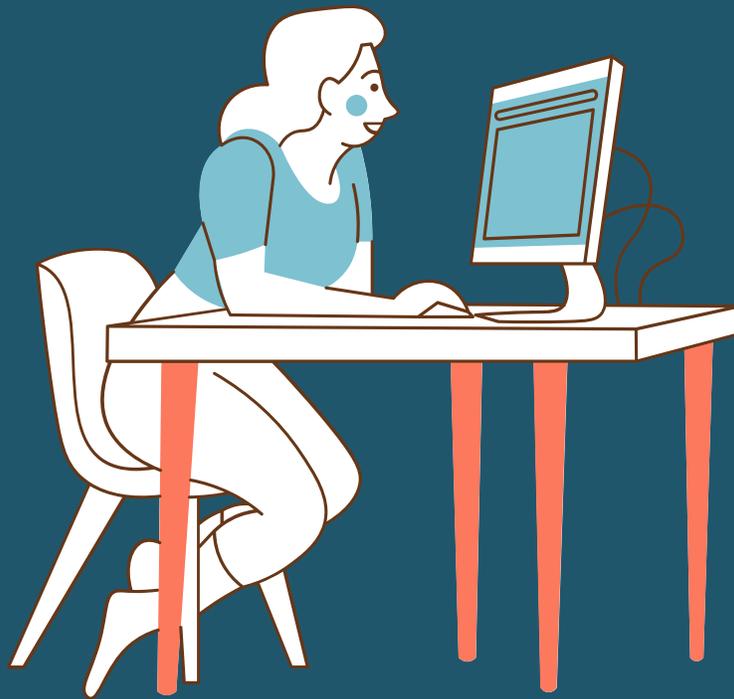


# FRIENDSHIP SHELTER **VIRTUAL** EVENTS



## DIGITAL TOOLKIT



## WHY VIRTUAL EVENTS?

Because of the COVID-19 crisis, Friendship Shelter Board members saw an opportunity to take their support online, by hosting virtual events in place of traditional in-person dinners and salons.

## THE SKY (OR SCREEN) IS THE LIMIT...

Hosting a virtual event is fun and easy, and our team is here to support you each step of the way! Themes range from a virtual wine tasting (pictured above) to a tea party, pizza making class, arts & crafts, or an old fashioned get together.

Invite anyone you think might be interested in supporting our cause, set a donation price (or ask them to come to learn), and a Friendship Shelter staff or board member will host the Zoom call and provide information about the organization.

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# HOW TO PLAN A VIRTUAL EVENT

We're here to support you each step of the way.

## **1. Choose your theme, date & guest list.**

Need help brainstorming ideas? Let us know! Remember the date doesn't need to be too far in the future with everyone at home during quarantine.

## **2. Send your invitations.**

Friendship Shelter will send you the Zoom link to use in your invitation, a link to a custom donation page, and a digital package of information to distribute.

## **3. Coordinate any extras (optional).**

Just like with in-person events, we've found that having a theme can add to the fun. If you're doing a wine tasting for example, choose a wine you'd like everyone to buy (or coordinate dropping off bottles to your guests) and arrange for a tasting facilitator.

## **4. Determine the flow of your event.**

A Friendship Shelter staff or Board member will get the Zoom call set up and will be on hand to give an organizational update and answer questions. It's best to determine the order of activities beforehand.

## **5. Have fun while supporting a great cause!**

Enjoy your virtual event and know you're helping to end homelessness in our community. We'll send thank you letters to all participants who made a donation during or after the event.

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# SAMPLE EMAIL INVITATION

## **Ann and Michael Gamert Present: A Virtual Wine Tasting in support of Friendship Shelter**

Hey Wine Tasters,

Thank you for joining us. We know you'll have a great time with a great winery for a great cause.

A few words about the wine. School House has kindly donated these magnificent wines for our event – thank you, Nancy, John and Tim. It is recommended that you open all three at least an hour before the event. Ideally, the reds are between 65–70 degrees and the white a little cooler at 55–60.

A few words about the event. I'll kick things off, introduce everyone and then dive straight into the wine with Tim. We'll pick our favorites before I hand off to Kristin who will share some information about Friendship Shelter and field your questions. I'll also email you links to both School House Winery and Friendship Shelter.

Thank you in advance for your support of Friendship Shelter! All proceeds will directly support our work to house chronically homeless men and women in south Orange County.

A gift of any amount will make a critical impact on the men and women we work with, including:

–**A donation of \$250**, for example, will provide a dinner meal for 30 people at either our Bridge Housing Program or ASL emergency shelter, while also supporting a local Laguna Beach restaurant.

–**\$500** fuels our purchase of prepaid laundry cards for each of our clients in permanent supportive housing.

–**\$1,000** will provide an entire month of household supplies at our Residential Shelter, where 30 men and women work on their housing plan.

Thanks again and “see” you on Thursday. Cheers!

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READY TO PLAN YOUR  
**VIRTUAL** EVENT?



**CONTACT US**

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