



2009 Art Heals! Fundraising Luncheon Fact Sheet

A Free Fundraising Luncheon to Benefit Free Arts Minnesota

Date/Location

Wednesday, November 11, 2009
Registration begins at 11:15am
Program: 12:00pm-1:00pm
Minneapolis Convention Center

Event Description

Free Arts Minnesota invites over 700 individuals and business representatives to attend a free fundraising luncheon showcasing the healing effects of the creative arts for the children that we serve. Through dramatic, dance and musical performances, Free Arts hopes to **inform** and **inspire** our community to **support** our efforts in transforming young lives through artistic expression. While this is a fundraiser, there is no minimum or maximum gift expected.

Accomplishments

Each week, over 200 Free Arts Minnesota volunteers touch the lives of over 300 children living in one of the 17 facilities our organization serves.

2008 was a difficult year for Free Arts Minnesota. We are proud to share that despite economic challenges we were able to add one facility to our Weekly Mentorship program, so the number of children served annually will not be as dramatically affected.

Goals

- Attendance goal of 700, with 300 guests attending an Art Rocks! information session prior to the luncheon.
- Raise over \$300,000: \$150,000 by individual one-time gifts and multi-year pledges with a matching Challenge Gift by a corporate sponsor to be named by the Major Gifts Committee.
- Raise \$50,000 in corporate sponsorships to offset costs of event, ensuring that individual gifts fund our programs for children.
- Awareness of Free Arts programs and motivate individuals to get involved with our organization.

About the Beneficiary

Free Arts Minnesota is a 501(c)3 nonprofit organization dedicated to bringing the healing power of artistic expression into the lives of abused, neglected and at-risk children and their families. We plant the seeds of hope and healing to help children build self-esteem, improve social skills, develop trust with caring adults and learn to express emotions in a positive way. **Art Heals!**

WE NEED YOUR HELP!

1. Volunteer as a "Table Host" and fill a table of 10 with yourself, friends and colleagues.
2. Attend/Host an Art Rocks! info session with your guests.
3. Encourage your company to become a corporate sponsor.
4. Join the community in attending and pledge your support to Free Arts Minnesota.

Contact

Andrea Satter, Development Director, 612/824-2787 or andrea@freeartsminnesota.org



2009 Art Heals! Fundraising Luncheon Table Host Responsibilities

Your Goal

To personally invite friends to fill a table of 10 at the Free Arts Minnesota *Art Heals!* luncheon on Wednesday, November 11, 2009 at the Minneapolis Convention Center.

Here's how to accomplish it:

- Identify 15-20 friends to invite to your table at the luncheon. Create a list of their names, addresses and phone numbers on the Guest List Form (included). If you are able to invite more friends, please let the Table Host Captain know and she will make sure you have enough room for your guests.
- Fill a table of 10 (including you) with people who have an interest in Free Arts Minnesota. This is a free luncheon event on Wednesday, November 11, 2009 from 11:15am - 1:00pm at The Minneapolis Convention Center, Ballroom A, 1301 Second Avenue South, Minneapolis, MN.
*"I'd like to invite you to join me at my table for a **free** 1-hour luncheon event. This is an opportunity for people to come and learn more about supporting Free Arts Minnesota. Yes, this is a fundraiser, too. You will be asked to consider making a contribution. There is no minimum and no maximum gift. It will be the job of the organization to inspire people to want to give. As much as anything, we want people to come and find out about the therapeutic arts programs we offer to abused children. I would be delighted if you could join me!"*
- Return your guest list to the Table Host Captain no later than October 26th, 2009.
Email: artheals@freeartsminnesota.org,
Mail: 400 N. 1st Ave., Ste. 518, Minneapolis, MN 55401
Fax: 612.338.5060
- Guests are more likely to attend the luncheon and more willing to get involved with the mission of Free Arts Minnesota if they are already informed before the luncheon. Please plan to attend an ArtRocks! information session with your guests. It's also completely portable so you can host one in a living room or a conference room. Let us bring the mission to you!
- Call your guests again the week before the event and encourage them to attend.
*"Just want to remind you about the **Art Heals!** event for Free Arts Minnesota on Wednesday, November 11, 2009 from 11:15am - 1:00pm. I'm looking forward to seeing you at my table! The event will start promptly at noon, so plan to arrive early for registration and to see some fantastic artwork done by the children. **We are reserving a free lunch for you; please let me know if your plans change.**"*
- Arrive at the event on Wednesday, November 11, 2009 by 11:15am, at least 45 minutes before the official start time at noon. **Register at the Table Host sign-in to receive your packet of pledge cards and instructions for the day.**
- Greet your guests as they arrive & enjoy the program!
- When the emcee announces it, distribute pledge cards to guests at your table. Gather all pledge cards at the end of the event and turn them in to the collection volunteers. You can assure your guests that you won't know individual gift amounts.
- Thank your guests for their support! As you all leave the room, **feel great**, knowing you have helped hundreds of abused and neglected children by introducing new people to Free Arts Minnesota.
- Make a follow-up call to each of your guests. The day after the event, make one last call to personally thank each of your guests for attending. Gather any feedback to pass along to the Table Host Captain or Free Arts Minnesota staff.



