

# It's a new day



## Host a “Gathering for Good” in April

**StriveTogether has challenged HCI to raise \$70,000 in match funding by September 2021.**

HCI will produce a series of short videos featuring HCI programs as they are operating during the pandemic to include as part of a **Virtual Toolkit** for community members who are willing to host a virtual fundraiser – Gathering for Good – in April 2021.

We would like to work with **100 community members** to host a virtual fundraising event during the month of April 2021. Hosts can pick the date/time in April that works best for them/their guests. Through these events, HCI would like to reach **more than 300 community members across Faribault and Northfield** to grow awareness of HCI’s programs and raise **\$70,000** in unrestricted funds.

### Will you consider being a host?

*Personally invite your friends and family to a virtual gathering to learn more about HCI!*

#### Event goals

1. Improve community members’ awareness of [HCI-supported programs and initiatives](#)
2. Raise unrestricted funds for HCI to sustain its 20+ youth-serving programs through 2022

#### Key points

- Hosts will receive a **Virtual Toolkit**, complete with a set of links to short videos about HCI programs
- Any individual/guest who gives **at least \$200** will receive a **Swag Bag** with HCI goodies
  - All hosts will receive printed thank-you notes to share with their guests
  - Hosts may request donation envelopes to send to their guests who may prefer to give by mail
- **HCI’s job is to provide hosts with images, videos, and information that will inspire their guests to want to give and grow awareness of HCI’s reach in Faribault and Northfield**
- HCI wants people to feel proud to be involved with and support the organization!

#### Hosts are essential! Here’s what to do:

Identify friends and family you will invite to join your virtual gathering. Create a list of their names and preferred contact methods. Share this information with Sandy Malecha, HCI Development Coordinator, [sandy@healthycommunityinitiative.org](mailto:sandy@healthycommunityinitiative.org), 612-702-3992. Sandy will keep track of anticipated guest invites across all hosts to ensure people are not being “double asked.” Some of your guests may

already be somewhat familiar with the organization – this is an opportunity to strengthen their awareness!

Personally invite your friends and family to join your virtual gathering:

*“I’d like to invite you to join me for a virtual gathering. This is an opportunity for you to learn more about Healthy Community Initiative (HCI) and its work supporting youth and families in our community. It is a fundraiser, too. You will be asked to consider making a contribution. There is no minimum and no maximum gift requested. It will be the job of the organization to inspire people to want to give. As much as anything, we want people to attend and learn more about the great programs in our community. I would be delighted if you could join me.”*

**Timeline:**

March	HCI staff and board members reach out to possible hosts and guests. Hosts will receive a digital invitation and other materials to support outreach efforts, with the goal of confirming at least 100 unique hosts and more than 300 guests.
April	HCI staff support team provides hosts with virtual toolkit materials, technical support, etc. in preparation for gatherings. All gatherings completed by April 30, 2021.
April/May	HCI staff and board complete thank-you messages to hosts and guests, and distribute HCI Swag Bags to individuals who made a financial contribution of \$200 or more.

**Hosts can choose from 3 options:**

OPTION 1	OPTION 2	OPTION 3
<ul style="list-style-type: none"> <li>• Host selects time/date</li> <li>• Host uses own virtual meeting platform</li> <li>• Host manages all logistics of the gathering using resources in the Virtual Toolkit</li> <li>• Brief pre-event training with HCI staff/Dev Committee member</li> </ul>	<ul style="list-style-type: none"> <li>• Host selects time/date</li> <li>• Host works with HCI staff to set up a Zoom link using HCI’s Zoom account for the gathering</li> <li>• Host requests an HCI staff or board member to “co-host” and manage the logistics of the gathering using the Virtual Toolkit</li> </ul>	<ul style="list-style-type: none"> <li>• HCI staff provide a single link that is a recorded virtual fundraiser session from start-to-finish (i.e. NO separate links for different program videos)</li> <li>• Hosts share the single link to the recording with their guests to watch at a time that’s convenient for them, or all together at a time/date they choose</li> <li>• Host follows up with those they shared the recording with to answer questions, encourage consideration of a gift</li> </ul>

**Interested in being a host?**

Contact Sandy Malecha, [sandy@healthycommunityinitiative.org](mailto:sandy@healthycommunityinitiative.org) or 612-702-3992

***Thank you!***