

ONE HOPE

GUIDE TO EVENTS

For Cause Entrepreneurs

ONEHOPE fundraising events are 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 meaningful cause. Fundraising events are a great way to interact with potential new CEs as well!

This guide will walk you through everything you need to know for a successful fundraising event.

1. Once A Fundraising Event Is Booked

SPREAD THE WORD

Now that your fundraising event is confirmed, it's time to get the word out! Here are some simple instructions you can share with your Host so they can promote their fundraising event as easily as possible.

Share with Guests

Ask your Host to copy and paste the fundraising event link into an email, social media post, or text to friends, family, and coworkers. They can also create a private Facebook event and share the link there as a simple way to collect RSVPs!

Collect Online Orders

Let your Host know that even if a guest isn't able to attend, they can still make a purchase ahead of time, or after the tasting has concluded, using their private fundraising event link!

SETTING EXPECTATIONS: TIPS FOR COACHING YOUR HOST

Connect with Your Host

Answer questions and share the excitement! Fundraising events with ONEHOPE Wine are simple, impactful, and FUN!



Discuss the Cause of Choice and Impact Goal

Help your Host choose a nonprofit they're passionate about and have a donation goal in mind.

Emphasize the Perks of Hosting

- **Up to 40% off** their Host Kit
- **10% donation** to their Cause of Choice
- **10% in Host Rewards** for a qualified* fundraiser

Walk Them Through the Invite Process

Your Host should invite guests from several social circles to ensure a good mix of people are in attendance. Share the Winenot List by clicking below to help brainstorm who to invite. Once this list is created, work with your Host to find out who might be a good fit to become a Wine Club Member, CE, or Host!

** A qualified fundraising event is a total of \$500 in sales before tax and shipping.*

2. Two Weeks Before Fundraising Event

A FEW TIPS FOR A SUCCESSFUL TASTING FUNDRAISER

Check in With Your Host

Give them a call, text, or email and set up time to guide them through planning and preparation, and to address any questions.

Set Impact Goals

If you haven't already, be sure to discuss the Host's Cause of Choice and their impact (donation) goal. This will determine the sales goal for the fundraiser and the ideal number of people to invite.

Guide Your Host Through the Invite Process

Help your Host create an invitation for their in-person tasting or for an online fundraiser! If the fundraiser will be online, your Host can create a Facebook event where all guests who are invited can learn about ONEHOPE. You, the CE, can create engagement amongst the guests and share promotions and videos prior to the live portion of the virtual event.

Pro Tip: Invite 40+ guests to the fundraising event if the goal is 15 guests in attendance!

Order Their Host Kit

Now is the perfect time to order the Host Kit* to ensure the wine is delivered in time for their fundraising event! Help your Host select the wines based on their preferences and your recommendations. A 6 or 12 bottle Host Kit can be purchased. Each bottle can provide 1 oz pours for up to 20 guests. For larger tasting events, a 12 bottle Host Kit is recommended.



More on Host Kits →

**Host Kits are available in 6 or 12 bottle quantities. The 6 bottle Host Kit starts at \$99 (Retail value of \$150) and the 12 bottle Host Kit starts at \$198 (Retail value of \$300). The pricing to the Host is based on 6 or 12 bottles of Vintner Collection wines being selected which have a \$25 retail price. If other wines are selected there will be a per bottle up-charge. Host Kits need to be ordered once the CE has created the "In Person Event" in their CE Back Office.*

DON'T FORGET!

Even if a guest isn't able to attend your Host's fundraiser event, they can still place an order online using their fundraising event link! Be sure to have your Host share it both before and after the event.

3. One Week Before Fundraising Event

CONTINUE TO COACH YOUR HOST

Sync Up With Your Host

Check in once again with your Host to guide them with planning and preparation, and to address any questions they may have.

Go Over the Logistics

Discuss what time you should arrive, where to park, where to set up, and give them a timeline of what to expect for the evening.

Discuss Guest List and RSVPs

Now's a great time to discuss who is coming and learn a little more about them: Do they love wine? Are they connected to the community? Do they love to entertain? How does your Host know them?

