

# beyond the basics

co-host toolkit

Meeting the basic needs of children is more than just the diaper or car seat that we distribute. These items represent dignity, freedom, and joy for the child, and their entire family. For over 20 years, you have come alongside WestSide Baby to work collectively in support of the belief that every child deserves to have their most basic needs met.

And yet, we know we are only meeting a fraction of the growing need.

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**In order to achieve our bold vision where each child is a happy, healthy, and resilient member of our community, we must go beyond the basics.**



# What does it mean to be a Co-host at our event?

Co-host are absolutely essential to a successful event. It has been proven over and over again that the majority of guests attend fundraising events because they have been personally invited to come by a friend, family member or colleague who is serving as a Co-host.

## Getting Started

### Begin inviting guests today!

Forward the electronic invitation, call, text or share on social media and link to the [event page](#). You can find downloadable graphics on the event page or simply share WestSide Baby's posts. Try a combination of ways to invite your friends and tell them why you care about WestSide Baby. Stay connected to those guests who told you they would join you at the event.

### Recruit other Co-Host!

If you know or meet enthusiastic supporters who would make good Co-host, connect them by sending an email to [events@westsidebaby.org](mailto:events@westsidebaby.org) and to them with the subject "Possible New Co-host."

### Register your guests!

Please send a list of your guests' full names, addresses, emails, and phone numbers to [events@westsidebaby.org](mailto:events@westsidebaby.org). Completed contact information is very important!

### Important note:

- Each package includes 6 tickets (don't forget to count yourself!); please let us know if you anticipate more or less guests.
- WestSide Baby will send a confirmation email to all confirmed guests the week before the event, so please make sure we have your guests' email addresses.

### Checking in with us:

We are available for support any time you need it. We will send regular Co-host emails to keep you up-to-date on the event. This is such an important time for all of us who support WestSide Baby, and we are looking forward to expanding our community through this event!

### Remind your Guests!

Check in one last time to confirm their attendance. Update any cancellations or new guests with [events@westsidebaby.org](mailto:events@westsidebaby.org) as soon as possible.



# Guidelines and Tips for the Invitation Process

## 1. Invite & Follow-up!

Send the electronic invite and then wait a week to follow-up with an email or call if you haven't heard anything.

## 2. When invitees say yes - CONGRATULATIONS!

- Let them know that you will call them again to confirm when the date gets closer.
- Ask them if they know anyone else who they think might like to attend.
- Add their name and other information to your guest list which you will e-mail to us by September 1.
- Send a final confirmation e-mail to introduce all your guests to each other.

## 3. When invitees say no:

Your action will depend on to what they are saying "no." Do they sound interested in our work, but reluctant to attend an event? Offer a personal tour and meeting with WestSide Baby staff (and yourself, if appropriate).

## 4. Pitching to folks that you know won't attend:

The invitation process is a great way to spread the word about our work and gain new support, even from people who don't attend Beyond the Basics. For potential donors who live out of state or those who have prior obligations, encourage a gift in lieu of attendance. You can even build your own fundraising page to share with them.

## 5. The second follow-up:

Call/text/email your guests a week and a half in advance (by September 9) to remind them about the event and confirm they are coming.



# Launch Your Personal Fundraising Page

Build your own fundraising page – it's really easy! Share it with your community and set a goal to reach together. The personal fundraising campaign will launch September 1 and end September 30.

How to set up your personal fundraising page

1. Visit: <https://secure.givelively.org/donate/westside-baby/westside-baby-s-beyond-the-basics>
2. Scroll down and click "I want to fundraise for this"
3. Create an account by entering your name, email and password
4. Add a note about why you support WestSide Baby and your fundraising goal then click save
5. You are ready to share your page on social media, email, and text!



# Timeline

## Prior to Event

- Invite friends to join you in supporting WestSide Baby.
- Create a personal fundraising page.
- Check in with your guests to confirm their attendance. Update any cancellations or new guests with [events@westsidebaby.org](mailto:events@westsidebaby.org) as soon as possible.
- Encourage [gifts in lieu of attendance](#)
- Communicate important event details to your guests.

## Day-Of

- Plan to arrive when doors open at 5:30pm.
- Welcome your guests and introduce them to one another.
- Intentionally talk about us! Chat about why you support WestSide Baby and what inspires you about our work.

## Donations

- We will have a clear portion of the event that asks attendees to support WestSide Baby.!

## After the Event

- Thank guests personally. Let them know it was meaningful to you that they attended and gave!

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