Table Host Timeline

4 th week August	Table Host Kick-Off Event/Training
1 st week October	Deadline to bring your guests to an Art Rocks! or to host one for them.
1 st week October	Table Hosts will submit preliminary guest list to Table Host Captain and begin sending e-mail invitations to their guests.
3 rd week October	Table Hosts submit confirmed guest list to Table Host Captain (include guest's name, address, phone and e-mail)
November 4	Table Hosts call their personal guests to thank them for their RSVP and to remind them that the Luncheon is just two weeks away.
November 9	ABSOLUTE DEADLINE for Table Hosts to turn in final changes to guest lists for seating assignments.
November 10	Table Hosts call their personal guests to confirm attendance and discuss parking & registration for Luncheon.
November 11	Table Hosts arrive at the Minneapolis Convention Center early (no later than 11:15am) to pick up their Luncheon packets and pledge forms. Be sure to collect all pledge forms and contact information from each of your guests - even if your guests do not make a financial contribution that day, we would like their contact information so that we can learn how they might want to be involved with our work in the future. You will have extra copies if anyone wants to take a pledge form
November 11-13	Table Hosts call to personally thank each guest who attended on their behalf. Ask what your guests thought of the event. Please share your guests' comments and suggestions with the Free Arts staff. Encourage others to get involved. Hand in all pledge forms and your Table Host Scorecards.
January 2010	Table Host Thank You Event & Table Host Awards <i>Remember those scorecards? There will be prizes!</i>

2009 Art Heals! Fundraising Luncheon

November 11, 2009

Minneapolis Convention Center

Table Host Scorecard – All Items are worth 1 point.

Preparing for Art Heals!

	Watch Benevon video, <i>Seventeen Minutes to Sustainable Fundraising</i> , on the www.benevon.com home page.
	Attend a Table Host training or our Table Host Kick-Off Event
	Attend an <i>Art Rocks!</i> information session.
	Host an <i>Art Rocks!</i> information session for friends and potential Art Heals! guests.
<i>Inviting and Confirming Guests</i>	
	Identify 14 potential guests.
	4 of your potential guests are new to the Art Heals! Luncheon.
	7 of your potential guests attend an <i>Art Rocks!</i> information session prior to the Arts Heals! Luncheon.
	1 of your guests agrees to Table Host next year.
	Preliminary guest list sent to Free Arts Minnesota <i>Deadline: 5 weeks prior to Art Heals.</i>

Inviting and Confirming Guests (cont.)

	Send invitations to preliminary guest list. <i>Deadline: 5 weeks prior to Art Heals.</i>
	Confirm attendance of 14 guests who <i>love</i> our mission.
	RSVP/Thank You calls to guests: Reminder that the Luncheon is two weeks away! <i>Deadline: 2 weeks prior to Art Heals.</i>
	Send confirmations to guests: Parking & registration information <i>Deadline: November 8-10, 2009</i>
	Confirm & send RSVP list to Free Arts. <i>Deadline: November 11, 2009</i>

The Big Day and Beyond

	Table Hosts arrive at the Minneapolis Convention Center 10:45am. <i>30 minutes prior to 11:15am general registration</i> Check in at Free Arts registration desk to receive your packets.
	Collect pledge forms and contact information from all of your guests <i>before</i> they leave the luncheon.
	All pledge forms and contact information turned in to Free Arts Minnesota.
	Thank You calls to personal guest list for attending <i>Art Heals!</i> <i>Deadline: November 11-13, 2009</i>

Total Points: _____



Art Heals! Fundraising Luncheon Directions & Parking

Date & Time

Wednesday, November 11, 2009

Registration begins at 11:15 a.m.

Lunch & Program: Noon to 1:00pm

Location

The Minneapolis Convention Center

Ballroom A

1301 2nd Avenue South

Minneapolis, MN 55401

Directions to The Minneapolis Convention Center

From the East (I-94): Take the 11th St. exit from I-94. Follow 11th St. to 2nd Ave. So. Turn Left on 2nd Ave. So. & go one block to Convention Center

From the West (I-94): Take the 4th St. exit from I-94 and proceed to 2nd Ave. So. (DO NOT turn right onto 2nd Ave. North.) Turn right on 2nd Ave. So and go eight blocks to Convention Center

From the North (35W): Take the I-94 exit. Follow I-94 to the 11th St. exit (NOT 11th Ave. exit). Follow 11th Street to 2nd Ave. So. Turn left on 2nd Ave. and go one block to the Convention Center.

