

Celebration for Change

Thursday, April 26th | 5:30-7:30pm | Farestart Pacific Tower

Coalition Builder

Role Description

Coalition Builders play a crucial role in ensuring the success of the Coalition's largest fundraising event of the year! Coalition Builders gather five or more of their friends, family, and co-workers to join us at Celebration for Change. They ensure that their guests have an enjoyable and meaningful experience while supporting the Coalition's fundraising goals. Becoming a Coalition Builder is a fantastic way to engage your community in a cause you're passionate about—ending gender-based violence!

Who Can Be A Coalition Builder?

Any individual, couple, group of friends, organization, or business can become a Coalition Builder. Every Coalition Builder will receive special recognition during the event, and on the Coalition's website event page. All we ask is that you invite guests thoughtfully, knowing that Celebration for Change is a fundraising event for an organization that seeks an end to gender-based violence.

I'm In! What Comes Next?

We're so glad you're willing to join us in this vital role! Here's an overview of the process:

1. Sign Up

Let Liz Nixon, Fund Development Manager know that you're ready to be a Coalition Builder by emailing her at liz@endgv.org.

2. Brainstorm Your Invitees

Put together a list of everyone you'd like to invite, keeping in mind your guests' interest in gender-based violence and social justice issues, and their capacity to give. Celebration for Change is the Coalition's largest fundraising event of the

year. It's not a ticketed event, but we do ask that guests make a suggested minimum donation of \$150.

Think of all your circles: your friends, family, neighbors, co-workers, former co-workers, members in your professional associations, casual acquaintances, etc. People like to know what you feel passionately about and asking them to be a part of Celebration for Change is an easy way to introduce them to the Coalition Ending Gender-Based Violence. Remember that gender-based violence impacts *all* of us—don't censor your list or assume someone won't care about this cause!

3. Invitations and Registration

Registration for Celebration is open as of Monday, February 12th. Registering is easy! All you need is your guest's name and email address, and a confirmation that they'll join you at Celebration for Change on Thursday, April 26th from 5:30-7:30pm. Once a guest confirms with you:

- You can direct guests to register themselves (with the option of making a donation while registering) via <http://endgv.nonprofitsoapbox.com/celebration2018>. Ask them to list your name in the "invited by" box.
- You can register your guests via <http://endgv.nonprofitsoapbox.com/celebration2018>. Make sure to list your name in the "invited by" box.
- You can [send an email to Liz](#), and she'll be happy to register your guests for you.

Again, please remember that Celebration for Change is a fundraising event—make sure your guests know that they'll be asked to make a meaningful gift of \$150 or more!

4. How Do I Know If My Guests Have Registered?

You can contact Liz at liz@endgv.org anytime to request a list of your current registered guests.

We will email you your guest list two weeks before the event, and again a few days before the event, so you can double check your list against ours. We don't want anyone to be forgotten!

5. Timeline

We want you to be in the know! Here's a run down of our event timeline.

| | |
|-------------|--|
| January | Save the Date emails sent out to broad Coalition community; Coalition builders send out save the date emails |
| February 12 | Registration link goes live |
| February | Coalition Builders send out personalized email invitations |
| March | Coalition sends out mailed invitations to past Celebration attendees, donors, and member programs |
| April 1 | Early-bird registration deadline; all guests registered by April 1 entered to win a prize |
| April 15 | Coalition Builders send email "Can't wait to see you" |
| April 23 | Coalition sends email with details and transportation info to all registered guests |
| April 25 | Coalition Builders send email "Who's who in our mini-Coalition?" |
| April 26 | Event Day! |
| April 27 | Send "Thank You for Joining Me" email |
| Ongoing | Confirmation emails go out to guests as they register. Coalition Builders send "Regret Gift Email" encouraging guests that cannot attend to donate |

5. What Do I Say to People?

Here are a few email templates to help you along in this process. Feel free to reach out if you need help with wording or extra materials.

Please tailor your template, as some suggestions may not apply to you!

Guest Invitation Email Template

Hi _____ **First Name** _____,

As you may know, I have been supporting the [Coalition Ending Gender-Based Violence](#) for <#> years and am so grateful to this organization for all they do in our community. I am excited to support them by being a Coalition Builder for their annual fundraising event, [Celebration for Change](#). I would really love for you to join me!

