



Parent Auction Packet

2022



Fort Collins Businesses who donated at least one year 2013-2020

Hilton	Clean Air Lawn Care	Old Chicago
Chippers	Curiosities	Christy's Sports
Great Harvest Bread	Europa Spa	Men's Warehouse
Mishawaka	Fish Restaurant	Al's Formalwear
Salon Noni	Garwood Jewelers	Game Stop
Rocky Mountain Rossiter	Happy Lucky's Teahouse	Carino's Italian Grill
Walmart	La Luz	Vern's Place
Home Depot	Los Tarascos	Vintages
Elliot's Martini Bar	Lucille's	Mawson Lumber
Equinox Brewing	Lyric Cinema Café	Recycled Cycles
Fort Collins Nursery	Mouco Cheese	Oakley
Green Logic	Starbucks	Rover's Ranch
Jax Fish House	Subway	Choice City
Living Arts Wellness	Egg & I	Anheuser-Busch
New Belgium	Pringles	Wari Designs
Old Town Yoga	Aggie Liquors	Rollerland
Rain Boutique	Restaurant 415	Discovery Museum
The Rio	Sonny Lubick's	Om Ananda Yoga
Bisetti's	Cupboard	El Monte
Dandelion Toys	The Wright Life	Embassy Suites
Silver Grill	Walrus	Bas Bleu Theatre
Odell's	White Balcony	HuHot
Clays Ace Hardware	Fort Collins Club	Coopersmiths
Canine Learning Center	Houska Motors	Lincoln Center
Canino's Italian Restaurant	Ace Gillet's	Wellington Grill
Fort Fun	Bath Nursery	Artista Hair Salon
Human Bean Coffee Shop	Café Vino	Tin Barn
Jim's Wings	Clean Bees	T-Bar Inn
Krazy Karl's Pizza	Le Creperie	Ruby Tuesday
Miramont Gym	Natures Own	LaMar's Donuts
Outposts Sunsport	Old Firehouse Books	Justine's Pizza
Panhandler's Pizza	Old Town Spice Shop	The First National Bank
Poudre Pet and Feed Supply	Armstrong Hotel	Fort Collins Food Coop
Serious Texas BBQ	Carmike Cinemas	Avogadro's Number
Snooze	Gibs Bagels	Jay's Bistro
St. Peter's Fly Shop	Crown Pub	Mayor of Old Town
Beaver's Market	Pizza Casbah	
Canyon Chop House		

Auction Item Wish List

High Priority Items:

- Vacation rentals – mountain houses, condos or vouchers for hotel stays
- Sports memorabilia
- Music memorabilia
- Sports tickets – Broncos, Avalanche, Nuggets, Rockies
- Experiences – winery or brewery tour, horseback riding

Mid Priority Items:

- Fine dining gift certificates
- Spa gift certificates – beauty services, massage, acupuncture
- Home accessories – art, rugs, decor
- Clothing and accessories – handbags, dresses, jewelry
- Experience certificates – bowling, mini golf, karaoke, hot air balloon ride

Ideas for Packages:

Restock Your Bar Package

- Bottles of liquor – remember this is 21+ event
- Bar tools – shaker, strainer, glasses Beer Lover's basket
- Collectible microbrews or collections of beer
- Growlers, pint glasses
- Soft Cooler
- Gift certificate to tap room
- Bottle opener

Wine Lover's basket

- High quality bottles of wine
- Wine reference books
- Opener
- Designer wine towels
- Ice bucket

Beach basket

- Baskets
- Games
- Towels
- Chairs
- Umbrella

Yoga/fitness basket

- Accessories – mat, blocks, strap, bag- Certificate for classes

Chef's Basket

- Recipe holder
- Apron
- Utensils
- Small appliances—Smoothie blender, etc.

- Airfare miles – ask your mileage program representative how you can donate Private tours/backstage passes Sports gear – snowboard, skis, bicycle
- Golf rounds/vacation

- Soda stream
- National/State Park passes
- Museum passes/tickets
- Houseplants
- Photography Gift Certificate

- Cookbooks
- Certificate to specialty market

Pizza Maker basket

- Pizza stone
- Pizza cutter
- Pizza cookbook

Spa basket

- Manicure set
- Rob and cute flip-flops
- Candles
- Bath salts or soak
- Gift certificate for massage or spa services

Pet Lover's Basket

- Dog or cat bed
- Bowl
- Treats & Toys
- Certificate for grooming or vet services

Movie Night Basket

- Gift Certificate – Red box, movie theatre Small popcorn machine
- Candy/popcorn
- Blankets
-

Gardener's Basket

- Garden store gift card
- Planters/seeds
- Gardening tools—gloves, watering cans, shovels
- Soil



2021-22 Fiesta de Global Leaders Auction Procurement Team Goals and Methods

Goals as a team:

