CFC VIRTUAL HOST TOOLKIT

Building Together | 2020 Construction for Change Virtual Benefit
Thank you for volunteering your time, energy and resources as a Virtual Event Host for CfC! Our staff is here to help make inviting your friends, as easy as possible.

IN THIS TOOLKIT, YOU WILL FIND:

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Event Overview

Over the past 10 years, the CfC Benefit has been a fun event bringing industry leaders together for a common goal—to bring critical infrastructure to those around the world who need it most. The Benefit traditionally has largely contributed to the CfC annual budget, giving us a goal to raise $250,000 at the Virtual Benefit. The amazing thing about going virtual is that we are able to introduce significantly more individuals to CfC’s work.

This event is an opportunity to come together to celebrate our intersectionality and amazing network of supporters. This year our benefit will be streamed online. It is our hope that Hosts will be able to gather small groups safely in their home or host a virtual stream with your guests.
HOST ROLE

- Introduce new people to CfC’s mission and work
- Help CfC raise resources to achieve our mission to provide critical infrastructure around the globe.
- Help facilitate your guests’ participation at our event.
- Have fun and be part of the solution

GOALS
SET UP YOUR CAMPAIGN PAGE

CLICK HERE TO GET STARTED

1. Click "Fundraise" at the top of the webpage
2. On the "Select your Team" pop-up click on "Or, create new team"
3. Create your team name, upload a team photo, and the giving platform will walk you through the rest
4. Others can join your team by selecting the same fundraise button and then selecting "Join Team" and by selecting your team they will automatically be registered for the event.
5. Customize your page by selecting the "edit my page" button on the top right of the page
6. Share and Invite! By selecting the Share button at the top of the page, you are able to share and invite guests to RSVP through your page via email, text, and or social media!
The average P2P fundraiser raises $5,688 from just 7 donors.
How can you host a watch party virtually? The CfC team has two resources we suggest that will be compatible with the YouTube livestream on August 13th.

**REGISTER YOUR PARTY AND CREATE A TEAM!**

**ZOOM**
You and your friends can all watch together via Zoom! [Watch this tutorial](#) to learn how to host a watch party!

Google Hangouts is another option if you have a [gmail email address](#).

**DISCUSSIONBAR**
This google chrome browser extension allows you to host watch parties for you and your friends! [Download DiscussionBar here](#) and learn more with this [tutorial](#).

*Please note that you will need to have a pro or higher Zoom account to share more than 45 minutes of video. A way around this is to schedule two 45 minute meetings back to back.*
STREAMING TO YOUR TV
To stream the Virtual Benefit on your TV you can use a HDMI chord from your laptop to the TV or cast your browser tab by using a device such as a Chromecast or Apple Airplay features.

IDEAS FOR SAFELY HOSTING:
• Host a backyard picnic where guests bring their own dinner
• Watch the livestream with your family over dinner
• Host a happy hour prior to the livestream

HOST IN PERSON
FUNDRAISING TEAMS

1. To create a company team page, refer to Page 5 of this document for set up directions.
2. Recruit: After you create your team page, you can recruit your team members.

TIPS

- Get creative to increase momentum such as inter-department competitions, challenging similar businesses to support CfC, announce a corporate match for employee giving, etc.
- Be creative and fun with your team names! Teams are not limited to corporate hosting, create a College Alumni team, your reading book team, small group, sorority/fraternity, etc!

CORPORATE & TEAM HOSTING
**TIMELINE/CHECKLIST**

**Register your Event**
Click on the link to create a personalized campaign or team, set your goal, start inviting friends.

**Invite Guests**
Continue to invite guests expanding to your wider network. Send calendar invites with virtual or in-person location details. Ask guests to RSVP.

**Remind Guests**
Send reminder email 1 week prior to event and to RSVP if they have not already.

**Raise $200+ prior to August 6 to receive host gift**
All registered hosts will receive their gift either by local delivery or pick up.

