



## Twelve Tips for a Successful Hospitalito Fundraiser

Thank you for donating your time and efforts to holding a fundraiser for the Hospitalito Atitlán! From the very beginning, we have relied on the generous support of volunteers like you. We have compiled some tips for making the most of your fundraising event. If you have any further questions about hosting an event, please contact [emilydelhospitalito@gmail.com](mailto:emilydelhospitalito@gmail.com).

### 1. Create a Host Committee.

The Chair of the event should create a host committee of as many people as possible. A committee of 10-15 is ideal, including spouses, and their names should appear on the invitation. Why? Because:

- They will be more inclined to come because they are listed on the invitation as hosts;
- Their involvement will motivate others who know, like and respect them to come
- They will learn about the purpose of the event, and feel ownership in the event's success
- They may suggest others to be included in the invitation list
- They may be willing to follow up the invitation with a personal note/email/ phone call

### 2. Hold the event in a private home.

The event should take place if possible in a home setting, not a public restaurant or club. Being invited to someone's home for a cocktail reception and gathering signals that the event is special and creates an appropriate and warm atmosphere.

### 3. Send the invitations out early enough.

The invitation should be sent out no later than three weeks before the event.

### 4. Have a good invitation list.

The list should be carefully assembled and accommodate for those who may not attend - i.e. if you want 15 couples to attend, invite 35-40 couples.

### 5. Send a personalized invitation letter...no "dear friends,"

The letter should be personalized with first names and be sent from the Event Chair on his/her own personal stationery, along with the host committee's names. It is easy to do and says that this is a small intimate gathering to which a few select people are invited. On the contrary, a printed invitation or an email invitation signals that a large number of people are invited and thus removes any "pressure" to attend. (Templates available from the Hospitalito)

### 6. Ask for RSVPs by a certain date - do not ask for "regrets only!"

Have one person keep an accurate RSVP list.

## 7. Call everyone who has not responded.

Five days before the event, call anyone who has not yet responded;

## 8. Have name tags.

For everyone who responds yes, have a name tag prepared, including the Hospitalito Atitlan folks. Be sure to have some extra blank ones for those who just show up. Studies show everyone really appreciates name tags, though they may say they don't. (Templates available from the Hospitalito)

## 9. Plan the program.

Decide ahead of time what the program will be, who will say what, when it will start, how long it will last and be sure to allow time for questions and answers. (Sample program notes available from the Hospitalito)

## 10. End by Announcing the Goal.

State your overall fundraising goal, and how much has been raised so far. Remind guests that their pledges will be **matched dollar-for-dollar** up to \$750,000!

## 11. Announce any gifts already pledged.

After mentioning the goal, if possible, announce some early gifts that are already committed. For example, if the goal is set at \$200,000, it would be super to announce that 3 or 4 families have already stepped forward with early gifts totaling \$75,000- \$100,000.

## 12. Follow up, Follow Up, Follow Up.

No solicitations should take place at the event. The Chair, and hopefully some of the Host Committee members, need to follow up afterwards with two versions of a personalized letter – one to those who attended and the other to those who did not. Each should include a request for a specific amount, payable over up to 3 years, and should include a pledge card and return envelope addressed back to the Chair. (Templates available from the Hospitalito)