



Hosted Event Toolkit

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Overview

A hosted event is a donor-sponsored, organized, and facilitated gathering, assisted by Foundation staff, to support the organization's mission for donor engagement, community outreach, networking, or fundraising.

Things to consider when hosting an event for the Foundation:

- Purpose of the event
- Target audience (e.g., major donors, recent first-time donors, prospective donors, other community members, etc.)
- Date options and time of day
- Location/venue
- Equipment and supplies needed
- Event expenses: hosts commit to covering all event expenses – either directly and submitting receipts for in-kind donations or reimbursing the Foundation for expenses incurred



Frequently Asked Questions

To help guide you in planning your event.

Q: What type of an event should I host?

A: It's completely up to you—plan something simple and comfortable that your guests will enjoy. Pick a convenient day and time, keep it easy (light refreshments are great), and focus on the event's purpose, not perfection.

Q: What is the role of strategic alignment when hosting an event?

A: It's crucial. Your event will support Cherry Health's mission, goals, and priorities so that you can successfully identify the right guests and achieve high-impact outcomes.

Q: Who should I invite?

A: There are several ways to build your guest list. You may want to introduce new people in your network to Cherry Health's mission, or if you prefer to engage current or past supporters, consider Care Team (major) donors, recent first-time donors, or donors in specific zip codes—the Foundation can provide lists to help. You might also invite a mix of both groups to spark great conversations and shared learning.

Q: What type of support can I receive from the Foundation?

A: You have full flexibility to plan your event—venue, menu, guest list, and invitations are all up to you. The Foundation can help with guest list development, RSVPs, and program support (materials and determining the Cherry Health representative who attends). Once you decide to host, a Foundation team member will connect with you to begin planning.

Frequently Asked Questions

To help guide you in planning your event.

Q: I don't know the full scope of Cherry Health's work that well. Should I still host?

A: Absolutely! The best way to be an ambassador is to share what inspired your connection to Cherry Health. Some hosts highlight the full range of services, while others focus on 1–2 areas to show deeper impact.

Q: Can a Cherry Health team member be at my event to present?

A: Of course! Be sure to request a speaker as early as possible so that a team member who would best address the focus topic(s) you have chosen can be alerted.

Q: What's the best way to invite guests to my event?

A: The most effective way to invite guests is through personalized emails or printed invitations. Social media can also be used, but be mindful not to exceed the space's capacity.

Q: Should I include an opportunity to support Cherry Health at my event?

A: Yes—always include a giving option. A simple “ways to give” section on printed materials or a QR/text-to-give card ensures guests have the opportunity to support. If you don't ask, it's unlikely they'll give.

Overview

In collaboration, as appropriate, with the Annual Giving Manager

Be sure to align your event goals and target audience with Cherry Health's needs (donor stewardship, donor acquisition, or fundraising).



Planning & Logistics

- Select event topic(s) and confirm Cherry Health speaker(s)
- Coordinate with staff to set date/time
- Set budget and choose/secure event location
- Plan menu and identify food sources
- Determine service needs (plates, utensils, etc.)
- Identify equipment needs (e.g., projector, computer)

Guest Management

- Create guest list (over-invite to account for drop-offs)
- Choose invitation method (mail, email, text), design invitation, and set RSVP deadline
- Send reminders to non-responders day of RSVP deadline
- Send event info to confirmed guests (directions, parking, attire)

Materials & Branding

- Gather Cherry Health/Foundation materials (e.g., newsletters, brochures, reports, giving options, QR codes, etc.)
- Include business cards, thank you notes, and consider branded swag
- Have preprinted and blank name tags, Sharpies, sign-in sheets, and signage (Cherry Health mission statement)

Overview

In collaboration, as appropriate, with the Annual Giving Manager

Program & On-Site Coordination

- Create timeline including speakers and material/swag distribution
- Identify how to capture guest contact info for follow-up


Post-Event Follow-Up

- Send personalized thank you notes
- Share guest insights with the Foundation for donor records
- Consider sharing event photos on social media and with the Foundation for future use
- Arrange to securely transfer any donations you receive to the Foundation



Sample Event Agenda & Flow

(Adjust Based on Focus, Duration, and Guest Familiarity with Cherry Health)

- Welcome guests and have them sign in with contact info.
 - Allow time for mingling over food and drinks.
 - Gather guests and share the purpose: to introduce them to/offer an opportunity to dig deeper into the work that Cherry Health does.
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- A photograph of a spiral-bound notebook with a white cover and yellow rings. The words "Today's Agenda" are written in black cursive on the top page. The notebook is set against a light pink background.
- Encourage conversation and, if appropriate based on size of group, ask guests to introduce themselves, share if they are new to Cherry Health, and why they wanted to attend the event.
 - Share your personal reason for hosting and supporting Cherry Health. Personal stories are very effective and engaging.
 - Introduce (or invite self-introductions from) Cherry Health team members.
 - Cherry Health representative presents on selected topic(s), with time for Q&A.
 - Enjoy open conversation and discuss next steps with interested guests.

Communications

Invitations (Email or Print)

Email Example

Subject: You're invited!

Join me for a small gathering at [location] on [date] at [time] to learn more about Cherry Health's mission to advance longer, healthier lives and reduce health disparities in our community. As a Cherry Health Foundation Board Member, I'd be honored to host you. Refreshments will be served. Dress is casual.

RSVP by [date] at [email/RSVP link]. Hope to see you there!

— [Your Name]

Printed Example

Join me on [date] at [time] at [location] for a small gathering to learn more about Cherry Health's mission to advance longer, healthier lives and reduce health disparities in our community. As a Cherry Health Foundation Board Member, I'm excited to share why I support this mission. Refreshments will be served. Dress is casual.

Please RSVP by [date] at [email/phone/link].

— [Your Name]

Communications

Post-Event Stewardship

Email Example

Subject: Thank you for joining us!

Thank you for attending! I hope you found the event engaging and inspiring. In response to those who asked me how you can learn more about and get involved with Cherry Health, here are some options:

- [Click here](#) to join a 45-minute tour of Heart of the City Health Center.
- Attend a Cherry Health event. [Click here](#) to see upcoming events.
- Click here to become a monthly donor: [Click here](#) or text cherrycares to 50155
- [Email us](#) to join our mailing list for updates and invitations.
- Follow Cherry Health on social media and share with your friends.
 - [Facebook](#)
 - [Instagram](#)
 - [LinkedIn](#)

Handwritten Note

Send a short, personal thank-you on your stationery or Foundation-provided cards.

