

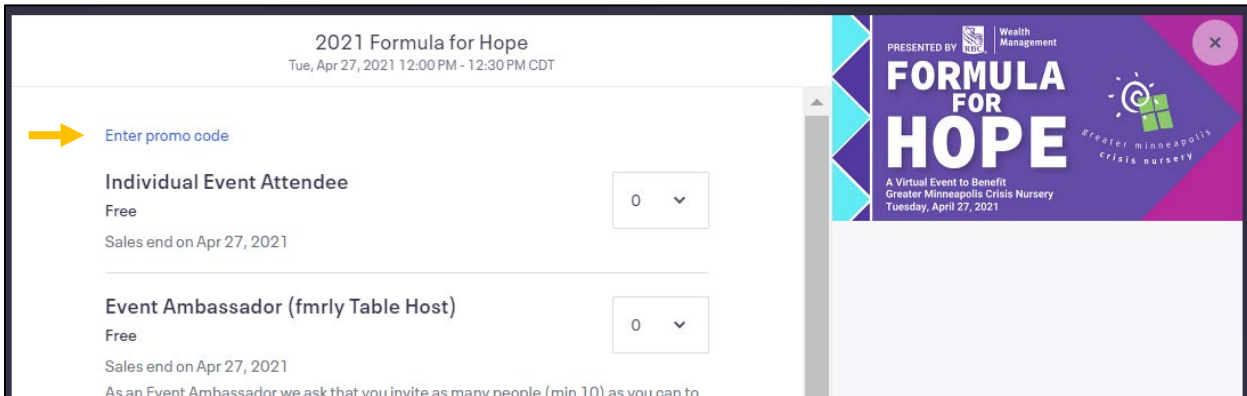
# FORMULA FOR HOPE

## Event Ambassador toolkit

1. [Registering Your Guests](#)
2. [Promoting & Inviting Your Guests](#)
3. [Social Media Tools](#)

### Registering Your Guests

Go to the Formula for Hope Eventbrite page (<https://formulaforhope.eventbrite.com>) and click tickets. Click on Enter Promo Code and enter your promo code.




2021 Formula for Hope  
Tue, Apr 27, 2021 12:00 PM - 12:30 PM CDT

Enter promo code

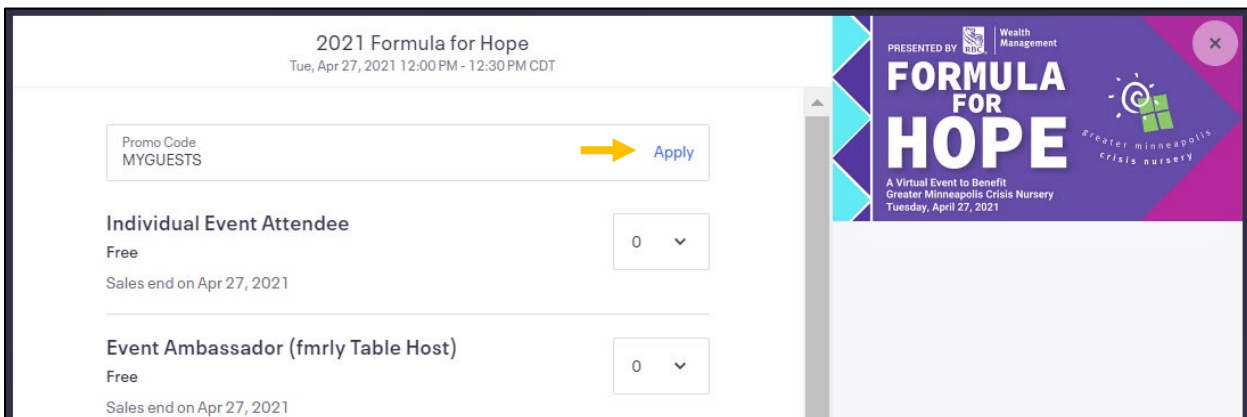
Individual Event Attendee  
Free  
Sales end on Apr 27, 2021  
0

Event Ambassador (fmrlly Table Host)  
Free  
Sales end on Apr 27, 2021  
0

As an Event Ambassador we ask that you invite as many people (min 10) as you can to

PRESENTED BY  Health Management  
**FORMULA FOR HOPE**  
A Virtual Event to Benefit Greater Minneapolis Crisis Nursery  
Tuesday, April 27, 2021  
greater minneapolis crisis nursery

