ section of this guide for the answers to all your questions about our programs.

Crafters

- If you are working a morning shift, set up the craft area and make sure the camp is clean and presentable. There will be a small box of craft supplies behind the back wall of the camp.
- Check in with the BRAF staff on shift. You may be asked to run an errand or help with some 'behind the scenes' duties, like getting ice or water (for lemonade) from the commissary, or making the lemonade.
- Maintain the craft tables. Keep supplies locked down, and stow them in the bins if it gets too windy. Clean as you go. Keep trash under control.
- If you are working the shift at the end of the day, clean up the craft area. Neatly pack up materials, put them back in the boxes and move the bins back into the private area.

Talking points – These are the points we want to get across to new faces!

- The Black Rock Arts Foundation works off playa, year round to bring interactive art to communities. We fund art projects for “the other 51 weeks”.
- With a few historical exceptions from it’s early years, Black Rock Arts Foundation does not fund art on the playa.
- However, our Civic Arts program does frequently seek to place artworks initially intended for the playa in communities.
- We have three programs: Grants to Artists, ScrapEden and Civic Arts
 1. **Grants to Artist:** Furnish artists with direct financial aid for the production and display of interactive art works, with particular emphasis on projects that defy conventional approaches to art making and exhibition, and that include their community in the creation and display of the work. See the project catalog for complete listings of highlights of our grantee projects.
 2. **ScrapEden:** Pairs artists with community groups and neighborhood parks to create temporary artworks using reclaimed and reused materials.
 3. **Civic Arts Projects:** Working with artworks and artists you might recognize from the Burning Man community, we help find new audiences and create new contexts for these works, in San Francisco and beyond.
- Black Rock Arts Foundation has increased its grants to artists every year.
- In 2010, we awarded \$55,000 in grants to 12 national projects. Project locations included NY, Detroit, Sante Fe, Boston, Portland, and New Orleans.
- We are both a grant making and grant receiving organization.
- We have the support of many San Francisco offices, including the mayor’s office.
- We’ve paved the way and set the standard for public art exhibitions. Two of the public exhibition sites we established have now been designated to become permanent spaces for public art exhibits.

- We've received benchmark support from the Irvine and San Francisco Foundation.
- Who is BRAF? BRAF supporters and artists are not afraid of engaging with people. They invite others to help shape and actualize their vision. They believe in collaboration, community, and in civic and social engagement through art. They recognize that the current consumerist waste stream is a danger to the environment and to public life, and they invent new strategies for mining meaning from the refuse by reducing and reusing it. They are not afraid of whimsy or of inventing their own vernacular, one that engages many kinds people beyond those we traditionally name artists.

Get people involved with Black Rock Arts Foundation!

- Encourage people to sign up on our mailing list. Clipboards with sign up forms and pens will be on hand.
- Tell people about our Volunteer positions available. If they are interested in any of the below positions, have them leave their name on one of the clipboards and note which positions they're interested in. Here's what we're looking for right now:
 - **Office Goddess/God** – Regular hours at our San Francisco office. Does the site of a well-organized, color-coded, neatly labeled file cabinet fill you with glee? This position is for you! Tasks include; filing, processing mail, managing press archives, answering phone calls and emails, and general organizational and office beautification tasks.
 - **Salesforce Guru** – Over the last year we've been using Salesforce. We're still learning all of its many functions and need someone to be available for ongoing troubleshooting and consulting.
 - **Event Planning/Event Staffing** – We host several exciting every year, including a lecture series for members and two annual fundraisers. We'll need people to help plan and coordinate these events, as well as help the day of with set up, tear down and staffing the event. Mostly in the San Francisco Bay Area
 - **Data Wrangler** – Prosaic yes, but very needed. Our data is the key to connecting and managing our relationships with a variety of other humans. Using our Salesforce database, we need someone to input new members, donations, contacts and the like. Database is online, so much can be done remotely.
 - **Volunteer Coordinator** – Be a 'Volunteer's Volunteer'. This is an opportunity to gain some valuable experience by helping to design, build and maintain our volunteer program. Help us maintain our volunteer database, reach out to new volunteers and keep our volunteers happy!
 - **Membership Program Coordinator** – Help us further develop our membership program. Research member benefits, write member newsletters and host mixers.
 - **On-Playa Outreach** – Help us plan, build and staff our On-Playa presence at Burning Man.

