



Bee's Knees Club Toolkit

SAVE THE DATE

November 21, 2020

**20TH
ANNIVERSARY GALA**

20 YEARS OF RESILIENCE

6:30PM

Virtual Cocktail Party
and Pre-Show

7:00PM

Program, Special Guests and
an Opportunity to Give



Northwest Hope and Healing Foundation
P.O. Box 16069 Seattle, WA 98116
info@nwhopeandhealing.org

NWHH's Queen Bees

We are delighted to announce our Queen Bees for this gala will be event co-chairs and long-time NWHH community members Sandy Marshall and Christine Lee, MD. We are so grateful for their continued support and commitment!



Sandy Marshall was one of the very first supporters of NWHH back in 2000!



Christine Lee, MD is a breast surgeon at SCI and a current board member of NWHH!

They will be helping us spread the word about this gala, but they can't do it alone! Will you join our Queen Bees and commit to becoming a member of our Bee's Knees Club?

What is the Bee's Knees?

The bee's knees is a term from the 1920's, meaning "the very best." It is also a cocktail made from gin, lemon juice, and honey syrup. The Bee's Knees Club is a special group of NWHH supporters who will act as ambassadors for our mission, informing others about the work that we are doing to support local women in need.

Thank you so much for considering this opportunity. NWHH could not give back as much as we do without the generosity of supporters like you!

What are the expectations of a Bee's Knees Member?

We are asking our Bee's Knees Club to...

- Donate the same or similar amount to what they donated for previous NWHH events. (If you have not donated to our organization before but would like to be a Bee's Knees member, we expect a minimum donation of \$500.)
- Invite 50+ guests to the virtual gala, in hopes that 20-30 will attend.
- Provide information to guests about ticket pricing and event schedule, as well as general info about Northwest Hope and Healing.
- Host cocktail parties (in-person or virtual depending on your comfort level) on the night of to encourage community engagement.

What are the perks of being in the Bee's Knees Club?

The Bee's Knees Club is a special subset of our local community. You will be making a tremendous difference in the lives of women living with cancer. As such, we will be prominently displaying your name and recognizing our Bee's Knees Club Members during the event in order to express our sincerest gratitude. You will also receive exclusive access to an invitation-only event prior to the gala, where you'll meet other Bee's Knees Club Members and receive first access to the event schedule and an opportunity to provide your feedback.

As a Bee's Knees Member, who should I invite?

Create a list of colleagues, friends, and family members who you believe will be touched by the work that Northwest Hope and Healing is doing to support women with cancer.

How do I invite guests?

We have prepared the following templates so that you can invite guests in whichever way you are most comfortable: face-to-face, over the phone, via email, or on social media.

Sample email to potential guests:

Dear _____,

I am working with Northwest Hope and Healing to spread the word about their 20th Anniversary Gala. Northwest Hope and Healing is dedicated to providing immediate financial support to local women undergoing treatment for breast and gynecologic cancers. The needs of this community have increased during the Covid-19 pandemic.

Northwest Hope and Healing was able to provide an unprecedented \$50,000 in additional funds earlier this year, but the work doesn't stop there. The 20th Anniversary Gala is a great opportunity to show your support for Northwest Hope and Healing and the positive impact they have on the lives of local women living with cancer.

Can I count on you to join me?

I've attached an electronic invitation with additional details.

Sincerely, [Your Name]

Sample social media post:

Northwest Hope and Healing provides immediate financial support to women when they need it most. Their grants help women with breast or gynecologic cancer pay for everyday basics like groceries and rent. Their

annual fundraiser will be held virtually this year. Please consider joining me for this event.

<https://nwhhgala2020.givesmart.com>

Remember to post pictures during the event on Instagram and Facebook and tag us @nwhopeandhealing! We want to see you and to be able to share our appreciation for your support with the world!

Sample response to those who cannot attend:

Dear _____,

I'm sorry to hear that you are unable to attend this upcoming event. I hope that you will consider donating in lieu of your attendance. If you would like, here is a link to find out more about Northwest Hope and Healing and to donate.

<https://nwhhgala2020.givesmart.com>

Sincerely, [Your Name]

What to do when...

They say yes!

1. Thank them for joining you in supporting NWHH and the work that we do to reduce financial stress for women living with cancer
2. Ask them to register at <https://nwhhgala2020.givesmart.com>
3. Let them know that they will be receiving communication from NWHH about the event including live auction details
4. Let them know that they can receive a cocktail box by purchasing either the \$100 or \$300 ticket
5. Ask them if they know anyone else who might be interested in attending

They say no or have a prior obligation the night of the event

If they cannot attend the gala on November 21st, ask them if they would like to donate to support Northwest Hope and Healing and direct them to <https://nwhhgala2020.givesmart.com> .

Timeline & Checklist

What to do...

Right Now

- ❖ **Recruit other guests for the Bee's Knees Club!** Do you know someone who loves Northwest Hope and Healing and would make a good Bee's Knees Club Member? Connect them with us by sending their contact info to karyn@nwhopeandhealing.org.
- ❖ **Create your guest list.** Use our Beehive Brainstorming Worksheet to get started!
- ❖ **Learn about Northwest Hope and Healing.**
- ❖ **Invite your guests!** You will ask them to register themselves at <https://nwhhgala2020.givesmart.com>
- ❖ **Promote the 20th Anniversary Gala on your social media channels.** Follow Northwest Hope and Healing on Facebook, Instagram, and Twitter.

