

# How to Invite Someone to the Event

## What to Say When You Invite Someone to the Event

(Remember face-to-face or over the phone is best!)

I want to tell you about an organization that's doing amazing work in our community, especially during the pandemic. It's called Volunteers of America – maybe you've heard of them. They serve over 47,000 people in our area – veterans, at-risk youth, people with intellectual disabilities, struggling families and seniors - throughout a 16-parish region that includes New Orleans, the Northshore and Houma.

Normally they have an in-person breakfast every year in May where they tell amazing stories of the people whose lives have been changed. However, with the pandemic, this year's event is going to be virtual. That means you can watch it from your computer or smartphone at home, work, or anywhere. I'm hosting a virtual table at this year's event, which is on May 6<sup>th</sup> at 8:30 AM, and I'd like you to be my guest. It doesn't cost anything to attend, but it is a fundraiser – you will be invited to support their mission, and you should give solely based on what you learn and the impact it has on you.

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## Questions People You Have Invited May Have

(Along with the answers to those questions)

Q: *How do I learn more about the work that Volunteers of America does?*

A: They regularly host virtual events so people can learn more about their mission. Let me check to see when and where the next one is happening - <https://www.voasela.org/tour-dates>. Or, if none of those days work for you, let me check to see if somebody can speak with us at a time that's convenient for you. Alternatively, they are hosting a Virtual Community Forum on April 8<sup>th</sup>, focusing on their opiate response program.

Q: *I support only organizations that help veterans.*

A: Volunteers of America serves Veterans in a variety of ways. They have two veterans services centers located Uptown, helping with housing and employment. During the pandemic, they worked with struggling veterans and their families throughout the entire state to secure housing. Last year, they helped nearly 2,000 veterans.

Q: *I support only organizations that help people with intellectual disabilities.*

A: Volunteers of America helps adults with intellectual disabilities live fulfilling lives. It runs seven group homes – four in Mid City, one in Algiers, one Uptown and one in Hammond. Each of these homes cares for about eight individuals with 24/7 care. They also go into the community and help other individuals live independently in homes of their choosing. Last year they helped 140 people with intellectual disabilities.

Q: *I support only organizations that help at-risk youth.*

A: Then you're in luck. Volunteers of America runs a mentoring program that serves children who have a parent who is incarcerated. Last year they paired over 150 children with trained, adult mentors. And they also have a program called Fresh Food Factor that provides healthy meals to schoolchildren at schools in Orleans and Jefferson parishes. They're serving 13,000 meals a day.

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Q: *I'm not sure let me think about it, OR I don't think so.*

A: That's great; let me register you and send you a [Save The Date](#) email. You will periodically receive emails about the event.

Q: *If I go, is there a minimum contribution?*

A: There is no minimum contribution. Come see their presentation, then consider a gift solely based on what you learn and the impact it has on you.

Q: *When and where is it?*

A: The Reach for the Stars Breakfast is virtual on Thursday, May 6<sup>th</sup>. The program starts at 8:30 AM sharp and lasts for about 40 minutes. You will be out before 9:15.

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## Email Invitation

(Send only if you are unable to meet with them or speak on the phone)

Dear Friend,

I would like to invite you to be my guest. I'm hosting a virtual table for Volunteers of America's annual Reach for the Stars Virtual Event on Thursday, May 6<sup>th</sup>. Given that it is virtual, you can watch it from anywhere on your computer or any device that has an internet connection.

The program starts at 8:30 AM SHARP and will be over before 9:15 AM. Even though it is virtual, it will be a truly inspiring event about a powerfully impactful local organization that actually changes people's lives for the better.

As I think you already know, Volunteers of America puts much-needed funds to work in our local community and provides essential services needed for those most vulnerable, left behind or in need.

Please let me know if you can make it.

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## Reminder Call the Week Before the Breakfast

(Call all of your guests)

### Opening (could also be used when you leave a voicemail)

Hi, this is \_\_\_\_\_ and I'm calling to remind you about the Reach for the Stars Virtual Event on Thursday morning at 8:30 AM. I wanted to make sure you are going to be able to make it. You are going to hear such amazing stories of hope and inspiration. I think you're going to enjoy it.

Please call me back to confirm you're still planning to attend.

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## Donor Thank You Call After the Breakfast

(Make sure to call by end of day Friday, May 8<sup>th</sup>)

*You will likely reach voicemail in nine out of ten calls you make. Indeed, research has shown that a heartfelt voicemail is nearly as effective as speaking to the donor to demonstrate personal gratitude.*

### Opening (could also be used when you leave a voicemail)

Hi, this is \_\_\_\_\_ and I'm calling to thank you for attending the Reach for the Stars Virtual Event. Volunteers of America is a cause very special to me (and my family). Thank you for making an effort to attend. It meant a lot to me that I could share this opportunity with you.

### If they want to talk, what can you say next?

I don't want to take up much of your time but would you be willing to share with me what you thought of the program?

- *Allow the person to share with you. "That's great! Thank you for sharing that with me."*
- *Share briefly your thoughts and/or why you support the organization; if there are any similar reasons - make that connection*

You can also ask things like:

- Was there a particular story you heard that was impactful to you?
- Why does this cause matter to you?
- What interests you most about the organization?
- Would you like to be involved with us in other ways?

### Closing

Your attendance and support can make a difference in caring for the people they serve. Thank you for attending and being a part of Volunteers of America's mission to help Southeast Louisiana's most vulnerable!