



Neighborhood House
Strong Families. Strong Communities. Since 1906.



What Matters Most Fundraising Event
Friday, May 31 | 5:00 PM—7:30 PM

Town Hall Seattle
1119 8th Avenue, Seattle, WA

Event Host Packet 2024

What Matters Most

Strong Families. Strong Communities. Since 1906!

DEAR EVENT HOST

We're thrilled that you have chosen to be an Event Host for our What Matters Most Fundraising Event on May 31st! Your willingness to bring friends, family, and colleagues to the event to support Neighborhood House will ensure our ambitious goals are achieved. Every dollar raised on May 31st is a commitment to fighting poverty and the systemic barriers causing it.

ABOUT NEIGHBORHOOD HOUSE

Since 1906, Neighborhood House has created opportunities for people who face cultural, language, and systemic barriers to live longer, happier, and healthier lives. The What Matters Most annual event is our largest event of the year and helps raise funds for our immigrant, refugee, and Black, Indigenous, and People of Color (BIPOC) communities experiencing poverty.

The mission of Neighborhood House is to build community and increase access to housing, health, education, and economic opportunity. Serving over 13,000 people annually, Neighborhood House provides programs and services that meet the needs of entire families throughout Seattle and King County.

Our major program areas include: early childhood education, youth education, family & social services, employment & adult education, housing stability, community health, and aging & disability services. Collectively, our staff speak over 40 languages enhancing our efforts to communicate with clients in their first language and with a high level of cultural awareness.

DETAILS AT A GLANCE

Date

Friday, May 31, 2024

5:00 PM to 7:30 PM

Location

Town Hall Seattle

1119 8th Avenue, Seattle, WA

REGISTRATION

Tickets for this year's event are \$50/ attendee. Purchase tickets at <https://nhwa.org/start-your-weekend-at-our-house/> Be sure to have your guests indicate on the registration form that they are with you.

This year's event seating is theatre-style, so while we won't be asking you to fill a table, we'd love for you to bring as many guests as possible. Hosts who bring 5 or more guests will have special reserved seating for the program.

We hope this packet will provide you with everything you need to make your job easier and more enjoyable. Please feel free to contact Deborah Daniels at deborahd@nhwa.org or (206)-434-6417 ext: 2027 should you have any questions or need additional materials.

What Matter's Most Event Host Guide

GETTING STARTED

- **Create your guest list** Think of family, friends, colleagues, neighbors, etc. who share your support for Neighborhood House or would be interested in learning more about our work! Jot down their names on the brainstorm sheet at the back of this packet. The more the merrier!
 - **Start inviting** See our template in this packet to help you get started. Don't forget to add your own personal touch!
 - **Be persistent!** Don't be discouraged if your invitees don't respond or decline. Some people aren't keen on large events but may still be willing to support. There is a live streaming option available on the ticket registration page. Or encourage them to donate online! If they mention you're responsible for prompting their donation we will count it towards your total raised!
 - **Pre-purchase tickets!** Really want to get someone to the event? Pre-purchase a ticket for them and let them know you've made it easy for them to attend.
 - **Communicate effectively and enthusiastically!**
 - Be clear about expectations. The reception is a fundraiser and a recommended minimum donation of \$150 (\$12.50/month) or more will help us meet our goal. We also offer a variety of payment methods and schedules.
 - Confirm. Reconfirm. Follow-up. Avoid empty seats by making sure all guests are able to attend. Send out reminders in the days leading up to the event. Post-event, don't forget to thank each of your guests for their attendance and generous contributions. Communicate in
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ROLES & DUE DATES

- Start now!** Identify and invite potential guests. Remember, they should also have the capacity to donate a minimum of \$150(\$12.50/month) or more.
- Purchase tickets by May 20th.**
 - Encourage guests to purchase tickets by May 20th to help us with planning, though we will be able to accommodate folks up to the day of the event.
 - If you have guests drop out, invite other guests to fill their spot and email Deborah (deborahd@nhwa.org) with any changes.
- Reconfirm everyone!**
 - Contact and remind your guests the week before the event.
 - Email or call Deborah with any guest changes.
- Event Day—Arrive at the venue by 5:00 PM**
 - Grab a beverage and some apps, mingle with guests and visit information stations to learn more about Neighborhood House programs.
 - Encourage your guests to make a donation during the program.
 - Enjoy the event!
- Post-event—Thank your guests!** A quick call or thank you note will be greatly appreciated.

Sample Invitation

TALKING POINTS—MAKING AN INVITATION TO THE EVENT

Things to Remember:

- Think about the people around you - family members, friends and neighbors that are interested in helping the community. Write a list of people in different circles who would be able to donate.
- Communicate in the method you usually use with your potential guest. Make sure **your invitations are personal** AND share what YOU love about Neighborhood House.
- Be clear with guests that while there is a \$50 ticket fee, there will be an opportunity to donate during the event. The recommended minimum donation is \$150 or \$12.50/month There are a variety of payment methods and schedules; donations can be easily spread throughout the year in smaller, monthly payments.

Sample email or letter invitation:

Dear NAME,

I am serving as an Event Host for Neighborhood House's What Matters Most Reception and I would love for you to join me. Neighborhood House is a nonprofit organization that builds community and increases access to housing, health, education, and economic opportunity. (Share your personal connection to Neighborhood House and reasons for supporting.)

The reception will be held at Town Hall Seattle on Friday, May 31st from 5:00 PM to 7:30 PM. It will be a great opportunity to learn more about the work that Neighborhood House is doing to make a real impact on poverty in our region.

This year's What Matters Most event is \$50 per person and is Neighborhood House's biggest fundraiser of the year – it helps support all of their programs and services. There will be a recommended donation of \$150(\$12.50/month) with a variety of payment methods and schedules available. *(If you're going to purchase your guest(s) tickets this is a good place to mention that.)*

Please join me! Tickets are available at <https://nhwa.org/start-your-weekend-at-our-house/>.

Warm regards,

YOUR NAME

Guest Tracking List

Event Host Name:

You can purchase tickets for your guests or direct them to purchase their ticket(s) at <https://nhwa.org/start-your-weekend-at-our-house/>

Below is a tracking document to help you manage your invitation list. You're welcome to share the list with us if you'd like us to let you know which of your guests has purchased tickets. Email your list to Deborah Daniels at deborahd@nhwa.org. Call 206-434-6417, ext. 2027 if you have any questions.

	Name	Company & Title	Telephone	Email
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