

Why Womankind Event Information

Purpose: To raise awareness of Womankind in the hopes of identifying and cultivating new donors, volunteers and supporters. No one will be asked for money at this event! The purpose is strictly informational and to raise awareness of Womankind to prospective donors and volunteers.

Role of Host/Hostess

1. Invite 10-20 Friends, Relatives, Neighbors (preferably those who are not currently involved with the organization or would like to know more) for a one-hour (max) gathering to learn about Womankind. This could take the form of an afternoon tea, happy hour/cocktails, continental breakfast or pizza and beer depending on the type of audience and at the discretion of the host/hostess.

2. Confirm the day before the event

3. Provide location and refreshments.

The Event:

Greeting by host/hostess

Sign in (Womankind would provide sign in sheet)

Brief Mix & Mingle, time to get refreshments

Program (by Womankind representative)

- Facts
- History/ Mission/Philosophy
- Overview of Services
- Statistics
- Vision

Brief Q & A (Womankind representative)

Womankind Video and/or personal stories (Womankind representative)

Thank you and wrap up (Host/hostess)

Handouts: Provided by Womankind and may include Womankind brochure, fact sheet, wish list and/or a personal note from the host/hostess on how they became involved and why they continue to support the organization.

Follow up:

Womankind will make follow up calls (through the development office) within the week to attendees to ask for input on what they heard and to see if they could see themselves supporting and/or getting involved with the organization. **No one would be added to the mailing list or contacted further without their permission.** Attendees also would be asked for names of anyone else who they think might be interested in hearing about Womankind. All would be thanked for their time and willingness to hear about us.

Thank you notes from the host/hostess to the attendees would be optional but appreciated.