2024 Recruiting Event Host Toolkit

Sharing information and stories about Impact100 through our personal contacts and networks has proven to be one of the most effective tools for recruiting new members. Thank you so much for agreeing to host a recruiting event! We hope the information in this toolkit will be helpful. Please feel free to reach out to Laurie Sheehan, Membership Recruitment Chair, at any time with questions - email: membership@impact100atlanta.org; text 404-805-0636

Membership Home Event Format

This is the basic model we have found to be successful for in-home recruiting events. But feel free to be creative and make adjustments or improvements as you see fit.

- Weeknight Happy Hour (6-8pm) or Morning Coffee (10-11:30am)
- 1-3 members to host/co-host
- Invitations via Evite (or similar platform)
- Aim for 10-20 new prospects to attend. Invite current members to attend as well.
- Light apps, water/LaCroix and wine
- Informational materials and handouts (supplied by Impact100)
- Running slideshow projected on loop Welcome and introduction by host
- Short 15-20 presentation (with slides on TV if available) by Board representatives at mid-point of event, followed by open Q&A.

Materials and Handouts

Impact100 will provide signage and informational handouts to display at your event, such as the following.

- About Impact (handout)
- Our Model
- Our Focus Areas
- Membership Levels
- Membership Application (handout)
- Join QR Code
- Sponsorship Levels
- Sponsorship Program (handout)
- Member Directories (2022 & 2023)

Host Introduction: We have found it helpful and a nice personal touch to ask the host to give a super short welcome to guests before we start our presentation. We would love for you to consider sharing your own personal "Why" you are involved with Impact.

A Note about Food & Wine: Some hosts prefer to handle all the food & drinks themselves. Others find it helpful to spread out the effort/expense and ask other Impact100 members to help co-host, or bring an appetizer and/or wine. Please let Laurie Sheehan if you would like to request supplemental wine or appetizers for your event.

Suggested Tasks and Timeline

Pre-Event (approx 2 weeks prior to event):

1. Set date/time/location, confirm with Membership Chair and board contacts

2. Build your guest list. Create list of target invitees and gather email addresses. Include a few current members to come and help share Impact experience. We are happy to assist you build your guest list by adding prospects and/or identifying members in your general neighborhood or zip code if helpful. Please let **Laurie** know if you are open to adding members or prospects from the local area. Note: We have found that we typically invite about 3x more people than are able to attend.

3. Send email to those who are on your personal target list with a quick heads up that they will be getting an invite – include personal experience, anecdotes, but also include basic explanation of the ask and the why. Do this prior to sending the Evite.

4. Send Evite from hosts. Be sure to make the guest list public so it will encourage those attending to see others they may know on the list! Also be sure to invite Laurie Sheehan (atlsheehans@comcast.net) and send her direct link to evite for direct access to guest list and RSVPs. Laurie may also send you other board emails to add to invite list. *See appendix for example evite information.*

5. One week prior to the event, send personal links or emails to any who have not opened the digital invitation, to be sure it has not landed in spam. Note: We have found that typically 1 in 3 invitees can attend, so monitor the responses and feel free to add more to the list closer to date to ensure a good turnout.

6. Two days prior to the event, Evite will send a reminder. Follow up with texts to anyone on the target list who has not replied or opened the invitation.

For the Event:

*Volunteers – Have greeters at the door so no one wanders in alone; Members to circulate and chat; Hosts to make connections and introductions. Target number of volunteers – 1 Impact volunteer for every 1-2 prospects/guests.

*Make all feel welcome!

* Don't forget to take PICTURES!

*Impact100 will provide sign in sheet, write on nametags and pens

*Impact100 will bring materials/handouts for those attending to pick up/browse. Hosts should identify a table, sideboard or other location(s) to display materials.

* Provide minimal food and drinks in a station.

*During the event, the Impact100 Board members will speak using a digital presentation, so you will need to have an HDMI cable connected to your TV for viewing. They will ask for questions and comments after they present.

Impact 100 to Provide	Hosts to Provide
• Nametags and Check In Sheet • Board Members • Presentation • Printed Materials & Signage • Wine (if requested) • Supplemental Apps (if requested)	• Guest List & emails • Drinks & light appetizers • Table to display materials • TV with HDMI input

Post Event:

1. Using the Evite platform, send a thank you to all invitees regardless of attendance. *See appendix for example evite message.*

2. Email those who attended to thank them for coming, and include a link to our Website Membership page for those who want to join Impact100 Atlanta New Member Registration

3. Email additional information to those who expressed interest but did not attend, and include a link to our events calendar. Feel free to offer to put them directly in touch with Laurie Sheehan, for more information.

4. Please send exported list of invitees and guests (with rsvp) to membership@impact100.org so we can continue to check in, and hopefully convert all to members!

And most of all, thank you, THANK YOU for your support and generosity in hosting an event to help spread the word about Impact100! Personal events and contacts are the lifeblood of our membership and we absolutely could not do this without you.

A Final Note: The primary goal of this event is for our hosting members and guests to all have a comfortable and pleasant evening learning more about this amazing organization. There is no requirement to have fancy decorations or to do anything that causes stress. Some members however have asked about Impact100's branding/colors for their events. If you are into that kind of thing :) or simply curious, our color palette for Impact100 Atlanta consists of Sky (Blue) and Sun (Yellow), Purple and Wisteria.

APPENDIX

Sample Evite

https://www.evite.com/event/027CGP5KK7DPW4JWYEPOVJI744HTII

I used the Free Styled Tape Light template on Evite but choose whatever makes you happy. Here is a graphic you are also welcome to use. It works well to upload in a photo square.

Sample Message to Guests in Evite (1)

Please join us for a casual happy hour to mix and mingle and learn more about Impact100 Atlanta - a new Women's Giving Collective that is destined to have a lasting and profound impact on the Atlanta community.

March 31st is the final deadline to become a 2024 Member! So grab a friend or two and come hear what all the excitement is about.

Hosted by _____

Sample Message to Guests in Evite (2)

Do you want to make an IMPACT on the Atlanta community but are short on time?

Would you love to contribute to a deserving organization but don't know what nonprofits need help?

Join us for a drink, a bite to eat, and time with friends. Learn about a women's giving collective that is turning Philanthropy on its head - Impact100 Atlanta.

Sample Follow Up Message in Evite

Thank you to everyone who attended last night's Impact100 Atlanta Happy Hour event. It was a great turnout, and we loved seeing connections being made and new members joining. If you're looking to join you can do so on the sign up page. Just follow this link → 2024 Impact100 Atlanta Member Registration

If you have questions or other friends you think would be interested, please reach out to me at _____. Thank you!

Sample Follow Up Email

Thank you so much for coming to the Happy Hour event last night.

If you've decided WOW, this is a great philanthropy and I'd love to get involved, here's the Registration Link where you can sign up to become a member. Please join now so we can get you on our list to receive event invites and other updates. Your donation does not need to be paid until the March 31 deadline.

After that, we'll have a fun celebration to announce how much money we will give away this year at our Big Reveal on April 18th. There are Focus Area Committees to join (Arts and Culture; Education; Environment, Preservation and Recreation; Family; Health and Wellness) or you may choose to rest easy, knowing that critical analysis of grants and non-profits is happening, and then jump back in to vote at the Big Give in November. This year, we hope to fund grants in 4 areas! Help us find others who might be willing to join. 100% of your $1000 donation funds these grants.

If you are interested in Impact100, but not ready to commit, please let me know what questions you have or I am happy to put you directly in touch with Laurie Sheehan, our membership chair.

Thank you again!