- **Writer** – Much of the way we communicate with the world requires the written word, from our grants to our website, from PR materials to special projects. We have a lot of stories to tell and we need you to help us tell them well.
- **PR Writer** – Work with BRAF staff to create a Black Rock Arts Foundation press kit. This includes writing and maintaining a Fact Sheet, crafting a cover letter, and custom crafting press kits as needed.
- **PR Research Assistant** – Research, build and maintain a press database. Identify the key contact(s) at newspapers and magazines. Research deadlines for submitting press releases and submitting editorial pieces. Acquire press kits (usually a PDF download).
- **Copy Editor and Developmental Editors** – If you got this far you know why we need both of these talents. And you and we know that behind a good writer is an excellent editor.
- **Development/Marketing Researcher** – Do you have expertise in these areas that you would like to put to use towards our good cause? Advise and guide us in strategizing new ways to broaden our community of supporters and amidst this fluctuating economy.

We're also always looking for volunteers with specialized skills. Find out what people have to offer!

Tell people to email volunteer@blackrockarts.org to get involved!

Tell people about our wish list:

- Office furniture and office supplies: Desks, Office chairs, bookcases, file cabinets, magazine racks, and organizers of all sorts.
- Everyday office supplies such as paper (lined and plain white), pencils, pens, markers, and paper cups, note pads, folders, etc.
- Even better.. Office Depot gift certificates!!
- Airline miles. We'd love to see the national or international projects we fund in person!
- Volunteer appreciation gifts – things we can give our volunteers as “thank you” to their efforts, i.e., gift certificates, lunches, event tickets, etc.
- Membership benefits – things we can offer our members, i.e., discounts to restaurants or stores, gift certificates, event, performance or museum passes, swag, etc.
- Event supplies – décor, cups, booze and snacks. We run bars at many of our fundraisers.
- Food donations or gift certificates to Trader Joe's, Safeway, etc. to provide eats and treats for intern/volunteer appreciation lunches.
- Membership to art associations
- Gift subscriptions to magazines (Art Forum, Juxtapose, Craft / Make, High Fructose, Leonardo, Sculpture, ArtNews, Adbusters, etc)

FREQUENTLY ASKED QUESTIONS ABOUT BRAF

What is the mission of the Black Rock Arts Foundation?

- The mission of the Black Rock Arts Foundation is to support and promote community, interactive art and civic participation.

For our purposes, interactive art means art that generates social participation. The process whereby this art is created, the means by which it is displayed and the character of the work itself should inspire immediate actions that connect people to one another in a larger communal context.

What are our Goals?

- The primary goal of the Black Rock Arts Foundation is to promote a revival of art's culture-bearing and connective function by removing art from its context in the marketplace and reintegrating it into community.

What are our Values?

- **Interactivity** – We value art that prompts the viewer to act. We like art that can be experienced in more ways than visually. We are fans of art that is meant to be touched, heard or experienced, as well as viewed; art that requires human interaction to complete the piece, that prompts people to interact with one another, that responds to participants and to its environment.
- **Community** – We value art that builds community through education, collaboration and activism. We see that when an art project arises from the need of a community, it belongs to the public and exists for the benefit of all. When a work is freely accessible to the public, civic in scope and inclusive by nature, it challenges the traditional perspectives on art. When an interactive artwork becomes part of a community, it demands the stewardship of its citizens, engendering ownership, responsibility and pride.
- **Education** – We value art that goes beyond artistic expression; we value art that educates. We support projects that prioritize collaboration with local youth and educators. We know that, with guidance and support, the creation of art is a most powerful tool to educate youth about the pressing concerns of their times, including issues around the environment, renewable energy, and climate change.

- **Activism** – We value art that causes people to reflect on the larger community. We see art as a way to connect individuals, and call them to action. We commend art that challenges individuals to reexamine their everyday lives and their role in their immediate and larger community. We support art that educates about the alternatives to consumerism and the reduction of environmental impact. Through art, we seek to promote the use of renewable resources, environmental justice and social responsibility.

Why was it founded?

- In response to the lack of free, accessible art in the public, and to promote community-based exhibitions of socially interactive art.
- To be a dedicated source of funding of interactive art.
- To support the artists and art organizations affiliated with the Burning Man community.
- To share the art we've come to know and love with other communities. To bring to the world a different perspective on art – how it is created, displayed and interacted with.
- To create a movement of public art that invites interaction and personal relationship with the artworks.
- To provide ways for artists to connect with audiences outside of traditional arts institutions.

When was it founded?

- The Black Rock Arts Foundation was established in May of 2001. The foundation applied for its 501(c)3 status in July of 2001 and received it in November of 2001. Our Federal Tax Exempt ID number is 91-2130056.

How was it formed? Who founded it?

