



COMMUNITY
BENEFIT TREE™ INC.

"CELEBRATING YOUR LIFE • CELEBRATING YOUR SUPPORT
DURING YOUR MEDICAL CRISIS"

FRIEND RAISER PACKET



Throwing a Successful CBT Friend Raiser Party

What is a Friend Raiser Party?

Gone are the typical outreach methods of sharing a nonprofit to those who never heard of the organization. We want to share the organizations core values and volunteer opportunities as well as becoming a lifelong partner with us, and be aware of our services.

Hosting a Friend Raiser Party is a unique way to unite with friend and family, express support for helping those who suffer with a life changing illness, raise awareness for Community Benefit Tree, its work in the community and surrounding areas

Friend Raisers are low-pressure gatherings because we are not asking for money only giving information and letting them then decide for themselves to donate, volunteer or possible need our services or know someone who does at a later time. The party can consist of as little as six people, on up to 25, 30 or even more people if you choose. I always say “the more the merrier” The more people you invite, the faster we get the word out.

Basically, having a Friend Raiser Party will help in building a base of Community Benefit Tree supporters, donors, and clients, both big and small, short term and lifelong relationships.

Goals of the Friend Raiser Party

At the party, we are wanting them to get better acquainted with Community Benefit Tree. Encourage them to go to CBT website www.communitybenefittree.org and “like” Community Benefit Tree’s Facebook page and sign up to receive important e-mail notifications, possibly volunteer for a variety of projects as well as the opportunity to host their own house party. Have questions. Guests will have the opportunity to visit one on one with a member of the Community Benefit Tree Staff, by setting up a time to meet with them one to one.

Raising awareness and support is our goal, but we also recognize the importance of friend-raising and isn’t that what this event is about?. Building lifelong friendships that cultivate the lifetime supporter? This gives us a chance to meet your friends on a level that is not about the money but about the relationship building mindset between people and the organization.

Rules of the Friend Raiser Party | Inspiring Action

The rule of the party is simple. You are helping generate support for Community Benefit Tree and creating awareness about the organization. Sharing a personal story is the most effective way to communicate to the guests what we are about. Why you feel supporting Community Benefit Tree is so compelling and moving that you decided to host a party to share that passion

The most important rule of the party is to capture the interest generated from the person's [chosen] story and the presentation. The representative [in attendance] or yourself the host will provide several ways to take action.

To Do List to prepare for the Party:

- Make a list of attendees
- Share the date with potential attendees
- Share the date with those you know on Facebook
- Create an event page on Facebook. Invite all friends that you know that may want to attend. Share that event on Facebook each week before the actual event
- “Like” Community Benefit Tree on Facebook and share any good news that is posted. this is will generate more likes and get the word out about the event
- Create an Evite for everyone. This is a great option for those not on Facebook or social media.
- Invite a combination of potential donors and those that may be interested in learning more about the organization. Maybe three of each
- Create a theme for your event. Create it with what you are comfortable with. Some like an afternoon tea, cookout, Mexican, or appetizers for an early cocktail event. Whatever you like to do will help you be in your element so hosting an event will be more comfortable.

Let's talk planning the event | Things to Remember

- Plan the event two to three months in advance, to give yourself ample time to properly plan.
- Remember, Location is very important. A beautiful and inviting location will bring more people out.
- Be sure to have an attendee sign up form. Their contact information is useful for two reasons, 1. Send them the important thank you note for attending 2. This is the beginning of your engaging your attendees with CBT.
- Tap into all of your current contacts, resources or CBT might have what you need. Food, equipment, tables, chairs, decorations – to minimize the cost.
- Hand out the CBT swag bag to each attendee.
- Prepare to speak to the crowd. This is not a time for stage fright. If you have a passion for the organization, you shouldn't have any problems talking about what you are passionate about. Remember, they came to hear about you and the organization that you are excited to share about.
- The presentation should only last for ½ hours, Try not to go over that time or you will begin to lose your audience
- If they approach you for wanting to get more involved, please refer to the support us folder in the swag bag or get their information to give to CBT to set up a one to one with them.
- Do your research on Community Benefit Tree. Be prepared to explain how your mission will help the community, the impact it will have for the recipients. Donors want to see how much you know and how much work you put into the event.
- If you have volunteers and past recipients that have experienced Community Benefit Tree, invite them to speak at the event. They will then see that you do have people committed to your work. Having that connection will help in solidifying the possible donation. They see it in action, they will be more apt to help. Otherwise show the CBT testimonial video located on CBT's YouTube channel.

- Be specific-with CBT programs by showing the video located on the website or YouTube Channel.
- Most important, send thank you cards to everyone that attended. I love thank you cards. They are so personal and we encourage sending them out. Give special attention to the guests that graciously donated financially at the event.

CBT Swag Bags Include:

- CBT Logo Bag
- CBT Supporter Lanyard
- CBT pen/Sticker
- Medical Crisis Survivor Kit
- CBT Supporter Folder
- If you would like to add anything please feel free to do so.....

Location Ideas

Our House

Park

Coffee Shop

World Head Quarters (Appleton)

Restaurant

Cabin

Ideas For Food and Drink

Fruit and vegetable tray

Skewer style grilled veggies | meats

Chips and dip

Cookies, brownies and other sweets

Cheese and crackers

Alcoholic and non-alcoholic beverages

Cold cuts

Plates

Sub Sandwiches

Cups and glasses

Pizza

Napkins

Pita and hummus

Utensils

Pasta and potato salad

Condiments

Breads and rolls

Mexican

Agenda

- Thank Everyone for coming
- Hand Out the Swag Bags
- Give your testimonial of your passion for the organization.
- Show the CBT video
- Show the CBT program
- Testimonial live or video.
- Review the swag bag
- Thank then again for coming.
- Sign Up anyone wanting a follow up meeting
- Have them enjoy the appetizers, drink, food, social time.

Final touches | Social Media

Remember to invite everyone to like Community Benefit Tree on Facebook and if you have a Twitter account, remind them of that as well. Nothing travels faster than good news and a fun party.

Remember to set up a Facebook event page and invite everyone you know to the event. Your friends have their own network of friends waiting to be included | invited

Send out a reminder email or text to all of your guests and friends the week before the party

Make personal reminder calls a few days prior to the party. These are people who have not confirmed that they will be attending

Maintain your RSVP guest list so you know who and how many to expect.