

THANK YOU!

For agreeing to serve as a Table Host for Project Schoolhouse's 6th Annual Cien Amigos event on the evening of October 27, 2022! This year the event will be in-person AND broadcast live, allowing Table Hosts to accommodate their guests at their safety comfort level.

Whether you're inviting a full table of 10 or a couple of friends and family, your role is crucial to the success of this event!



This is a unique type of event:

- The goal of the event is to raise unrestricted funds for our programs and to spread our message in the community.
- It's totally free to attend and host a table.
- It will only be an hour long.
- The inspiring program will include several touching videos and speaker testimonials.
- There will be no requirement that anyone give at the event.
- As much as anything, we want people to come and find out about the great work we do. It is our goal that guests will be inspired to support our work.
- It will make you proud to be involved with Project Schoolhouse.

Invitations:

If you are in Austin we will provide you with physical invitations. For virtual tables, we will provide an electronic invitation that you can forward, and mail you physical invitations if helpful.

How to Watch:

Our event will be one hour long, and entirely available to be enjoyed virtually or in person in Austin. Some have also floated the idea of hosting small "watch parties" with their guests. The event will be starting at 7 pm Central, 8 pm Eastern, 6 pm Mountain. The program will begin around 7:15 Central, as we settle the in-person guests into their seats to begin. We encourage those turning in virtually to join at 7 pm Central and we'll have a 'preshow' for their enjoyment before we begin the live simulcast. We will mail you the invitations with envelopes so you can mail or give them in person to your guests.



Here's where you come in:

Step 1: 6 weeks out - Attend the Table Host Training - Week of Sept 12

At the table host training Project Schoolhouse staff will provide you with invitations and envelopes so you can mail out your invitations or hand them out personally. A separate training will be coordinated for those who are hosting virtual tables.

Your main objective is to fill a table of ten people by inviting them personally. They can be friends, coworkers, family, neighbors, or anybody you know who you feel would connect with the work that we do. Expect two to four people to cancel. If you are hosting a virtual table you are not limited by physical space so we recommend confirming twelve people, to make sure ten will be joining us.

Step 2: 5 weeks Out - Beginning week of September 19:

- **Personal Invitation:** Reach out in person to extend your invitation, sharing why this work resonates with you.
- **Mail out invitations to your list of guests.** 5 weeks in advance should give it enough time to get in the mail and on the calendars of your guests. Physical invitations 'seal the deal' after your initial, personal outreach.
- **Virtual Table Hosts** We will have the e-vite out in a separate message. **sample email template below.*

Step 3: 3 Weeks Out - beginning week of Oct 3:

Weekly You will receive an email from Renata Aleman letting you know confirmed guests.

- Personally follow up with your guests to encourage RSVPs. **sample phone script below.*
Guests must RSVP to get the link to join the event.
- We will schedule time to speak with each of you to understand your screening needs (virtual, small watch parties) so we can support your technology needs.

Step 4: 5 Days Out - October 23:

Final outreach to your guests, confirming attendance, directions, parking instructions and providing any last-minute technical information and support if needed.

Day of Event: October 27, 7 PM Central Time:

- Join the event 30 minutes prior to the start of the program to be available to greet your guests, in person or virtually.

Project Schoolhouse Contacts:



- Selina Serna, Executive Director
selina@projectschoolhouse.org, 512-810-1226
- Renata Aleman, Development and Communications Coordinator
renata@projectschoolhouse.org, 412-657-3688.

Sample telephone script, to use after mailing the invitation cards:

“Hello, _____, I’d like to invite you to join me at my table (or virtual or watch party) at the Cien Amigos event on October 27, 2022 at 7:00 PM CT —that’s a Thursday evening. I hope you received the invitation mailed to you recently. This is a free event for 200 friends of Project Schoolhouse from all over the country, for people to learn more about the organization. You should know also, this is not a gala, it’s an inspiring presentation on the work and communities they serve. While there is *no fundraising obligation*, there will be an opportunity to make a contribution if you would like to help support this work. Additionally, you should know there is no minimum and no maximum gift requested. As much as anything, we want people to come and find out about the work they are doing in Nicaragua and how people can get involved. I would be delighted if you could join me.”

If the answer is yes:

“Excellent. So glad you will join me at my table (or virtual table) on October 27. **Please use the RSVP link to register!** You will get a confirmation e-mail from Project Schoolhouse in the coming days, and then a subsequent e-mail with more details; however, please let me know if you have any questions. And you said, your significant other will attend too? Do I have the correct spelling of his/her name?”

Great! I look forward to seeing you on October 27. Have a great day!”

If need to think about it (to determine # of guests, calendar issues, etc.):

“No problem. Take your time, as I understand you need to check your calendar to find out if you are free / your significant other can also attend. Let me send you a quick e-mail with the link projectschoolhouse.org/cien-amigos-2022/ to the web page with more information. Also, feel free to RSVP online using that link, if you find out it works for you. Does that sound okay? Great. I look forward to talking to you soon. Hope to see you there! ”

If the answer is no:

“Thank you for considering it, and I’m sorry you’re not able to / you prefer not to attend. Feel free to let me know if things change, as I’d enjoy having you as my guest. Have a great day.”



Sample e-mail template, to use after mailing the invitation card:

NOTE: Please customize this template before sending.

Dear _____,

[Start with a personal note, such as “It was great seeing you recently! How is everything going?]

I wanted to follow-up on the invitation recently mailed to you, as I’m inviting you and X to be my guest at an inspiring event on Thursday, October 27, 7:00 pm CDT, for Project Schoolhouse. As you saw on the invitation, the event is called Cien Amigos, with the goal of having 100 friends of Project Schoolhouse attend and learn more about the organization.

The Cien Amigos event is a simple get together with an inspiring presentation on the work Project Schoolhouse is doing for Nicaraguan children and families to get an education and clean water. I think you’ll be amazed to see how small actions we take can transform the lives of these beautiful people.

It’s a relatively short event and we should finish by 8:00 pm. While there is *no* fundraising obligation, there will be an opportunity to make a contribution if you would like. Additionally, you should know there is no minimum and no maximum gift requested. We hope you will be inspired to support their work.

Please reply and let me know if you can attend, and the name of your guest. If you’d like to read more about Cien Amigos, here is the online event page link:

projectschoolhouse.org/cien-amigos-2022/

You can also use that link to RSVP, but be sure to specify my name so you’ll be seated at the correct table.

Yours truly,

[Name]