Share a Bit More About ONEHOPE

We suggest sending the following links to your Host so they can post them on their Facebook event, or email them to friends and family prior to the fundraiser!

4. Three Days Before Fundraising Event

Send Out Reminders

Encourage your Host to have guests bring friends and learn who might be potential Hosts or CEs based on the conversation. Remind your Host to send out texts, Facebook posts, or phone calls to their guest list (even those that haven't RSVP'd) to remind them about their fundraiser!

Prepare for the Wine Tasting

Review the information on your [Tasting Event Notecards](#) and the wines that you'll be sharing at the wine tasting so you can be confident and comfortable with guests.

5. Day of Fundraising Event

Get excited! The day you've been waiting for is here and you're going to crush it. Here are some useful tips for the day of your fundraising event to make it as easy, impactful, and fun as possible.

- **Prep**

The day of your fundraising event, send a gentle reminder to your Host of what time you will arrive. Also, suggest that the Host chill any white or sparkling wines before the event. Gather all materials you will need beforehand so you're feeling confident and prepared. Follow our simple checklist to ensure you have what you need!

- Wine opener
- Clipboard
- Marketing brochures
- Order worksheets and pens
- Monthly wine list and pricing sheets
- Tasting event notecards

- **Setup**

Once you arrive, let the Host know what to expect. Explain the tasting setup to your Host and go over the [Host Rewards printout](#) as a reminder that the Host is not only raising money for their Cause of Choice but will also receive 10% in Host Rewards for a qualified fundraiser!

- **Guest Arrival**

Greet guests with a small pour of one of the Host's selected wines. A small glass of Sparkling Brut is always a winner! Encourage everyone to mix and mingle. Break the ice and get to know the guests by asking these suggested questions:

"How do you know the Host?"

"Where are you from / where do you live?"

"Which charitable cause are you most passionate about?"

These questions will help give you some background information on the guest, so you can connect and get to know them better, as well as give you insight into their interests and hobbies (perhaps they met at book club, a mom's group, or rock climbing at the gym), and help you understand who is in attendance (mom friends, neighbors, work colleagues, family members, etc.).

- **Intro**

When the majority of guests arrive, gather everyone together to begin the tasting portion of the event. At this time, you can thank the Host and introduce yourself.



- **Check Out**

Get to know the guests better during this important step by asking more questions, such as:

“Are you ordering this wine for a special occasion?”

“Do you prefer white or red wine?”

“How often do you enjoy wine with family and friends?”

“Do you have any upcoming birthdays, graduations, or anniversaries?”

These questions will give you insight into their wine needs and preferences, and also allow you to make a connection with them so you can offer great personal service. Use our [Order Worksheets](#) to make notes about your customers’ preferences. Also, don’t forget to mention our Wine Club and its perks like free shipping on any 4+ bottle order!

- **Order Processing**

Be sure to quickly place orders, so the guests’ orders can be processed on time. This will ensure happy customers and quick shipping. It’s helpful to jot down any notes on the customer’s order worksheet or another customer management system you may prefer. Write down anything interesting that you learned about them, such as where they live, occupation, wine preferences, preferred charitable causes, upcoming birthdays they may have mentioned, etc. At this time, it’s also important to schedule when you will follow up with these customers. Use your calendar and make a note during this step, so it’s already scheduled and you can continue to offer great customer service!

6. After the Fundraising Event

Collect Post-Event Orders

If you still have friends and family that would like to order and support the cause, send them to the fundraiser link to increase the impact even more before the event’s close date.

Help Your Host Redeem Their Rewards

Ask your Host if they would like to place their order to redeem their Host Rewards themselves, or if they would like you to place the order for them in concierge mode. View the "how to" guide for placing their order [here](#).

To redeem Reward Points, customers will click on the “Promo, gift card, or rewards” button during checkout. Once selected, a pop-up window will appear reflecting the current Reward Point balance and allow the customer to enter the dollar amount of points they wish to redeem.

Revisit the [Host Coaching Checklist](#) for more tips on ways to follow up after the fundraising event!

Congrats on a great event!