

Table Host Strategy

Target those who come year after year and already have a desire to support your cause.

Dialog example:

“Mr. Smith, you’ve always been a good supporter. Could we impose upon you this year to help fill our room with bidders?”

“How do I do that?”

“Well, we know you’re coming to our event again, right?”

“Yeah”

“Instead of just coming as a couple, could we enlist you to be a Table Host?”

“What do I have to do?”

“We’d like you to take a half a dozen invitations, go through your personal contacts, friends, family, neighbors, co-workers, and so forth, and try to identify the four most likely couples that you think would enjoy coming and sitting at your table and having a party with you, and being an active participant. We’re looking for people that will get into the process of bidding. Now they don’t necessarily have to buy anything, but we want people who are active. Every time they bid we make more money whether they win or not. Do you know four couples that might enjoying coming to our gala and sitting with you and do that?”

(Response)

“We’re not asking you to pay their way in. We want them to pay their own way in as part of the fundraising process. But could we give you six invitations and see if you can get four couples to sit with you at your table?”

If they say “yes” they become a Table Host. Invite them to your Table Host Party.

Table Host Party

- Attractive venue – celebrity’s home, luxurious estate, exclusive country club, new building
- Reception – Meet board president and Executive Director, tour, refreshments (fruit platter, shrimp platter, vegetable tray, assorted drinks)
- The meeting
 - Describe the event – date, time, theme, attire, location, celebrity guest, auction items
 - Financial goal and the compelling reasons to raise money
 - Make the “plea” and hand out their invitations
 - Teach them how to invite – phone call and hand deliver the invitation

Plea example

“We would like to ask everybody here to become a ‘Host’ of a table at our upcoming gala. When we say that, what we’re asking you to do is put your very best friends at your table. People that you enjoy spending time with. People you go to sporting events with, go on trips with, eat lunch with. What we’re asking you to do is commit to fill the seats around your table with those best friends – four couples. ”

“Here’s what we’ve discovered. People who have the most fun at our events are usually those who are sitting with friends. Sometimes a whole table of friends will pool their money and bid as a group on an auction item such as a day at the spa for 10 people. ”

“Your table is going to be a mini-party; a tail-gate party you might say, at our gala, that you will host. You provide the friends; we provide the food, drink, entertainment, and items to bid on. You may want to do something crazy like all arrive together in a limousine. Maybe you’ll want to get some rooms in the hotel and stay overnight and have a pajama party after the event. ”

“Now, because of your willingness to help make our gala the most successful ever, we will put a sign on your table with your name on it. Your name will appear as a Table Host in the printed program and you will be recognized in our next newsletter.