

STEP-BY-STEP GUIDE

1. BUILD A GUEST LIST

- Make a list of people you know: friends, family, co-workers, neighbors, teachers, doctors, dentists, church members, hairdressers, workout partners, etc.
- Set a high goal, as many of the people you ask may not be able to attend.

2. ASK THEM TO BE GUESTS AT YOUR TABLE

- The best invitation is personal! Extend an invitation in person, by phone or email.
- Sample script provided in this toolkit.

3. CREATE EXCITEMENT

- This is an exciting event to network with local professionals, shop for beautiful designer purses and other items at the Silent Auction and raise funds and awareness in support of programs and collaborations that help families get on the pathway to a financially secure future.
- Participate in Table Leader calls to hear about successful recruiting ideas, share your story and learn about specific event details to share with your table guests.
- Some employers will pay for their employees to attend events which promotes brand visibility.

4. REGISTERING YOUR GUESTS

- Guests can register via this link: one.bidpal.net/pop2023
- All Table Leaders and guests should pay in advance via credit card or check.
- You may substitute guests any time before May 30, 2023. After that, ALL changes will be handled at the HELP DESK at the event.
- Registration deadline is May 25, 2023.

5. PRE-EVENT REMINDERS

- Be proactive about communicating event details to your table guests.
- United Way will send reminders to all registered guests as to the logistical details that everyone needs to know before the event.
- Notices will be sent right up through the morning of the event.

6. POWER OF THE PURSE DAY!

- Plan to arrive at the Convention Center by 10:30 a.m. to park (it will be busy)!
- Guests may pre-pay for parking before the program so bring your parking ticket with you!
- Networking and Silent Auction begin at 11:00 a.m.
- The ballroom doors open at 12:00 p.m. and lunch is pre-set on the tables.
- Auction closes at 12:10 p.m. with winners immediately notified via text message.
- The program is 12:15 - 1:30 p.m., including keynote speaker Jessica Bruder.

7. SOCIAL MEDIA

- Remember to use social media to promote the event and fill your table.

8. POST-EVENT FOLLOW-UP

- Personally thank your guests (United Way will, too)!
- Event results will be announced via email from United Way a few days after the event.
- Included will be a survey for all guests to share feedback. Encourage your guests to do so as well!
- United Way will send acknowledgements to donors after contributions have been processed.

THANK YOU

FOR SERVING AS A TABLE LEADER!