- Originally, Black Rock Arts Foundation was founded by a subset of several partners who produce Burning Man to bring art to communities “the other 51 weeks of the year”. Because BRAF works beyond the borders of Black Rock City, the foundation was established as a separate identity and organization.

How is Black Rock Arts Foundation funded?

- We receive funds through grants from other foundations and organizations, individual memberships donations, donations from community groups, and private donations of cash or stock.

Who's on our Board of Directors?

- The members of the Black Rock Arts Foundation Board are Alix Rosenthal, Christopher Bently, Crimson Rose, Dicky Davies, Freddy Hahne, Harley K. Dubois, Joe Olivier, John Mueller, Larry Harvey, Mark Sinclair, Nick Morgan, Rachel Carpenter, Rae Richman, Terry Gross and Will Roger Peterson.
- Board meetings are held semi-monthly at the Foundation's office in San Francisco. The Executive Director runs the Foundation's programs from the main office.
- The board is unpaid for any and all activities associated with Black Rock Arts Foundation endeavors, although individual members may be associated with particular projects.

Who else makes Black Rock Arts Foundation happen?

- Black Rock Arts Foundation employs three full time staff members, the Executive Director, Program Assistant and Office Manager, and one part time Bookkeeper.
- We also have an Advisory Board, made up of community members and interested parties.

Where's our office? From where do we operate? And legal stuff!

- The Black Rock Arts Foundation is incorporated as a non-profit corporation in the State of Nevada and has its primary place of business and office at 1900 Third Street, San Francisco, California.
- The corporation is also registered as a foreign corporation in the State of California. The corporation filed for charitable 501(c) 3 tax-exempt status with the I.R.S. in July 2001 and received its initial determination letter in 2001.

What does Black Rock Arts Foundation do?

Black Rock Arts Foundation is a grant making organization as well as a grant recipient. We currently have 3 main programs in place:

- **Grants to Artist:** Furnish artists with direct financial aid for the production and display of interactive art works, with particular emphasis on those artists whose goals and projects operate beyond the institutional mainstream. See following pages for complete listings of our grant recipients.
- **ScrapEden:** Pairs artists with community groups and neighborhood parks to create temporary artworks both appropriate to the site, and that delivers the message about use of reclamation and composting.
- **Civic Arts Projects:** Working with artworks and artists you might recognize from the Burning Man community, we help find new audiences and create new contexts for these works, in San Francisco and beyond

What's in our future? What are the upcoming projects?

- We hope to collaborate with other cities and metropolitan areas in creation and installation of projects from all three of our programs (ScrapEden, Civic Art and Grants to Artists).
- We'll be launching another ScrapEden project in the spring of 2010, the Compost Contraption! The Composting Contraption is a human-powered, interactive, kinetic artwork designed to inspire, motivate and educate San Francisco residents to increase the practice of composting at home, and to take better advantage of the City's green bin organics collection programs serving the residential, commercial, and institutional sectors. This new work of art will travel to local festivals, street fairs, farmers markets and schools to increase awareness of composting practices (and recycling, to some extent.) We aim to change the composting behavior of San Francisco residents, and to divert recoverable resources from being disposed of as solid waste, in keeping with the City's zero waste goals
- BRAF is excited to announce another fruitful collaboration with the vibrant and active Reno community. First exhibited at Burning Man in 2006, *Duel Nature* by Kate Raudenbush will grace the waterfront of the Truckee River in downtown Reno, NV from May 21, 2010 till December 1, 2010.
- The Black Rock Arts Foundation is proud to support the installation of Dan Das Mann and Karen Cusolito's sculpture *Ecstasy* at Patricia's Green in the

Hayes Valley neighborhood of San Francisco, Ca. This hopeful, figurative work will be on display, free to the public, from February 7, 2010 till June 18, 2010.

- The Black Rock Arts Foundation is thrilled to announce our collaboration with artists Sean Orlando, Nathaniel Taylor, David Shulman, and their talented crew (FiveTonCrane.org) on the installation of the iconic, large-scale sculpture, *The Raygun Gothic Rocketship* at Pier 14 on San Francisco's waterfront from August 2010 until September 2011.
- Other percolating ideas being proposed and developed by BRAF board and staff are an urban art park in Downtown Oakland, a collaboratively created bicycle sculpture built by Oakland youth and further exhibits in Reno, NV.

What's BRAF Doing on the playa?

Each year, the Black Rock Arts Foundation returns to our source of our inspiration, to that city where interactive art is everywhere you look: Black Rock City. We eagerly look forward to our stay on the playa as an opportunity to connect with our supporters, to inspire others to instigate interactive artworks in their hometown and to educate about our mission and our projects.

How do I contact the Black Rock Arts Foundation?

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