

INFORMATION FOR TABLE HOSTS

Night of Hope Annual Fundraiser Gala to Benefit

Pathway to Hope

Thursday October 10, 2019

Sheraton Hotel, Overland Park
6100 College Blvd. Overland Park, 66211

We are excited to have you join us for 2019 Night of Hope Gala. The success of the Gala is truly made possible by you and your guests. With this in mind, we have compiled information to help you to be successful. Thank you for agreeing to serve as a Table Host for Pathway To Hope's annual fundraiser. This year, we will be at the Sheraton Overland Park Hotel at the Convention Center. This venue provides many more opportunities to partner with our community in a larger event space.

Table Hosts are absolutely essential to a successful event. It has been proven over and over again that the majority of guests attend fundraising events because they have been personally invited to come by a friend, family member or colleague who is serving as a Table Host.

Our goal for the number of tables we want to have this year is ambitious. **For 2019 our goal is to fill the event space with 65 tables of guests!**

We need your help to reach our ambitious goals. Here are some ideas of how we can make it happen:

- Never been a table host before? Becoming one for the first time is a wonderful opportunity to bring friends and family together to support something you are passionate about.
- Co-host a table with a friend or family member
- Have you done a table in the past but think you could pull together two tables this year? Do it!
- Do you have guests who have sat at your table in the past who might be ready to host their own table this year? Encourage them to become table hosts.

Table hosts have simple responsibilities: invite and confirm the attendance of 10 people, including you, and to provide a list of these guests to us by the dates listed on the instructions page. You are NOT asked to pay for your guests' seats. While some events prefer to charge a set cost for the plated meal, we work very hard to procure underwriting so that all attendee funds are put directly into our services.

No matter your individual plans, please remember the reason this fundraiser model is so effective. In other words, please fill your table with 10 people whose values and motivations reflect your own and are open to give.

If you have any questions or concerns, please don't hesitate to contact us at gala@pathwaytohope.org
Thank you for your commitment to Pathway to Hope!

Sincerely,

April Pierce Kramer
Gala Coordinator

Kiersten Adkins
Executive Director

TABLE HOST TRAINING RECAP

1. Complete Table Host Training ASAP You may complete the information either online or attend in person.
2. Distribute confirmations and have a final count by Friday , Sept 27th. A confirmation letter for your invitees is available for downloading and printing on the Table Host web page. Please invite your guests in person or by telephone. However, the physical Confirmation Letter will be extremely helpful to your guests. Be sure to include a handwritten note if possible, so your invitees to know that the invitation is from YOU.
3. Invite potential guests: Each table seats 10 people. We recommend that you invite more than enough people to fill your table, as many will not be able to attend. Start early/**NOW!** It is considered best practice to begin with phone calls. Then mail a confirmation letter with a personal note inside to affirm their commitment, and follow-up the week before the event with a phone call to ensure attending. Overflow guests (more than ten per table) are welcome; just let us know in advance so we can have seats for everyone!
4. Make it compelling: You are the reason your guests will come. Consider putting together a group of people who know one another, or who may want to meet on another. Tell them why you care about Pathway to Hope.
5. **VERY IMPORTANT - Communicate expectations:** This is a fundraiser with the expectation to raise money for Pathway to Hope. It is always best for you and your guests to understand the expectations in advance. Please communicate whatever expectation you believe is appropriate for your guests. Reach out if you need help or guidance with this piece. It is extremely important to our success.

