



## *Formula for Hope* 2025


### **Table Host Packet**

- Welcome // Event Details // Goals
- Table Host Responsibilities (big picture overview)
  - Important Dates
- Table Host Details (scripts, links, resources)


### **Welcome, Table Hosts!**


Thank you for being a Table Host for Formula for Hope! Your role is essential in bringing together a community of supporters who believe in the mission of Greater Minneapolis Crisis Nursery. This packet contains everything you need to succeed in your role.

### **Event Details**

 **Date:** Wednesday, May 7, 2025

 **Time:** 12:00 – 1:00 PM (Check-in at 11:15 AM)

 **Location:** Hyatt Regency Minneapolis

 **Parking:** Paid parking is available at the Loring Parking Ramp (credit card only). Table Hosts receive a parking voucher upon check-in.

### **Goal**

600 guests experience the power and impact of the Crisis Nursery for local children and families. Raise \$500,000 through individual donations and corporate sponsorships. To achieve our collective goal, we ask that each Table Host:

1. Personally invite and secure 9 guests to join your table at the Formula for Hope Luncheon
2. Attend the luncheon with your guests
3. Personally thank your guests following the event

## Table Host Responsibilities Overview

### Before the Event

#### ☐ Invite Your Guests

- Electronic invitation, phone, printed invitation

#### ☐ Get Your Guests Excited About the Nursery!

##### Schedule a Tour or Cook for Kids

- **Tour:** bring your guests for a 30-minute behind-the-scenes look at the Nursery.
  - Tours can be scheduled between 8:30am – 5:30pm Monday – Friday, or between 10am – noon on Saturdays.
  - To sign up: Email Laura Wagner at [lwagner@crisisnursery.org](mailto:lwagner@crisisnursery.org) with preferred date(s) and time.
- **Cook for Kids:** sign up for a meal at [www.CrisisNursery.org/CFK](http://www.CrisisNursery.org/CFK)
- **Forward inspiring info:** Share inspiring snippets from your weekly Table Host emails with your guests (info below).

#### ☐ Read + Respond to Weekly Emails

- Beginning in late March, Table Hosts will receive an exclusive, insider email each week to keep you informed, inspired, and on top of any to-dos. Please plan to set aside 10 minutes each week to read your email and address follow up tasks.
- Weekly emails will share mission moments, behind-the-scenes insights, and key reminders to ensure you have a seamless event experience.
- Forward mission-focused information from these emails to your guests that will help build excitement and deepen their connection to the Nursery.

#### ☐ Submit Guest List

- Enter guest details via your unique ClickBid URL as your guests confirm
- Beginning in mid-April, all registered guests will receive weekly emails from the Nursery to help build excitement and communicate key details. Please ensure your guests' information, including email address, is entered into your online guest list as soon as possible so they receive these communications.

### Event Day: May 7, 2025

#### ☐ Arrive and Check In by 11:15 AM

- Pick up your Table Host packet, greet your guests, find your table
- Enjoy lunch and the program with your table

#### ☐ Distribute Pledge Cards

- Pass out pledge cards and envelopes when instructed

#### ☐ Return Completed Pledge Cards

- Collect and return completed pledge cards

## Following the Event

### ☐ Call and Thank Guests

- Please call and thank each of your guests for attending

### ☐ Share Feedback

- Share any feedback about the event with Nursery staff

### ☐ Amplify on Social Media

- Tag yourself and your guests in the Nursery's event photos on social media
- Like, comment, and share the Nursery's event photos on social media (Facebook and LinkedIn)

## Important Dates

- 4/23/2025: Send a reminder and confirm your attendees
- 4/28/2025: Guest Lists Due (enter guest info in your unique ClickBid url)
- 5/8/2025: Call your guests to thank them for attending and gather feedback

## Table Host DETAILS

## Before the Event DETAILS

### Inviting Your Guests

Brainstorm a list of 15-20 people across your network who may be interested in supporting the mission of the Nursery. Think of friends, family, colleagues, neighbors, members of your faith community, etc.

Invite your contacts to join your table, ensuring you have a full table of 10. If you confirm more than 9 guests, we will happily work with you to accommodate additional guests.

### Sample Invitation Script

Subject: Join Me at Formula for Hope!

Dear [Name],

I'm hosting a table at the Crisis Nursery's *Formula for Hope* luncheon on Wednesday, May 7, 2025, at the Hyatt Regency Hotel, and I'd love for you to be my guest!

This inspiring one-hour luncheon is an opportunity to learn more about the Nursery's powerful impact and how we can support local kids and families when they need it most. While it is a fundraiser, there's no minimum gift required—just a chance to hear powerful stories and see the Nursery's impact firsthand.

More than anything, I'd love you to experience the incredible work being done to strengthen families and keep children safe in our community. I hope you'll join me!

Will you be my guest? I'd be delighted to have you at my table!

If you can't attend, will you please join me in giving? <http://www.crisisnursery.org/FFHdonate>

Best,

[Your Name]

**Visual Invitation:** If you would like to include a visual when inviting your guests, you can drop the below image into your email.



