



# TABLE HOSTS TIPS SHEET

We are here to help you engage your friends, co-workers and family to attend your virtual party. The program will be special and inspire your guests to become supporters of RAIN. If you need support or have questions, please contact Joyce Brooks at [j.brooks@carolinarain.org](mailto:j.brooks@carolinarain.org) or 704-973-9819.

The 2022 World AIDS Day Luncheon in person. We will continue to monitor regulations and recommendations on large event gatherings from local, state and national officials and adjust our plans accordingly.

## TABLE HOST GOALS:

- Donate \$500 to your personal fundraising page
- Raise a minimum of \$1,000 through guest donations (*excluding your donation*)
- Host 9 others to the Luncheon on Thursday, December 8, 11:30 AM – 1:00 PM

## BENEFITS FOR BEING A TABLE HOST:

- Your name listed in the program as a Table Host
- Personalized fundraising page where your guests can donate on and to keep track of your progress
- Tools to help you fundraise and recruit guests
- If you are a past host, RAIN can provide you with the names and contact information for your past guests. They may be good prospects for this year.

## FUNDRAISING & RECRUITMENT TIPS

- People are most likely to give if they have given before. Go back to your previous guests and let them know the impact of their past donation(s).
- There is nothing your friends, family and colleagues care more about is than your reason "WHY" RAIN is important to you. Research has shown that most donors give because the cause is important to you.
- People are more likely to donate when they see that you have also donated.

- Follow up with the people you've asked with texts and calls.
- Leverage your social media networks by posting your personal fundraising page URL. People that follow you can be inspired by your compassion and support of RAIN.

## USE SOCIAL MEDIA:

- You have your own personal fundraising URL that you can easily post and share on your social sites. Don't forget to personalize your fundraising page. You can also use this place to send emails and text messages – great tools that you have access too.
  - When you are in your participant center click "View My Page" in the left top side and then copy the URL.
  - Remember that once you enter the link, it should pull up your page graphic. You can then delete the link (it will still be there) and then you can add your personal ask message.
- Don't forget about using Facebook and Instagram stories!
- Use one of RAIN's videos to promote and share:
  - [RAIN Is Love](#)
  - [RAIN Celebrates 30 Years of Service](#)

## SOME OTHER IDEAS TO THINK ABOUT:

- **Holiday Card List!** Use your holiday card list as your invitee Rolodex! It is a great way to begin contact for the approaching holiday season.
- **Divide and Conquer!** 10 individuals donating \$100 each = \$1,000. Share that your fundraising goal is \$1000.
- **Use GivingTuesday - November 29<sup>th</sup>!** [GivingTuesday](#) is a global generosity movement unleashing the power of people to transform their communities and the world. Use this as a tool to encourage your guests to join and donate.

## EMAIL EVERYONE YOU KNOW:

- Share your personal story or connection with HIV or RAIN.
- Don't forget to include your personal fundraising link in the email.
- People feel connected and want to give when they know why you are asking them.

## THANK YOUR DONORS:

Make sure to thank your donors and then thank them again!

- Send your donor a text or email to thank them personally. An even nicer touch is to give them a call and thank them for supporting your efforts and their compassion for HIV care.
- Post a thank you on social media, making sure you tag your donor! When you post on your page(s), don't forget to also post/share on Facebook and Instagram stories.
  - Film a quick video thanking your donor(s) and post it. You can be serious or have a little fun with it (like lip-syncing a song or words to thank them).
  - Grab your favorite photo of your donor (just them or a pic of you and the donor) and post with your thank you message.
- After the event is over, send a quick recap email to your donors (this can be done through your fundraising site). Thanking them all once again, let them know how much you raised and that they helped make this year's event a success!
- If you have time, send a handwritten thank you note! These are still treasured.

## **ADDITIONAL TOOLS**

### **SUGGESTED SOCIAL MEDIA TEXT TO USE:**

- I'm making a positive impact for my community. Will you join me at RAIN's World AIDS Day Luncheon on Thursday, December 8th? Will you join me in supporting RAIN? #rainclt #livefully #worldaidsday
- World AIDS Day – December 1 - was the first global health day and was established to remember those that have died from HIV. Each year, I support RAIN's World AIDS Day Luncheon. Will you join me on Thursday, December 8th? #rainclt #livefully #worldaidsday
- Each year, I support RAIN's World AIDS Day Luncheon to hear what's going on at RAIN, honor local heroes in the HIV field and hear a moving testimonial from one personally touched by HIV right here in Charlotte. Will you please join me on December 8th? #rainclt #livefully #worldaidsday
- Friends, I love RAIN and I know you do too! RAIN needs us this year! I am hosting a table at RAIN's World AIDS Day Luncheon on December 8th. I love hearing about what's going on at RAIN, honoring local heroes in the HIV field and hearing a moving testimonial from one personally touched by HIV. Will you please join me? #rainclt #livefully #worldaidsday

### **HIV STATISTICS:**

- On average, there are 6 new cases of HIV reported each week in Mecklenburg County.
- The rate of Black males living with HIV diagnosis is 5.8 times that of White males.
- The rate of Hispanic/Latino males living with HIV diagnosis is 1.5 times that of White males.
- The rate of Black females living with HIV diagnosis is 14.9 times that of White females.
- The rate of Hispanic/Latina females living with HIV diagnosis is 2.8 times that of White females.
- Lifetime risk of a HIV diagnosis is higher if you live in the South, including North and South Carolina. 49% of all HIV/AIDS diagnoses occur in the South.
- Mecklenburg County has the largest number of HIV cases and new diagnoses in North Carolina.
- The CDC says that 1 in 5 new HIV infections occur in people younger than 25.

**[CLICK HERE](#) to access graphics to use in your donation requests and recruitment.**