



**Friendship
Trays** Meals on Wheels of
Charlotte-Mecklenburg



Delivering Food & Friendship

Tuesday, October 16, 2018

The Fillmore

2018 EVENT HOST PACKET

The enclosed materials were designed to help you successfully navigate your role as Event Host:

- Event Host Success in 6 Easy Steps
- Timeline
- Frequently Asked Questions
- Sample Scripts for Inviting Your Guests
- Event Save the Date invite (*via email*)
- Guest Roster (*via email*)
- Identifying Potential Guests Worksheet (*via email*)

IMPORTANT CONTACT INFORMATION

If you have any questions or need more information, please contact:

- Lucy Bush Carter, lbush@friendshiptrays.org or 704.333.9229 (office)
- Lani Lawrence, llawrence@friendshiptrays.org or 704.756.6255 (cell)

Event Host Success in 6 Easy Steps

Complete these 6 steps and you will find being an event host at Delivering Food and Friendship to be a breeze! Thank you for your leadership! You make this event a success.

1

Invite more than 9 guests.

Some of your invitees will not be able to attend, so it is always best to invite more than 9 guests. In person and phone call invitations work best. Plan to use the electronic invitation provided as a confirmation.

2

Personally invite and confirm your guests by Sept. 7.

We ask that you invite your guests in person, on the phone, or by email. Once they accept your invite, we ask that you send them a follow up email or an electronic version of the invite. Be sure to let them know there is no need for them to respond to Friendship Trays since they have already responded to you!*

3

Follow up with invitee's two weeks before the event and again a few days before the event.

Sometimes we all need a reminder, and a personal touch goes a long way! A reminder email a few days before the event letting your guests know how much you are looking forward to seeing them is always a good idea, and it makes your guests feel extra special. Don't worry, we'll also be sending an email to remind you to do this.

4

OPTIONAL: Set a fund raising goal for your group.

If you decide to set a goal, discuss it with your guests. Knowing expectations up front will set you up for success.

5

Collect pledge cards from your guests before they leave the event.

Ensure that your job is done on the morning of the event by handing in your complete pledge packet to a Friendship Trays staff member after the event or you can drop it off at the Event Host registration table.

6

Thank your guests after the event.

Friendship Trays will be thanking each and every person who attends the event but an extra personal thank you from you will go a long way.

**Although rare, guests may receive invitations from multiple parties. In the past, we have found that this is not a negative occurrence and guests are typically honored to be thought of by more than one person.*

Delivering Food & Friendship

Timeline



End of August

- ✓ **Create and Contact Prospect List.** We suggest you make a list of 20 prospects. (See “Who do you know” PDF for help creating your list.) Decide what will work better for you and your prospects: a phone call or an in-person conversation followed by an electronic invite.
- ✓ **Guest List.** Seating will vary based on the room layout; however, we encourage a guest list of 8 people including yourself (and your significant other if you are doing a group table.)
- ✓ **Send Electronic Invitation.** Hosts can send potential guests an electronic invitation which is available now.
- ✓ **Communicate Expectations To Your Potential Guests.** Be sure to communicate that this is a fundraiser. We hope the program will inspire your guests to want to make a contribution.

September 26th

- ✓ **Final Guest Rosters Due.** Please send your complete roster to Lani Lawrence. Also, full contact information is needed so that we can prepare thank you letters ahead of time.

October 2nd—two weeks before event

- ✓ **Pre-Event Reminders For Your Guests.** Please remind your guests at least twice – two weeks before the event and again two to three days before the event. This reminder helps to confirm Guest Roster.
- ✓ **Communicate Any Changes To Friendship Trays.** Please send Lani any changes made to your guest list by Monday, October 8th. This will ensure that we have the most up-to-date list.
- ✓ **Friendship Trays To Send Informational Email.** Friendship Trays will send everyone on your guest roster an informational e-mail two weeks prior to the event including parking information.

October 13, 14, or 15—several days before the event

- ✓ **Pre-Event Reminders For Your Guests.** Please remind your guests again two to three days before the event with a message expressing how much you look forward to seeing them.
- ✓ **Seat Assignments.** We will have the seat assignment list at the event’s registration table.

October 16th—morning of event

- ✓ **Doors open to guests at 7:30 am.** We ask that you arrive at 7:20 am to pick up your host packet so you are there to welcome your guests when they arrive. The program begins at 8:00 am.

October 16th or 17th—post-event

- ✓ **Post Event Follow Up.** We ask that you personally thank each of your guests by phone or e-mail following the event. Guests will receive a thank you from FT’s Executive Director and Board Chair—all donors will receive a phone call.



I set a fundraising goal for my table. How can my group help reach the goal?

Setting a group goal is a critical first step to ensuring both your success and the event's goal.

If each table raises \$5,000, we will easily reach our individual giving goal. Encourage your guests to consider becoming a member of the Circle of Friendship – gifts of \$1,000 or more. Or, you may want to suggest each attendee considers giving at least \$500.