From the South (35W): Follow downtown exit signs to the 11th St. exit and follow 11th St. to 2nd Ave. So. Turn left on 2nd Ave. and go one block to Convention Center.

Link to Minneapolis Convention Center Directions:

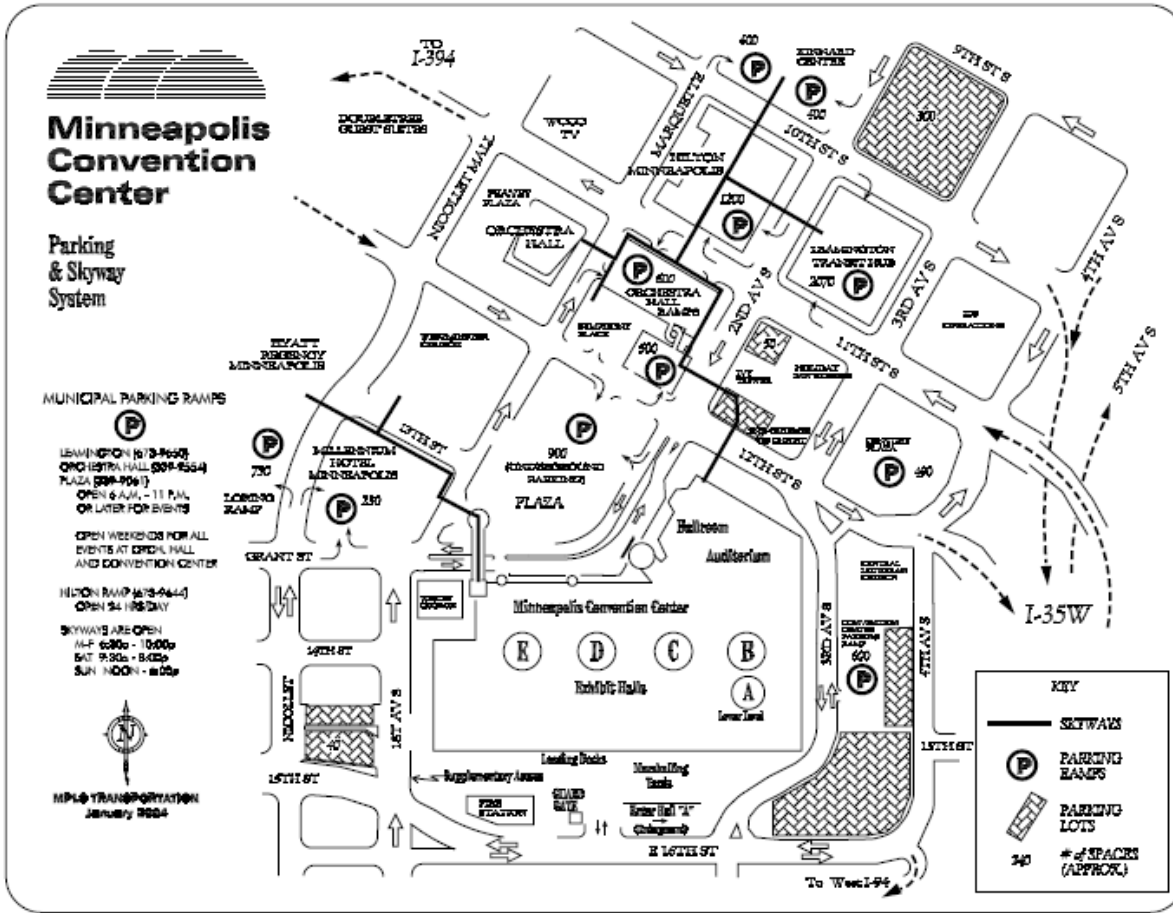
http://www.minneapolis.org/travelinfo/pdf/mcc_directions.pdf

Parking

Ⓟ = Parking options available at ramps (locations marked on map – next page). Rates vary.

Closest ramp is Plaza Ramp on South 12th St. & 2nd Ave. South

Parking & Skyway System Map: Minneapolis Convention Center



Free Arts Minnesota - *Art Heals!* Luncheon 2009 Guest List

Table Host Name:											
	Guest Name	RSVP	Address	City	ST	Zip	Phone	E-mail	Postcard or vite Sent (ASAP)	E- Reminder Call week of 11/3	Thank you call 11/18
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20											

Reminder: 1 Table = 1 Table Host + 9 Guests **The final list of your confirmed guests is due by October 26th.**
 Reminder: Because we anticipate last-minute cancellations, please ask 12-15 guests to ensure one table is completely full