- Identify and secure 4-6 major items (value of >\$500)
- Identify and secure 8-10 mid-level items (value of \$100-\$500)

Considerations:

- Students will be procuring items in teams in December through April
 - As soon as we have lists of businesses they have visited, we will share them with you to ensure that we don't double dip, and will likewise share with them businesses that you have already requested donations from
- Big Ticket items are vacation homes or getaways (condo rentals, golf weekends, experiences etc)
 - Think of any friends or colleagues you have who have a vacation home they'd be willing to donate (GL will cover any necessary related fees, such as cleaning, if the item is won)
- Knowing that students will do much of the "door-to-door" requesting, it's most helpful for this team to use your contacts to secure the harder-to-get major items
- Use the Wishlist for ideas of major items (generally categorized as High Priority) and mid-level items (generally categorized as Mid Priority Items and High Priority Items)

Method:

- The following tools are attached to help you in your efforts:
 - Talking points/script—to help answer any questions donors may have
 - Procurement letter—provides an overview of the event and the ask, and contains a form on the backside that should be filled out for EACH donation.
 - You can fill the form out and scan/email it to Cecilia, or enter the information directly into the Auction Item Inventory Google Doc
 - Tax Deductible receipt—you may complete the receipt letter and present it to the donor at the time the you receive the item—make a note on the donation form/inventory; if you don't present the receipt, GL staff will send one after the auction
 - 2019 Impact Report
- If you already have a list of businesses or items you plan to request, please send them to Cecilia so she can add them to the inventory as pending requests
- Always check the inventory before making a request, especially when filling out an online form, to make sure we haven't already made the request, so you don't waste your time.



Procurement Script

Hello my name is _____ and I'm with a local non-profit service learning organization for High School Students in Fort Collins called Global Leaders. We will have an auction fundraiser on Saturday, April 30th at the Rio Grande.

Is there someone here who we can talk about possible donations to one of these events?

YES:

Does (BUSINESS NAME) donate to local charities to support fundraisers?

If they say no

Thank you for your time! Have a great day! (remember to shake their hand!!)

If they say yes

Have you heard about Global Leaders?

No: explain in your own words: during our time in this program we have the opportunity to volunteer 60 hours (or more!) locally on environmental and social justice projects like tutoring programs, food security projects, volunteering at Respite Care, and other community organizations. In June we will be traveling to Guatemala for language and cultural study, stay in homes with Guatemalan families, and do service work. In Guatemala, we choose between building clean cookstoves, planting trees, or volunteering at a hospital/orphanage. I am excited to work on the _____ project!!!

Yes: We have the auction fundraiser coming up!

If no one is there to talk to about this:

When is a good time to come back? Or can you give me the managers' business card/contact info so I can follow up? (*Take notes of this in your tracker packet!!!*)



Students Empowering Students

Dear _____

Date: _____

Global Leaders is hosting our 14th Annual Fiesta de Global Leaders Benefit Auction on Saturday, April 30th, 2022 at the Rio Grande Restaurant. We are looking for your support! As a member of our local community, we are seeking your support in the form of a donation for our silent and live auction. This event is our **biggest fundraiser** of the year and provides **crucial support** for our financial aid program, as well as funding the service projects for our students to complete here locally and during our immersion trip to Guatemala.

Who are we?

Global Leaders is an independent 501c3 organization that empowers students to make positive change through our service-learning and leadership program. We are proud to call the Fort Collins, Colorado community our home. Our program is **unique** in its local focus. Our students are able to develop a lifelong ethic of service by combining local service-learning experiences with international service-learning experiences. Our students participate in extraordinary educational programs in Central America combining Spanish language study, home stays, and service-learning.

What do we believe?

We believe in a simple equation: **(Education + Skills) x Empowerment = Positive Social Change**

- We believe **any student has the capacity to be a leader, regardless of financial background.** We strive to be inclusive of students from all walks of life.
- We believe that students are not the leaders of tomorrow; we believe in them as the leaders of today.
- We empower our students to act in service with intention and integrity.
- We believe in our local community. We recognize that service is necessary at home and abroad. Our students perform at least 60 hours of local pre-journey service.

Your support directly impacts these students who would not ordinarily have access to this kind of leadership program and encourages local youth to continue to give back to their community.

What can you do to help?

Please consider making an item donation to the Fiesta de Global Leaders Benefit Auction and invest in our youth today. We also have several sponsorship opportunities available and would love to meet with you to develop a package that works for your business.