Many Event Hosts will often set stretch goals, especially when they know their guests are in a position to give more; some hosts not only set a stretch goal, they commit to covering the gap if any. **Bottom line: always set a goal you're comfortable with and consider your guest list when setting the goal.**

What is the "Circle of Friendship"?

The Circle of Friendship is our new giving society, created last year in memory of Ann Elliot and the other founders whose legacy we celebrate with this giving opportunity. Mrs. Elliot was one of the founders of the organization who passed away this year at the age of 98. For a gift of \$1,000 or more donors will become members of the Circle of Friendship. We will be recognizing founding members at the event, on our website and in our upcoming newsletter.

What if I have more than 9 guests commit to coming?

No problem! The more the merrier.

What if I cannot secure enough guests?

We are excited to have you and whoever you are able to bring to the event. While the goal is a table of 10 including yourself, we accept parties of any size and will pair you with another host in a similar situation.



continued

What if my guest list crosses over with another Event Host's list?

This does happen from time to time, but not as often as one might think. Since invitations are issued by Table Hosts and Friendship Trays, we are unable to ensure no duplications are made. That being said, we have found that invitee's are usually thrilled to be thought of by more than one party. Even if you believe a potential guest will be invited by Friendship Trays, please do not hesitate to add them to your list. Invitations from Event Hosts are the most successful form of invite. You are critical to the success of this event and we are so thankful to have your support.

Who should I invite?

Friends, colleagues, and family are always a great place to start, but if you want to think outside the box for your invitation list, please see our "Who do I know?" worksheet in this packet. It will give you some great ideas for other individuals you might want to share the work Friendship Trays is doing in our community.

As you think about your guest list, consider members of your network you feel confident will connect with the work of Friendship Trays.

Do I have to make "the ask"?

No, "the ask" will be made by one of our presenters at the close of the event. Your job is to invite your friends to hear the powerful testimonials of the work done by Friendship Trays – our job is to inspire their support. Each Table Host will receive a package of pledge materials at the event. Toward the end of the program, you will be instructed to distribute pledge cards to those in your party, and collect them once completed, before the event's end.

If you are comfortable discussing leadership level giving with your guests, please feel free to do so prior to the event. We suggest that our table captains become Circle of Friendship members. Knowing that their host is a leadership level supporter often paves the way for others to follow suit. Leadership gifts—a.k.a. Circle of Friendship gifts—are contributions of \$1,000 or more.

If you have any questions or need more information, please contact Lucy Bush Carter at 704.737.5698 or lbush@friendshiptrays.org.

Delivering Food & Friendship Sample Letters



Via Letter or E-mail

Dear NAME,

I'm writing today to invite you to an important event for an organization that means a lot to me, Friendship Trays. I've been involved with Friendship Trays for ___ years and continue to be inspired by their commitment to ___.

I would like to invite you to join me for their first annual fundraising breakfast, Delivering Food and Friendship, on Tuesday, October 16 at The Fillmore featuring keynote speaker Vivian Howard.

For over 40 years Friendship Trays has been the primary meals-on-wheels program serving over 700 recipients every week day in our community. Just last year over 170,000 meals were delivered to elderly or infirm homebound men and women.

This is a fundraising event and you will be asked to consider making a contribution to the organization, but there is no minimum gift requirement. I know that with your help, Friendship Trays can reach their fundraising goal! Please let me know if you have any questions. I'll give you a call next week to see if you will be able to join me as my guest.

My Best,

(Your Name)

Follow Up Via E-mail

Hi NAME,

I hope you got my message last week [or whenever it was sent] about Friendship Trays fundraising breakfast on Tuesday, October 16 at 7:30 am at The Fillmore. I would love it if you would join me in assisting the men and women Friendship Trays serves. Please RSVP to me so I may save a seat for you.

This is a great opportunity to learn about [add your reason for supporting Friendship Trays.] You will be asked to consider making a contribution, but there is no minimum gift. We only ask that you come with an open mind.

If you are interested in supporting Friendship Trays but are unable to attend, I am happy to accept your contribution, or you may mail it to 2401-A Distribution Street, Charlotte, NC 28203. A gift of any amount will be appreciated.

If you have any questions about the event, please contact Friendship Trays' Executive Director Lucy Bush Carter at lbush@friendshiptrays.org.

Delivering Food & Friendship

Sample Script



Phone Conversation or Voice Mail Message

"Hello, [name]. I'm excited to be a host for Friendship Trays first fundraising breakfast and I'd like you to come as my personal guest. The event is October 16th at The Fillmore featuring keynote speaker Vivian Howard! This is an important event and it's for an organization that means a lot to me, Friendship Trays.

"It's a great opportunity to learn about the important work of Friendship Trays. I'm confident the morning will leave you inspired and excited to be involved.

"The event will bring together many of Charlotte's influential business leaders, elected officials, civic and community leaders, and the organization's biggest supporters. It is a fundraiser too, and you will be asked to consider making a contribution at the event.

"I would be delighted if you could join me. You may either let me know now or I will follow up with you next week to see if you can attend."