

2020 event HOST PACKET

A NIGHT *for* CHILDREN'S RIGHTS

Thursday, March 5, 2020
5:30 pm – 7:45 pm

DRINKS & HORS D'OEUVRES
RECEPTION: 5:30 PM – 6:30 PM / PROGRAM: 6:30 PM – 7:45 PM

The Westin Charlotte

601 SOUTH COLLEGE STREET, CHARLOTTE, NC 28202





THANK YOU FOR VOLUNTEERING TO SERVE AS AN EVENT HOST!

On March 5, 2020, Council for Children's Rights will host 900 community leaders and advocates at the Westin Charlotte for our annual fundraising event, A Night for Children's Rights. Donors who give during A Night for Children's Rights help improve the futures of children who need legal representation to protect their rights. To build a community committed to putting children first, we need your help.

As an Event Host, you play a critical role in the success of this event and we want to make sure you have everything you need to be confident and successful. Enclosed, you will find a packet of important information and tools to help you .

Thank you for your inspiring support and dedication. A successful event cannot happen without you!

If you have any questions or need more information, please contact one of us. We look forward to working with you to create opportunity for children.

Sincerely,

A handwritten signature in black ink that reads "Amy".

Amy Tribble, CFRE
Director of
Advancement
704.943.9617
amy@cfcrights.org

A handwritten signature in black ink that reads "Maggie".

Maggie Bean
Associate Director,
Advancement
704.943.9479
maggie@cfcrights.org

A handwritten signature in black ink that reads "Alaina".

Alaina Smith
Advancement
Coordinator
704.943.9533
alaina@cfcrights.org

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- * PLUS! Look for these helpful files at cfcrights.org/anfcr-2020 or attached to an email:
- Event Save the Date Invitation (JPEG and PDF)
 - Guest Roster (Word document)
 - Sample Scripts (Word document)



Have a question or need more information? Contact...

Amy Tribble
amy@cfcrights.org
(704) 943-9617

or

Alaina Smith
alaina@cfcrights.org
(704) 943-9533

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EVENT HOST SUCCESS IN 6 EASY STEPS

1 : Invite more than nine guests to fill your table of ten.

Some of the people you invite will not be able to attend, so it is always best to invite more than enough people. If you need more seats, don't worry—we will do our best to seat them at a table near the rest of your guests.

2 : Personally invite and confirm your guests by **February 13th.**

Begin inviting your guests in January and continue until you have at least nine people who have accepted and will attend. Other hosts say that invitations are most successful when done in person or by phone, though you can also invite guests by email. By February 13, confirm their attendance* and send your list of guests to Amy or Alaina. Be sure to let them know there is no need for them to respond to Council for Children's Rights since they have already responded to you!†

**While there is no pre-printed invitation for event hosts, we can provide confirmation cards to send to your guests after they say "yes."*

3 : Follow up with your guests a week before the event.

A reminder email or text the week before the event is always a good idea, and it makes your guests feel extra special. Don't worry; we'll also remind you to do this.

4 : Set a fundraising goal for your group.

If you decide to set a goal, let your guests know what it is. Knowing expectations up front can set you up for success.

†Although rare, guests may receive invitations from multiple parties. In the past, we have found that guests are typically flattered to be thought of by more than one person.

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

After you pass out pledge cards to your guests, set an example for your guests by filling out your own pledge card. Guests may be looking to you to see what to do. Hand in your table's completed pledge packet to a Council for Children's Rights staff member immediately after the event or by dropping it off at the registration table on your way out

6 : Thank your guests after the event.

The Council will be thanking each and every person who attends the event, but an extra personal thank you from you will go a long way. Please share any feedback you receive with us.

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connections!

Sometimes when you start to create your guest list, your mind goes blank! This fun worksheet will help you uncover plenty of people in your social and professional circles who may be moved by our mission.



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TIMELINE

JANUARY

Create and contact your guest list. We suggest you make a list of as many as 20 potential guests. Decide what will work better for you and your guests: a phone call, email, or in-person conversation?

Confirm all your guests. This year's event includes drinks and hors d'oeuvres at a table for ten people (you plus nine guests). If you have more than ten people accept your invitation, we will seat additional guests at a nearby table.

Communicate expectations. Be sure to convey that this event is a fundraiser. We hope the program will inspire your guests to make a contribution to the Council to uphold the rights of vulnerable children.