The visual invitation is a vertical rectangular graphic. At the top is a blue header with the text "You're Invited" in a white script font, followed by "benefiting greater minneapolis crisis nursery" in a smaller white sans-serif font. Below this is a light orange background. On the left is a circular logo with the words "Formula for Hope" in a green script font, surrounded by green leaves and small flowers. To the right of the logo, the text "Spring Luncheon" is written in an orange script font, followed by "Wednesday, May 7, 2025" in a green sans-serif font, and "Noon - 1:00pm" and "Hyatt Regency Minneapolis" in a black sans-serif font. Below this text is a horizontal line. Under the line, the text "The Formula for Hope luncheon is an inspiring hour of stories, impact, and time with friends." is written in a black sans-serif font, followed by "Please join us as we come together to invest in children and families in our community." in a black sans-serif font. Below this text is another horizontal line. At the bottom are three circular photographs of smiling children: a young boy with dark skin and curly hair, a young girl with blonde hair, and a young girl with dark skin and braided hair. Below the photos, the text "If you're unable to attend, please consider making a gift so no family is alone during their time of crisis:" is written in a black sans-serif font, followed by the URL "CrisisNursery.org/FFHdonate" in a black sans-serif font.

**You're Invited**  
benefiting greater minneapolis crisis nursery

**Formula for Hope**

**Spring Luncheon**  
**Wednesday, May 7, 2025**  
Noon - 1:00pm  
Hyatt Regency Minneapolis

The Formula for Hope luncheon is an inspiring hour of stories, impact, and time with friends.

Please join us as we come together to invest in children and families in our community.

If you're unable to attend, please consider making a gift so no family is alone during their time of crisis:  
[CrisisNursery.org/FFHdonate](http://CrisisNursery.org/FFHdonate)

## Registering Your Guests

**Online Guest List:** Please enter your guests in your online registration page as you confirm their attendance. For each guest, please plan to provide first and last name, and email address. The final date for printed name tags and seating charts is no later Monday, April 28.

A link to your electronic guest list will be emailed to you.

**2 Week Check in:** Check in with your guests two weeks before the event (4/23):

I'm reaching out to remind you about Formula for Hope on Wednesday, May 7 at the Hyatt Regency Minneapolis. I'm looking forward to seeing you at my table! Check in begins at 11:15. There is ramp parking adjacent to the Hyatt. We are reserving a free lunch for you; please let me know if your plans have changed.

## Engaging Your Guests Before the Event

By engaging your guests before May 7th, you help create a stronger connection to the Nursery's mission, making their event experience even more impactful.

**Guest Communications:** In the weeks leading up to Formula for Hope, the Nursery will be sharing impactful stories, video clips, and important updates to help build excitement. The Nursery will send these communications directly to your guests, using the email addresses you enter in your electronic guest list. You can help by ensuring your guests' information is entered into your online guest list as soon as possible.

You can also help by reinforcing these messages—a quick follow-up from you can make a big difference in guest engagement and connection to our mission!

**Visit the Nursery:** Seeing the Nursery in action is a surefire way to help your guests feel connection and understand the Nursery's important work. Please bring your guests to visit the Nursery prior to the Formula for Hope event by scheduling a tour or coming in to make a meal.

**Tour:** Sign up for a tour by emailing Laura Wagner at [lwagner@crisisnursery.org](mailto:lwagner@crisisnursery.org). with your preferred date(s) and time. Tours can be scheduled M-F between 8:30am – 5:30pm, or Saturdays between 10am – noon.

**Cook a meal:** Sign up to make a meal for the children staying at the Nursery any day of the week!

Breakfast: 7am-9am (served at 8am)

Lunch: 11am-1pm (served at noon)

Dinner: 4pm-6pm (served at 5pm)

Sign up at [www.CrisisNursery.org/CFK](http://www.CrisisNursery.org/CFK)

## Event Day DETAILS

### Parking, Arrival, and Check In

Arrive at the event on Wednesday, May 7, 2025, no later than 11:15 AM to pick up your Table Host packet and welcome your guests as they arrive.

**Parking:** Paid Parking is located in the Loring Parking Ramp, next to the hotel. Please note that the ramp does not accept cash. As a Table Host you will receive a voucher for parking when you pick up your Table Host Packet.

**Your Arrival:** Registration opens at 11AM. Please arrive no later than 11:15 AM.

**Check in:** Visit the Table Host Registration table to receive your nametag and your Table Host packet, which includes your table's pledge forms and instructions for the day. Arriving before your guests will allow you to become familiar with the location of your table and greet your guests as they arrive.

## During the Event

- The program begins promptly at **noon**.
- Near the end of the program, you will be asked to **distribute pledge forms** and envelopes to your guests.
  - Pass pledge forms to both your left and right so all your guests receive a form quickly so they can follow along with the directions.
  - Guests will have the option to give by check, credit card, or give securely online using their phones and a QR code.
  - Please set an example for your guests by filling out your pledge form. Whether or not you choose to make a gift, please fill out your contact information and write us a short note on your pledge form.
- **Collect all pledge forms** and envelopes from your guests and place them back in your Table Host packet. Before you leave, be sure to **return your Table Host packet** to staff members stationed at the ballroom exits.

## Post-Event DETAILS

### Thank Guests, Provide Feedback, and Share on Social

**Thank Guests:** Within two days of the event, please call your guests to personally thank each of them for attending. Gather any feedback to share with the Nursery.

**Social Media:** Photos from the event will be published on the Nursery's social media accounts. Please tag yourself and your guests in photos, and like, comment, and share!

## THANK YOU

You make the Nursery the special place it is – a lifeline for families on their most difficult days, a warm bed for a child at night, a space full of joy and laughter where children get to simply be kids. This event is only possible because of the amazing Table Hosts and we're grateful for your leadership in making this event a success.

  Let's make **Formula for Hope 2025** our best yet! 