*** We are asking that YOU set an example and be prepared to complete a donation card the night of the event. Be prepared to write your check that night or fill in your credit card information. Your example will go a long ways in helping your guest to feel confident in their giving. ***

6. Sept 27th, 2018 is the deadline for turning in your confirmed guest information.
 - Please confirm each guest and their attendance – prior to confirming with us.
 - Keep your communication direct and personal so your guests will know you are expecting them to attend the Gala.
 - Please keep reminding your guests about the event up until the morning of the big day. We will also be sending out email confirmations & our plan to make check-in as easy as possible.
 - **Please provide THOROUGH and COMPLETE contact information for your guests. This really is the biggest way you can help as we will have hundreds of attendees that will expect to be communicated with effectively.**
 - Enter yourself and you guest information online – https://www.flipcause.com/secure/cause_pdetails/NTUwOTE=
 - If you don't provide accurate information for your guests, you will likely be the one receiving their confirmations and follow up information after the event, possibly even their tax letters. This is not what your guess will expect.
 - Many companies match their employees' donations; remind your guests to bring their company's gift matching form with them to the event. If they forget the form the night of, they can turn in the paperwork after the event as well.

Gala Night Duties Summary

Welcome your guests when you see them arrive. All guests will be assigned to a numbered table, and this will be indicated on their program. As they enter you are encouraged to promptly greet your guests, make sure they have registered. Help lead them to the silent auction and encourage them to bid on all the wonderful items! Get them excited so they have fun and are comfortable at the event. Follow the instructions in your Table Host Packet the night of the event. ASK QUESTIONS leading up to the even as you need to!

SAMPLE SCRIPT FOR INVITING GUESTS

I am serving as a Table Host for Pathway to Hope's Annual Gala, Night of Hope and I would be honored to have you join me at my table.

The Reception & Gala will be held on **Thursday, October 10th** at the Sheraton Overland Park Hotel at the Convention Center. We will have a wonderful pre-event starting at 6:00 pm, where there will be a raffle, music, a meet & greet with our Founder's Award nomination finalists and other fun activities.

This year's Founder Award portion of the gala will recognize those who are working hard in the community and have done significant work for the individuals and families affected by mental illness in our community. The winner will be announced during the dinner portion of the event, starting at 7:00. I'm really looking forward to the organizational update. You can learn more about Pathway to Hope before the event on their website. www.pathwaytohope.org. This year the theme is the "Power of WE" and the program will include stories about what the champions and volunteers of Pathway To Hope are doing to make and impact in our community - so that no one faces mental illness alone.

As you may know, I care deeply about Pathway to Hope. *[Insert why you care deeply about Pathway To Hope here.]*

There will be an opportunity to financially support the organization, so I encourage you to be prepared to consider what support you can provide to help Pathway to Hope and their work of making it possible that no one faces mental illness alone. The Gala raises critical funds necessary to support individuals and families facing complex and difficult situations.

I sincerely hope you can join me to celebrate and support these efforts. Please let me know as soon as possible if you will be able to attend. I will follow up with you {insert date}. I know that you'll want to learn more about this wonderful organization.

Invitations and Responses – for your use only

This page is just for you to organize your invitations and responses over the next few months. Feel free to use it if you find it to be helpful. This may make it easier to keep track of information you'll need to provide us with before the event.

Name of Guest	Contact Information (Phone, Email, Address)	Yes ✓	No x	Maybe ?	Special Meal?	Company Match?
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						

CONFIRMED GUEST LIST

Due: September 27th (or sooner!)

Table Host Name: _____

To ensure a positive experience for you and all your guests use this form, or our online event page to let us know who will be sitting at your table (yourself, plus nine confirmed guests).

Complete contact information is very important!

Please provide full addresses, phone numbers and emails even if you think we have them.

This really is the biggest way you can help as we will have hundreds of attendees that will expect to be communicated with directly and effectively.

Thank you for being THOROUGH and PROMPT.

Guest Name	Mailing Address	Telephone <u>AND</u> Email	Special Meal (specify vegetarian, vegan, gluten free)
1. YOU			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

If you do not have a full table of 10 people, please let us know your preference:

- Please fill the empty seats with other guests; or
- I commit to filling the empty seats and providing you with names by **October 4th**

Deliver to the office, Fax to 913-397-8559 or email gala@pathwaytohope.org

OR Provide complete information online: https://www.flipcause.com/secure/cause_pdetails/NTUwOTE=