JANUARY 2020

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5	6	7	8	9	10	11			
12	13	14	15	16	17	18			
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26	27	28	29	30	31				

LET'S GET
STARTED!

FEBRUARY

Submit your guest list by February 13. Please send your completed Guest Roster to Amy Tribble or Alaina Smith. At the very least we need an email address for each of your guests so that we can communicate with them before the event, however their full contact information is encouraged.*

Send pre-event reminders to your guests. Remind your guests at least twice—the week before the event (Feb. 27) and again the day before the event (Mar. 4). Other hosts have found a quick text the day before is effective in building enthusiasm about getting together the next evening. Don't worry — we will remind you!

FEBRUARY 2020

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23	24	25	26	27	28	29			

MARCH

On March 2, we will send out an event reminder to you. The email will include logistical information like parking, location, start time, etc. Please share this email with your guests. Another reminder will be sent on March 4 to all guests.

On March 5, doors open to everyone at 5:30 pm. As an Event Host, you should arrive right at 5:30 pm to check in. Meet and greet all of your guests during the reception, then make your way to your table by 6:30 pm. Your table number will be available at the reception. The program begins at 6:30 pm.

As the program concludes, pass out the pledge cards to your guests. You will be prompted from the stage.

Following the event (March 6 - 13), please personally thank each of your guests by phone or e-mail. Donors will receive a thank you from CFCR as well.

MARCH 2020

1	2	3	4	5	6	7			
8	9	10	11	12	13	14			
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29	30	31							

**CFCR will not use your guests' contact information beyond A Night for Children's Rights unless they make a gift or provide their own contact information directly.*

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FAQ:

FREQUENTLY ASKED QUESTIONS

How can my table help reach the goal?

Many Event Hosts like to set a personal goal for their table. Setting a group goal will help CFCR get closer to the event goal of \$375,000 to uphold children's rights

For example, if each table raises at least \$5,000, we will be able to exceed our fundraising goal. Encourage individual guests to consider giving at least \$500 (approximately \$1.50 a day for a year). Isn't it incredible to think that for the price of just a regular cup of coffee a day, you and your guests can ensure every child's right to be safe, healthy, and educated?

Some Event Hosts will even set stretch goals, especially when they know their guests are able to give more generous gifts; some not only set a stretch goal, they commit to covering the gap if there is any!

Is there a cost to host a table?

No. However, this is a fundraising event and we hope that all guests will make a gift.

What if I have more than 10 guests commit to coming?

No problem! We will assign two nearby tables for you and your guests. The more the merrier!

What if I cannot secure 10 guests?

We are excited to have you and whomever you are able to bring to the event. While the goal is 10 guests, we accept groups of any size. Please note: if you have fewer than 10 guests, your group will share a table with a group in a similar situation.

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 check out our Connections! page in this packet. It will give you some great ideas for other people you might want to share the work Council for Children's Rights is doing in our community.

As you think about your guest list, consider members of your network you feel will connect with the mission and vision of Council for Children's Rights.

WHAT'S THE EVENT GOAL?

A Night for Children's Rights fundraising goal is **\$375,000** with both individual gifts and event sponsorships.

**AS AN EVENT
HOST, YOU ARE
CRITICAL TO
THE SUCCESS
OF THIS EVENT
AND WE ARE SO
THANKFUL TO
HAVE YOUR
SUPPORT.**

FAQ / CONTINUED...

IS THERE a DRESS CODE FOR THE EVENING?

Wear anything you like (except your birthday suit).

WHEN DO WE START EATING?

As soon as the doors open! No need to wait for the program to begin. Enjoy the delicious food already placed on your table, and encourage your guests to do the same.

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. Other Event Hosts may invite the same people as you, or those guests may already be CFCR supporters who were invited by us directly. We have found that people are usually thrilled to be thought of by more than one party.

Even if you believe a potential guest will be invited directly by CFCR, please do not hesitate to invite them yourself along with people who may be new to us and our work. Personal invitations from Event Hosts are the most successful form of invitation. Guests responding to a printed invitation from CFCR will have an area to indicate that you are their Event Host. As an Event Host, you are critical to the success of this event and we are so thankful to have your support.

Do I have to make "the ask"?

No, "the ask" will be made by one of our presenters near the close of the event. Your job is to invite your friends to hear the powerful testimonials of the work done by Council for Children's Rights—our job is to inspire their support. Each Event 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 to collect them once completed at the end of the event.