Once your promo code is entered your guest ticket option will appear at the top




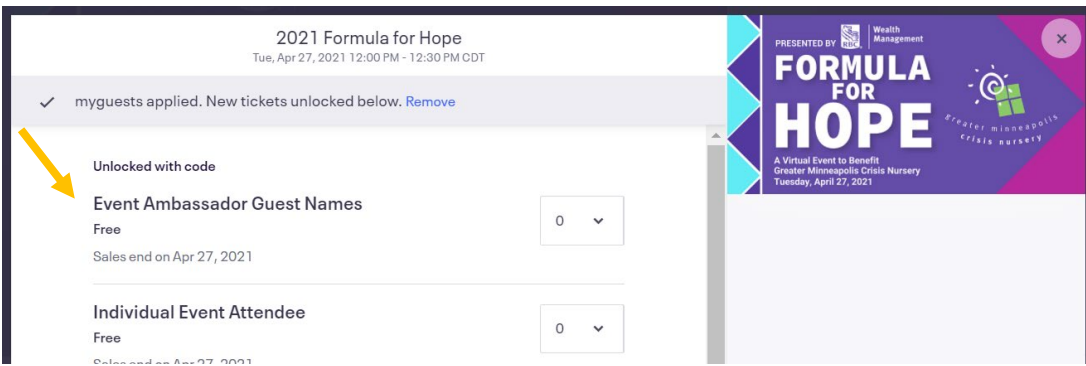
2021 Formula for Hope  
Tue, Apr 27, 2021 12:00 PM - 12:30 PM CDT

Promo Code  
MYGUESTS  
Apply

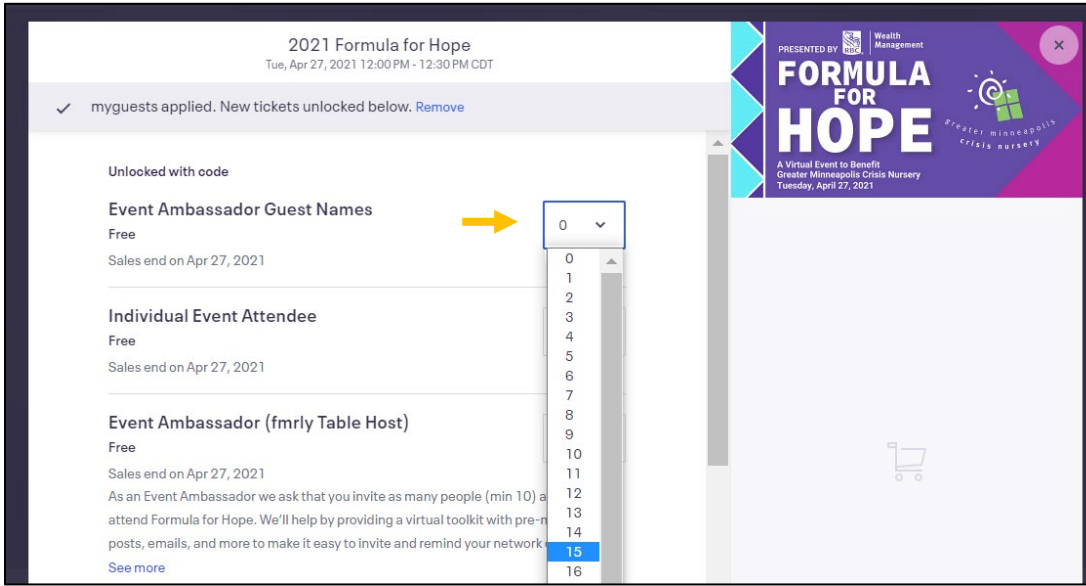
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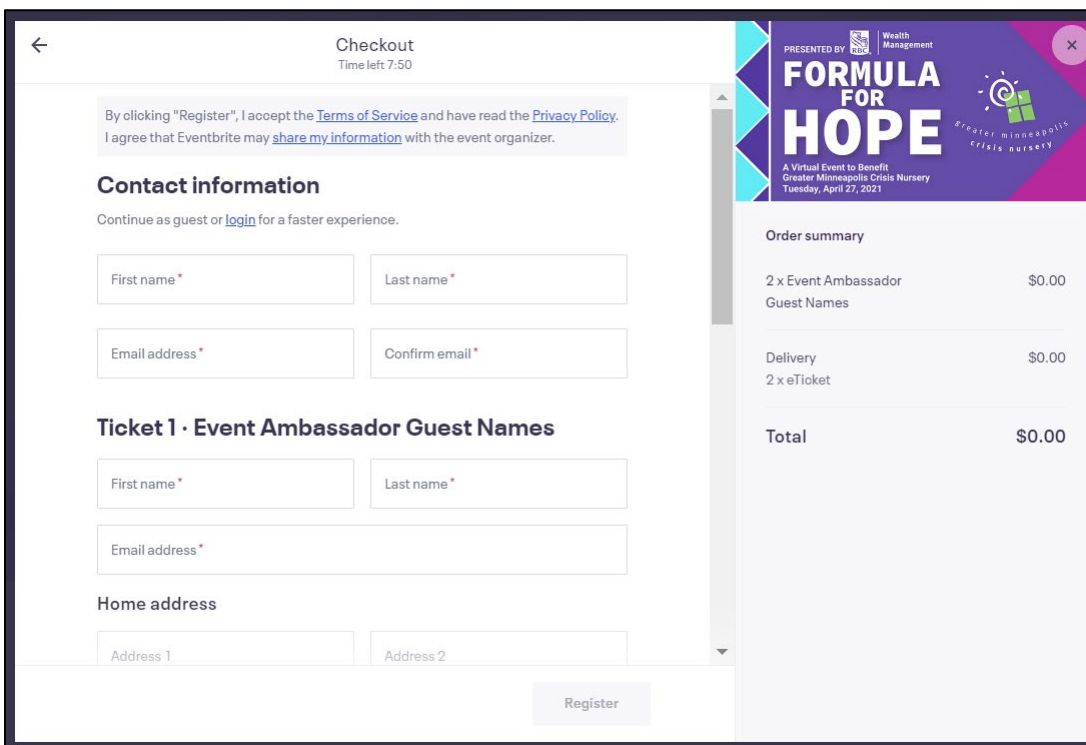
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Choose the number of guests you would like to register and click Checkout:



