



EVENT NAVIGATOR TOOL KIT

CFH 2020 VIRTUAL LUNCHEON - SEPTEMBER 24, 2020

The Journey Home

CFH 2020 VIRTUAL LUNCHEON
FROM HOMELESSNESS TO STABILITY

Dear CFH Supporter and Navigator (formerly called Table Captain),

Though we cannot gather in person to share lunch as in past years, the staff and clients of CFH so appreciate you navigating and guiding our supporters towards funding the urgent needs of the unsheltered community this unusual year.

Thank you for your willingness to reach out to your friends, family and business associates to make this year's virtual luncheon fundraiser a smashing success.

Because this is our first virtual event, we believe you can get creative with ideas on how to get your guests to watch the event production and provide the financial support we so heavily rely on. Again, we are sincerely grateful for your dedication and help in reaching our fundraising goals.

LET'S START PLANNING

Your Event Navigator Tool Kit includes:

Step-By-Step
Checklist
for Navigators

AND

Event Navigator
Ideas &
Communication

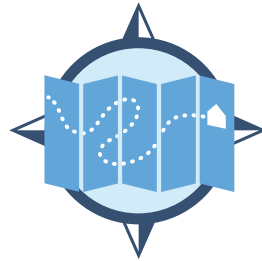
Congregations for the Homeless is a 501(c)(3) organization registered in the State of Washington.



CFH

CONGREGATIONS FOR THE HOMELESS
from homelessness to independence, one man at a time





Step-By-Step Checklist for Navigators



1. Make Contact

If you have been a table captain before, list your past years' guests first and then others you want to invite – about 20-30 prospects. Decide how to contact your guests; for example, will you make a phone call followed promptly by an email or text?



2. Communicate Expectations

This is a benefit for CFH. Don't hesitate to be explicit about the dollar level at which you would like your guests to contribute. **The minimum suggested donation is \$150, which can be made all at once or in monthly payments for one year** (use this as a guide only and it is up to you whether or not you want to voice this).



3. Finalization of Guests

Make sure your guests register themselves on the event website at: bit.ly/cfhluncheon



4. Pre-Luncheon Reminders

CFH will send a confirmation email to guests who have accepted your invitation. However, a quick email or phone call from you a few days prior to the event is the most effective reminder.



5. Day of the Luncheon

Be sure to welcome or contact your guests before the program gets going and direct them to the event website at: bit.ly/cfhluncheon



6. Post-Luncheon Follow-up

Attendees and guests who were unable to attend will receive a CFH e-mail thanking them for attending the event or offering them a chance to donate if they were not able to attend. All donors will receive receipts of their donations to CFH shortly after the event. However, the best thank-you of all comes from you! Email or call your guests the following week to personally thank them for supporting CFH!



Event Navigator Ideas & Communication

Invite guests (socially distanced, of course) to your home/office for lunch. Cater the meal for them and have the video presentation prepared for them to watch during lunch.

Encourage your guests to invite their friends. Ask your friends and connections...

“Do you have a friend that we can invite?”

Ask your guests to apply online for their company’s matching gift. Either, immediately following the event or mail in their matching gift form to:

Congregations for the Homeless
515 116th Ave NE
Suite 150
Bellevue, WA 98004

Ask those who are not able attend to donate online anytime. Direct those who cannot make it to donate online in lieu of attendance at:

www.cfhomeless.org

Share the event on Facebook. Go to <https://www.facebook.com/www.cfhomeless.org>, invite your friends to join and share on your own page (tag @www.cfhomeless.org) so that you can encourage out of town friends and family to donate to your virtual table.

Don’t forget to thank your guests!