If you are comfortable discussing leadership giving with your guests, please feel free to do so prior to the event. Knowing that their host is a leadership supporter often paves the way for others to follow suit. Leadership gifts are contributions of \$1,000 or more; many leadership donors also choose to make multi-year commitments, e.g. \$3,000 over 3 years, \$6,000 over 3 years, \$5,000 over 5 years, \$10,000 over 5 years, etc. Donors of \$1,000 or more each year are automatically included in the Voices for Children Society. This giving level will be indicated on the pledge card. You could say, "I am a member of the Voices for Children's Society" if you are uncomfortable discussing amounts.

What will the program be like?

Guests may arrive as early as 5:30PM to register and enjoy an hour-long reception with wine, beer, and passed hors d'oeuvres prior to the program which will begin promptly at 6:30PM. Once inside you and your guests will be seated at assigned tables. There will be wine and nibbles at each table along with the event program and other surprises. (This is not a formal dinner.) Encourage your guests to help themselves. The program will feature moving videos and powerful live testimonials to inspire support of the work done by CFCR.

THANK YOU FOR YOUR
LEADERSHIP. YOU MAKE
THIS EVENT A SUCCESS.

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SCRIPTS

LETTER OR E-MAIL

Dear (NAME),

I wanted to see if you would like to be our/my guest for an event benefitting an organization that we're/I'm very passionate about, Council for Children's Rights (CFCR). For years we've/I've been involved with CFCR and continue to be inspired by their commitment to the children in our community.

A Night for Children's Rights is on Thursday, March 5, 2020, at the Westin Charlotte from 5:30pm to 7:30pm. The evening includes hors d'oeuvres, drinks, and an inspiring message.

In schools, homes, hospitals and beyond, CFCR protects the legal and human rights of all children in our county, wherever that child may be. Their attorneys and advocates make sure a child's rights are upheld throughout a confusing and often scary experience. Without their invaluable work, vulnerable children's voices could go unheard. Their work can—and DOES—change the trajectory of hundreds of lives every year.

This is a fundraising event and all guests will be asked to consider a contribution, but there is no minimum gift requirement. Please let me know if will be able to join us at our table.

Our/My Best,

Your Name(s)

PHONE CONVERSATION

"Hello, (NAME). I'm/We're excited to be (an) event host(s) at A Night for Children's Rights this year and I'd/we'd like you to come as my/our personal guest. The event is March 5th at the Weston Charlotte at 5:30pm. A Night for Children's Rights is an important fundraising event for an organization that means a lot to me/us, the Council for Children's Rights. I'm/We're confident the evening will leave you inspired and excited to be involved.

"The evening is a fundraiser, too, and you will be asked to consider making a contribution at the evening's end.

"I really hope you can join us."

SCRIPT TIP #1

Consider adding a personal story to the letter—perhaps about your own childhood experiences, either positive or painful. Sharing our common humanity is welcome gift to the receiver.

SCRIPT TIP #2

Leaving a message? Follow up with an email. See the next page for our recommended follow-up email.

SCRIPTS / CONTINUED...

FOLLOW UP VIA E-MAIL

Hi (NAME),

I hope you got my message about Council for Children's Rights' fundraising event on Thursday, March 5 at 5:30 p.m. at the Weston Charlotte. I/We would love if you would join me/us in supporting the children and families CFCR serves. Please let me/us know if you can join me/us so I/we may save a seat for you.

This is a wonderful opportunity to learn about children's issues and CFCR's work. You will be asked to consider making a contribution, but there is no minimum gift. I/We only ask that you come with an open mind to hear about how CFCR helps children have better outcomes in life.

I/We hope you will join me/us!

My Best,

Your Name(s)

SCRIPT TIP #3

Mention any mutual friends who have already committed to attending. It's a great way to get the gang together while supporting a worthwhile cause.

SCRIPT TIP #4

There is nothing like a little friendly competition. Let your guests know you're striving for a specific goal and that their gifts will help you hit (and often surpass) your target.

GET YOUR SUPPORT STARTED EARLY!

Ask guests who are unable to attend (or who may want to contribute early) to give online.

"If you are interested in supporting the Council but are unable to join me that night, you could give directly at www.cfcrights.org. My goal is to help CFCR raise at least \$5,000 that night. A gift of any amount is greatly appreciated."

AS an EVENT HOST, YOU
make EVERYTHING
POSSIBLE. THANK YOU.