

ONE HOPE

# GUIDE TO EVENTS

*For Hosts*

## WHAT IS A ONEHOPE FUNDRAISING EVENT?

### **Wine Tasting Events That Nourish the Future**

Hosting a fundraising event with ONEHOPE is a fun and rewarding way to make an impact in your community! Whether you're gathering virtually or in-person, you and your guests will enjoy a Napa Valley tasting experience while raising money for a cause you love.

### **Rewards and Benefits**

From sampling award-winning wines to the rewarding feeling of raising money for a cause you're passionate about, there are so many benefits to creating a fundraiser with ONEHOPE. As a thank you for helping us make the world a better place, ONEHOPE gives you the chance to earn rewards that can be redeemed for discounts on wine or donated to a nonprofit organization.

- 10% of the event sales are donated to a 501(c)3 nonprofit of your choice.
- When a fundraising event results in sales of \$500 or more\*, the Host will earn 10% back in Host Rewards that can be redeemed for wine. That means that \$500 in event sales = \$50 in reward points. Hello, free wine!

*\*A Qualified fundraising Event = \$500 + before tax and shipping*

## 1. Once the Fundraising Event is Booked

### LET'S PLAN YOUR EVENT!

#### **Building a Guest List**

Now that your fundraiser is booked, it's time to decide who you will be inviting to your ONEHOPE fundraiser! We recommend you invite guests from several of your social circles, such as teachers, friends, family, coworkers, neighbors, and parent networks.

Download our [Winenot List](#) to help you brainstorm guests to invite! This worksheet might help to prompt people you know that would like to support your fundraiser.

## TIPS FOR YOUR TASTING

### Connect with Your Cause Entrepreneur (CE)

A "Cause Entrepreneur", or "CE" for short, is an individual who has made the decision to join our community, share our delicious wines, and raise money for causes they are passionate about. They are here to guide you and make this process simple, impactful, and FUN!

### Choose Your Cause and Set an Impact Goal

Work with your Cause Entrepreneur to create a plan to raise the most money for your selected nonprofit, plus earn awesome benefits along the way.

### Understand Your Host Benefits

Not only do you get up to 40% off wine in your Host Kit, but you can also earn 10% back in Host Rewards once your event reaches \$500+ in sales. Host Reward Points can be used to get a discount on your next wine order or donated to a featured nonprofit.

## 2. One Week Before Fundraising Event

### HOW TO PREPARE

#### Discuss Logistics with Your Cause Entrepreneur

Discuss where you'd like to set up the event, the best time for arrival, and any other information. Your Cause Entrepreneur will provide you with a timeline of what to expect for the event.

#### Check RSVPs

This is a great time to check who is attending. If you're falling short of the number you want, no problem! Chat with your Cause Entrepreneur about the best ways to expand your invite list or remind guests that you haven't heard from yet.

#### Talk About the Benefits of Attending

If you have guests that are on the fence about attending, the best way to entice them is to share all the perks of coming! Talk about the delicious wines they'll try, how every bottle supports a meaningful cause, and tell them about your Cause of Choice where 10% of fundraising event proceeds will be donated.

#### Get Your Host Kit

If you haven't already received your Host Kit, be sure to check with your Cause Entrepreneur who can help track the package for you.



## 3. Three Days Before Fundraising Event

### FINAL LOGISTICS

Connect with your Cause Entrepreneur to go over the details one more time prior to the event.

#### Send a Final Reminder to Guests

Send out a reminder text, email, and Facebook message to guests letting them know that the big day is almost here! Get them excited about your tasting and all the good they will do for your nonprofit!

#### Discuss Your Cause of Choice and Impact Goals

Talk with your Cause Entrepreneur about your cause of choice and donation goals that you have in mind. If you do not have a nonprofit selected yet, ask your Cause Entrepreneur for suggestions!

#### Keep It Simple

Make sure to have ice on hand for chilling whites, simple refreshments, and light appetizers to pair with your wines. A small cheese board or salad kit is a great way to give your guests something to nibble on while they mingle!

## 4. Day of Fundraising Event

### Finishing Touches

Your invites are sent, your RSVPs are collected, and it's time to set up for your wine tasting. You'll only need one glass per guest and that can be anything from nice stemware to plastic tumblers—whatever works best for you.

For decorations, don't overthink it! You can easily create a great atmosphere for your event with some background music, snacks, and flowers in the room where your tasting will take place.

### Easy Food Pairings

If you want to include some light food pairings for your event, a board with a few savory and sweet options may be all you need. For example, if you're tasting white wines at your event, you can include a number of cheeses like goat, brie, or cheddar, along with a few fruits like pears and apples to complement the flavor of your varietals.

There's no need to order an extravagant catered dinner. Keep it simple with something sweet and something salty that will give your guests just a little nibble to enjoy between wines! Popcorn pairings, for example, are a good go-to for a simple and interactive snack.

### Share Your Favorites

Don't be shy and be sure to interact with your guests at the tasting to share your favorite wines! Tell them about your Cause of Choice and why it's near and dear to your heart so they know all about the cause they are supporting with their purchase.

*Congrats on a great event!*

# Interested in Becoming a Cause Entrepreneur

If you loved hosting your fundraising event, sharing wines, and giving back, why not make commission at the same time? Join as a Cause Entrepreneur with ONEHOPE to work from home, collect orders through your personal website, and earn money while making a difference. Click below to learn more, or talk to your CE!

