

# ***HOW TO BUILD A VIRTUAL TABLE HOST TOOLKIT***

***We recommend including some or all of the following items in your Virtual Table Host Toolkit. You may also want to create an abbreviated version to share with prospective Virtual Table Hosts.***

- 👤 A note from your Executive Director, Board Chair, or Development Director expressing your gratitude and briefly summarizing your event and the role of a Virtual Table Host
- 👤 An overview of your event, including
  - The name of your event
  - The date and time
  - The link to your registration page or event information page
  - A brief summary of your goals for the event and what you are trying to accomplish
  - A brief summary of what your viewers can expect, such as program information, entertainment, ticket prices, etc.
  - Any additional details you'd like to share, such as information about your Peer to Peer fundraising campaign, other fundraisers happening concurrently with your event, or follow-up events
- 👤 Virtual Table Host 101 –
  - Explain the role that Virtual Table Hosts will play in your event
  - Outline specifically what Virtual Table Hosts are expected to do
  - Include any key dates your Virtual Table Hosts should be aware of
  - Include your contact information and social media handles for easy reference
  - List a few “tips for success” that provide additional guidance or helpful hints
- 👤 An easy-to-reference timeline that references the registration deadline and recommended dates for sending invitations and follow-up messages via email and text, as well as a social media post calendar
  - Consider including sample emails, text messages, and social media posts your Virtual Table Hosts can copy and paste
    - You can also design branded social media graphics which correspond to each post, and provide a link to a public Google Drive or other cloud storage service where Virtual Table Hosts can download the files
- 👤 Information about how to execute a successful Peer to Peer fundraising campaign
  - List of basic Dos and Don'ts for Peer to Peer fundraisers
  - A step-by-step guide to success
  - A step-by-step guide for setting up a customized Peer to Peer fundraising page
    - Screenshots of each step can be helpful to include in this section
- 👤 A summary of the work your organization is doing – help your Virtual Table Hosts get educated so they can share your talking points with their network
- 👤 FAQ section
  - Consider including two FAQ section – one for general questions, and one specifically for Virtual Table Hosts