A little bit about them: the Coalition seeks to foster safe and just communities where all people thrive. They envision a world free from gender-based violence, where relationships are based on mutuality and respect. To do this, they work collaboratively in partnership with more than 40 member programs throughout our region, advocating for better policies and funding that support survivors of domestic and sexual violence.

Just last year, they trained over 600 professionals to better advocate for survivors of gender-based violence, and helped mobilize over \$3million in funding to support member programs that provide critical lifelines to survivors of violence! We need organizations like the Coalition to keep pushing all of us to have hard and necessary conversations about sexual violence, and keep our region moving forward!

Celebration for Change will be held on Thursday, April 26th from 5:30-7:30pm at [Farestart's Panoramic Room \(North Beacon Hill\)](#):

- 5:30pm – Drinks & Appetizers
- 6:00pm – Welcome & Program, including speaker, [Kalei Kanuha](#)

This event is the Coalition's one and only fundraiser of the year. We're aiming to raise over \$50,000 to support a strong regional response to gender-based violence! Join me in helping to meet this goal!

Celebration is free to attend, but guests are asked to make a meaningful gift with a suggested minimum donation of \$150. If you're able to make it, let me know! I hope you'll join me in supporting what I believe is an incredibly valuable organization on April 26th!

Thank you,

<Name>

Regrets Gift Template

Regrets gifts are important in helping us reach our fundraising goal. Here is a suggested template to encourage your friends to support you and the Coalition even if they can't attend.

Hi _____ **First Name** _____,

<Insert a personal response to why your guest can't join you>

I want to invite you to join me in spirit at Celebration for Change with a joyful regret gift. As the Coalition's biggest (and only) annual fundraiser, the crucial funds raised that day go towards keeping our region on track to have a strong, unified response to gender-based violence.

There are three easy ways you can make your gift today:

- Send a check made out to Coalition Ending Gender-Based Violence to me (be sure your contact information is included with your check) and I can take it to the event.
- Make your donation online at endgv.org/give. If you add "Celebration – **<My Name>**" in the "in honor of" section, I'd appreciate it!
- Mail your check to the Coalition directly at the address below.

Coalition Ending Gender-Based Violence
1419 S Jackson St #103
Seattle, WA 98144

I support the Coalition because I believe in their vision of creating safe and just communities, where all people can thrive. I hope you do too!

Gratefully,

<NAME>

Suggested Email On or Around April 16:

Hi _____ **First Name** _____,

I'm looking forward to seeing you next Thursday, April 26th for Celebration for Change! We're going to have a great time.

A few reminders:

I encourage you to arrive on the earlier side of the evening so that we can chat, check out Coalition highlights from the last year, and get our picture taken together!

<Mention names of people they know that are also attending>

As you know, this is a fundraising event and in addition to enjoying each other's company and learning more about the Coalition's work, we are all attending this event to support the Coalition Ending Gender-Based Violence. Please be sure to bring your checkbook and/or credit card and a giving spirit. They're counting on us!

The Coalition will be sending out an email next week with event details and transportation options, but please don't hesitate to call me with any questions you have about the event. You can also contact the Coalition directly: liz@endgv.org or 206.568.5454.

See you soon!

<Name>

Suggested Email on April 25

Hi all!

Looking forward to seeing everyone tomorrow for the Coalition's Celebration—join me at 5:30pm! I compiled a little bio for everyone I've invited, so you know at least a handful of people in the room.

<insert bios>

Let me know if you have any questions!

<Name>

Thank You Email on or just after April 27th

Hi all!

Wow! What an incredible night! Thank you all so very much for joining me yesterday. I loved <insert favorite moment/s from Celebration>.

I just heard from the folks at the Coalition—our little team contributed \$<amount sent your way from Liz day after Celebration> towards the Coalition's \$50k goal. Incredible! What's better yet is that it's looking like the Celebration raised \$XX,XXX total. I'm so grateful to each of you for your company, your belief, and your generosity. Thank you.

Gratefully,

<Name>



Thanks so much for your interest! Questions? Get in touch with Liz Nixon, Fund Development Manager, liz@endgv.org or 206.568.5454