Enter your information under Contact Information. Enter your guest information in the ticket areas. We encourage you to share your guest's email addresses so they may receive important emails including event details from the Nursery.



Once you have entered your guest's information, simply click Register

The screenshot shows a checkout page for the 'Formula for Hope' event. The page is titled 'Checkout' with a 'Time left: 6:34' indicator. The user's information is as follows: First name: Friend 15, Last name: Name 15, Email address: friend15@gmail.com. The home address section includes fields for Address 1, Address 2, City, State (Choose...), ZIP Code, and Country (United States). There are two checkboxes for notifications: 'Keep me updated on the latest news, events, and exclusive offers from this event organizer.' and 'Eventbrite can send me emails about the best events happening nearby.' The page is powered by Eventbrite. On the right side, there is an 'Order summary' section showing '2 x Event Ambassador' for \$0.00 and '2 x eTicket' for \$0.00, with a total of \$0.00. A 'Register' button is located at the bottom center.

Your guests are registered! You will receive a confirmation email listing the names of the guests you registered. Your guests will receive an email letting them know that they have been registered for Formula for Hope.

The screenshot shows the order confirmation page. It features a green checkmark icon and the text 'Thanks for your order! #1624034361'. Below this, it says 'YOU'RE GOING TO' followed by the event title '2021 Formula for Hope'. The '2 TICKETS SENT TO' section lists the email address eburck@crisisnursery.org with a 'Change' link. The 'DATE' section shows 'Tue, Apr 27, 2021 12:00 PM - 12:30 PM CDT'. The 'ONLINE EVENT' section explains that the user will receive a link to the event content in their order confirmation email and a reminder email before the event starts, with a 'View Online Content' link. At the bottom left, there is a 'View Tickets' button. On the right side, there is a profile card for 'Greater Minneapolis Crisis Nursery' with a 'Follow' button.

## Promoting + Inviting Your Guests

Dear Friend,

I have exciting news! I'm an Event Ambassador for the Crisis Nursery's spring event, Formula for Hope. It's a 30-minute virtual event to bring awareness and funds to a spectacular organization that partners with children, parents, and families to strengthen the Twin Cities community.

I have already registered you, so you'll receive email reminders as the event approaches. You can learn more about this event and the amazing work that happens at the Crisis Nursery here: (<https://www.crisisnursery.org/ffh>). I hope that you'll join me and show your support for children and families who have been disproportionately affected by the events of the past year. Thank you!

## Social Media Tools

Let all your friends and followers know that you're a 2021 Event Ambassador for the Nursery's Formula for Hope event! We've created special Event Ambassador social media pictures that you can post to show your community that you believe in the Greater Minneapolis Crisis Nursery!

All photos can be viewed and downloaded here: <https://www.crisisnursery.org/events/formula-for-hope/event-ambassador/>

