

# Guidelines & Tips for Invitation Process

## 1. Invite & Follow-up!

Send invite and then wait a week to follow-up with an email or call if you haven't heard anything. Use the electronic invite to send to those people you don't have mailing addresses for.

## 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 April 10.
- Send a final confirmation e-mail to introduce all guests at your table 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 the CommuniTea. For potential donors who live out of state, or those who have prior obligations:

- Send a Diaper Need Card, along with the invitation, and direct them to our website for more information.
- Enclose a donation envelope and a personalized, handwritten note.

## 5. The second follow-up:

Call/text/email your guests a week and a half in advance (by March 22) to remind them about the event and confirm they are coming.

## 6. Checking in with us:

We are available for support any time you need it. We will be sending regular Table Captain e-newsletters to keep you up-to-date on the event. This is such an exciting time for all of us who support WestSide Baby, and we are looking forward to expanding our community through this event!

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