**Send out a day of reminder email/text to your guests!**
"Can't wait to see you tonight..."

**August 13th**
Tune in to the live stream with your guests virtually or safely in your home.

**Thank You!**
Thank all of your guests for participating, donating, and let them know how you did with your goal!

**Make your guest list**
Begin by considering those individual who might have interest in our mission.
Donors across generations are receptive to P2P and online giving.
6 STEP TO BEING A SUCCESSFUL FUNDRAISER

Do these 3 things after starting your fundraising page

MAKE A DONATION TO YOUR OWN PAGE

Other people are more likely to donate to your page when they see that someone had already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

PERSONALIZE YOUR FUNDRAISING PAGE

Add your own text, pictures, or video. Remember, you potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is. It doesn’t have to be long!

INDIVIDUALLY EMAIL 5-10 CLOSEST PEOPLE

Ask them for a donation first. Getting your “inner circle” to donate to your page will help you build up some momentum. It is also good to start with the people you are most comfortable with.
USE THE ONION METHOD

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contact firms (the core) and progressively working outward to more distant contact (the outer skin).

**Email Batch #1**
Send to 5-10 very close contacts (family and your closest friends)

**Email Batch #2**
Send to 10-15 close contacts (your entire circle of good friends)

**Email Batch #3**
Send to as many other contacts you feel comfortable sending a message to (co-workers, friends or friends, distant relatives, your entire address book, etc.)

**Social Media #4**
Promote via your social media network by sharing your page.

**WHY ONIONS?**
- Your closest contacts are the ones most likely to donate, making you more likely to build up a good foundation of donations.
- Studies show the closer to your goal you are, the more likely people are to donate.
- So when your outer circles see your page with some progress, they'll likely want to be a part of the "movement" too!
Nearly 1/3 of all online donations are made through P2P campaigns.
THINK ABOUT YOUR EMAIL AUDIENCE

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices to guide you.

WRITING A GENERAL EMAIL:

- Start by explaining your connection to the cause and why it’s important to you.
- In a sentence or two explain our work or let them know our mission.
- Be clear to potential supporters about what you are looking for; make a direct ask for them to RSVP and support financially.
- Include a link to your campaign page.
- Thank your contacts for their support.

WRITING TO YOUR CLOSEST CONTACTS

- You know your closest contacts better than anyone does. Don’t feel like you have to stick to a predefined formula.
- If a one line message is going to work, go ahead and do that. If a longer personal message would work best, do that.
- Just make sure you include a direct request for support and the link to your campaign page at the end of the message.

ALWAYS REMEMBER: When you’re writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it!
Hello [Friend's Name]!

I am hosting a watch party for CfC’s Virtual Benefit on August 13th, at 6PM and would love if you would be a guest!

It is going to be an action packed evening to raise funds for those who are in need of critical infrastructure around the world. [Insert personal connection to CfC 1-2 sentences]

RSVP by joining my virtual table team: [insert campaign link]. It is my goal to raise [$5,000] at my table this year.

[Insert details on in person or virtual] I'm looking forward to seeing you at my virtual table!

Best,
[Name]
Follow Up

By setting internal goals, you accomplish two things. First, you create more urgency when you ask friends and family for support. Second, you give yourself a built-in reason to follow up.

Reach back out to non-responders when you’re approaching one of your internal goals or (Raise 1k before event, etc). If you set a few internal goals, you can plan on sending a couple follow-up emails. Remember people can easily miss or skip over your initial outreach.

- Include progress updates on your follow-up messages.
- Use free RSVP as a reason to reach out.
- Social media is a softer medium for communicating with your contacts and it’s more acceptable to frequently post updates on those channels.

Use Goals as a Follow Up Tool

Give ’Em Good Content

- Consider including inspiring stories or personal anecdotes you have about the cause.
- Feel free to use our social media posts and photos for email content.
CUSTOMIZE
Participants who update and customize their personal campaign pages raise 6-18X more than participants who do not update their page.

They are also more likely to send emails. Both actions are critical for fundraising success.

BE CONCISE
Share why you are raising money in a concise way--your story is the most important and powerful reason someone will donate.
Fundraising can seem daunting at first, but we want you to know we always have your back.

BELIEVE IN THE CAUSE

COMMIT TO FOLLOW THROUGH

GET CREATIVE AND HAVE FUN

THANK YOU FOR BEING A PART OF MULTIPLYING OUR IMPACT!

We are here to help! Contact Brittany at brittany@constructionforchange.org or 425.221.9958