One Month Before Event (October 20th)

- ❖ **Make sure all your guests are registered.** The earlier, the better!

Two Weeks Before Event (November 7th)

- ❖ **Check in with your guests.** Remind them to check the auction site to see what items are offered.

One Week Before Event (November 14th)

- ❖ **Send a reminder to your guests.** Let them know how excited you are for the event. We will also be sending a reminder with a preview of live auction items.
- ❖ **Start bidding on silent auction items.**

Day Of (November 21st)

- ❖ **Host a Virtual or In-Person Cocktail Party!** Invite your guests to a virtual cocktail party on Zoom, Google Meets, or whichever conferencing program you prefer. Virtual cocktail parties are a great way to stay connected during this time. If you feel comfortable inviting your guests to your home, consider hosting an in-person cocktail party!
- ❖ **Answer questions.** Take a moment to check in with your guests to see if anyone has questions about the auction platform or bidding.
- ❖ **Watch the live program!**
- ❖ **Donate during the opportunity to give.** Your guests will look to you and when you give, they will feel encouraged to give as well. We are so grateful to our Bee's Knees Club Members for leading the charge!

After Event

- ❖ **Say thank you!** Please take some time to thank your guests for their support. Although emails may be more convenient, lots of people appreciate receiving a phone call. We will also share branded thank-you cards that you can send to your guests.
- ❖ **Share your feedback.** Northwest Hope and Healing is new to virtual event hosting. We would love to hear what you thought about your experience as a table captain as well as the event in general. Please take a moment to complete the survey that we send out after the event. Or you can reach out to us directly at info@nwhopeandhealing.org.

Beehive Brainstorming Worksheet

Write 10 names in each cell to meet our suggested invite goal!



Talking Points About Northwest Hope and Healing

The need for donations is larger now than ever before! The community that Northwest Hope and Healing serves has been negatively impacted by Covid-19 in the following ways:

- ❖ Many families have lost their main sources of income as more and more people have had to go on unemployment in the past several months. The financial burden of cancer, coupled with this loss of income, leaves limited resources to pay for everyday basics like food and rent.
- ❖ Cancer patients are immunocompromised individuals, which means that the health risk of taking public transportation has drastically increased for this population. As such, many women have had to arrange for private transportation to and from treatment centers, adding the financial burden of gas and/or taxis.
- ❖ With schools shut down to decrease the spread of Covid-19, many families have had to invest in child care options, which can lead to increased financial stress.
- ❖ Many women have expressed uncertainty about visiting hospitals and doctor's offices for routine mammograms and OB/GYN checkups. We know that the best protection against cancer is early detection. The decision to postpone doctor's visits due to the fear of contracting Covid-19 puts women at a higher risk of receiving a diagnosis of a higher stage.
- ❖ Lockdown, quarantine, and social distancing guidelines have left many feeling isolated and lonely. These feelings can be particularly acute for those facing the traumatic experience of a cancer diagnosis.

What We Are Doing

Northwest Hope and Healing is here to support women during the hardest times of their lives. Earlier this year, we were able to provide an additional \$50,000 to our Patient Assistance Fund to meet the needs of our community during the Covid-19 pandemic.

Our signature Healing Boxes and financial grants remind women that they are not alone during this time. Northwest Hope and Healing is a supportive group of survivors, physicians, social workers, and community members who are dedicated to providing care and support to women with breast and gynecologic cancers.

Patient Assistance Fund

Northwest Hope and Healing was founded in 2000 with the aim of providing immediate financial assistance to local women with breast cancer who are struggling to pay for everyday basics. Twenty years later, this remains our primary goal. We have expanded our scope to include women with gynecologic cancer as well.

Healing Boxes

Our signature Healing Boxes are given to newly diagnosed women to show them that NWHH is here for them. The Healing Boxes include nontoxic make-up from Thrive Causemetics, soothing tea, pashmina scarves, and other gifts that provide comfort during chemotherapy.

Testimonial from a Recent Grant Recipient

“Amidst the pandemic that we are all experiencing, I was diagnosed last March with Breast Cancer. After learning about this sad development, my husband and I contracted Covid19 which we both successfully overcame. And, because of the pandemic, I have been laid

off. To date, I remain unemployed. All these occurred one after another while trying our best to simply survive and make ends meet.

Amidst these challenges, there was a positive thing that happened. I was a recipient of NWHH and your organization's assistance in the form of Fred Myer gift cards. When everything else seems to be falling apart, your help was a relief that my family and I will forever be grateful for. We are thankful that there are angels like donors and you on earth who are committed to provide assistance to people like me especially during these trying times. I have no doubt in my mind that your organization is God-sent as it brings hope and relief to people who are burdened with tremendous difficulties in life. Your helping hand is a sure sign that things will get better in the days ahead.

For all the work that NWHH, its donors and you do to ease pain and suffering, even if just for a brief or fleeting moment, is something worth the emulation of all. You and your company are what we need at this time when there seems to be no end in the problems that we encounter everyday given my health concerns, my current employment status and the pandemic. Please be assured that your good deed will forever be cherished in our hearts."

20 Years of Resilience

Northwest Hope and Healing celebrates its 20th anniversary this year. This is not the first time that we as a community have experienced struggle and it will not be the last. The stories of strength and resilience that our grant recipients send to us inspire us to keep striving to find innovative ways to raise funds and support this community.

Our 20th Anniversary Gala will commemorate the two decades that we have thrived as an organization and as a community. Thank you for your incredible generosity in supporting Northwest Hope and Healing!