For sponsorship inquiries, please contact us at 970.672.7060 or info@globalleadersinc.org

With gratitude,

Joe Fontana
Co-Founder and Executive Director

www.globalleaders.org

970.672.7060



Global Leaders Fact Sheet

History	2019 Program	2021 Program
<p>24 years of travel and service programs for high school students</p> <p>31 international trips</p> <p>Providing programming for Northern Colorado area students for 15 years</p> <p>Since 2006, over 500 students in PSD have been GL participants</p> <p>As of December, 2020:</p> <ul style="list-style-type: none"> -38 school rooms built in Guatemala -36,000 trees planted -40 clean cookstoves installed -\$126,300 in supplies collected and donated for Guatemalan, Tongan and Ghanaian children -\$202,720 invested in projects abroad -\$420,137 invested in financial aid to increase access for youth participants in need -43,480 hours of GL volunteer work dedicated at home and abroad. 	<p>Local Service: 9,504 hours of local service-learning in Larimer County</p> <p>Financial Assistance: 40% of students receive need-based aid</p> <p>International Service: 2,400 hours</p> <p>Executive Board: 8 GL returners developed and led service projects, facilitated team building, and monthly seminars.</p> <p>Internships: GL expanded our financial aid program, partnering with local nonprofits like the Environmental Learning Center and Habitat for Humanity to pair students with internships.</p> <p>Cookstoves: GL'ers helped install 25 clean cookstoves with families in Segunda Cruz, Guatemala. GL partners with local agencies and community members to determine needs within the community.</p> <p>Reforestation: Students partnered with the Municipalidad de Pastores on their reforestation project. The municipality is a leader in sustainability & conservation, and students cleared invasive species, and planted 2000 trees.</p> <p>Hospital: Students spent over 450 hours with live-in patients at Hospital Hermano Pedro, Guatemala.</p>	<p>39 Students in Program</p> <p>Program Review: During 2020 after we postponed our program our staff and former GL students were able to take the time and review and improve many of our systems from top to bottom.</p> <p>Financial Assistance: 45% of students are receiving need-based aid</p> <p>Executive Board: After COVID many of GL alum graduated and we are re-building the Exec Board with 2 returning students and new students to the program.</p> <p>GL Internships: Along with outside internships, we are offering additional opportunities within GL for all students to get an even more complete experience by assisting in our office with all aspects of the program.</p> <p>Intercambio Returns STRONG! : This weekly program at Poudre HS combines students whose first language is Spanish and those whose first language is English. Several of the goals are to build a stronger community, share languages, and involve students who have been underrepresented in GL.</p> <p>Returning to Guatemala: As of this moment we are planning on two trips to Guatemala: one in June and one in August of 2022.</p>



(Volunteers - complete the form below and return it to your team leader or to GL Staff)

Name of Business:		
Contact Name:	Title:	
Address (for pick up):		
Telephone:		
Email:		
Item Description:		
Value of donation:		
Special Restrictions (expirations, purchase required, etc.):		
Item status (circle one): at GL Office at storage to be picked up to be delivered		
Pick up/delivery date/time		
Tax Deductible receipt to donor?	Yes	No



2022 Fiesta de Global Leaders Auction Sponsorship Team

Goals and Methods

Goals as a team:

- As a team, secure \$3,000 - \$4,000 in sponsorships (assuming there will be 10-12 families on this team, that breaks down to about \$250-\$400 per family)

Considerations:

- Global Leaders students and staff is seeking sponsorship, and will be seeking for sponsorships from December to March
 - GL staff will notify you of any businesses we have already approached or secured funds from
- Consider approaching your place of business, the business of a relative, or a business that your family frequents often and has a connection to.

Method:

- The following tools are attached to help you in your efforts:
 - **Talking points**—to help answer any questions about the organization that sponsors may have
 - **Sponsorship strategies**—much of this information may be intuitive or familiar to you already, but if you're not sure where to start, it can help!
 - **Sample sponsorship letter**—provides an overview of the event and the ask, and can be personalized and included with Sponsorship levels or any other information
 - **Sponsorship levels**—you can share this with a potential sponsor, or simply identify the level you think will work the best for that sponsor and make your ask in that amount
 - 2019 Impact Report
- If you already have a business or businesses you plan to approach, please share with me so I can add to the sponsorship inventory
- Always check the sponsorship inventory before making a request so we can keep our asks and sponsor- relations professional

Fort Collins Businesses who have sponsored at least one year in 2013-2018:

Inkworks (staff will pursue in 2019)
Flood & Peterson (staff will pursue in 2019)
Bohemian Foundation (staff will pursue in 2019)
OtterCares Foundation (staff will pursue in 2019)
Propel Labs
Q4 Wealth Management
Jimmy's Custom Auto

High Country Beverage (staff will pursue in 2019)
Harbor Dental
Truworks
Idaho Scientific
Star Lab
Antinora Real Estate
Domino's Pizza



Global Leaders' 14th Annual Fiesta de Global Leaders

Auction Sponsorship Opportunities

Global Leaders (GL) is a 501(c)3 nonprofit organization that empowers students in the Fort Collins community to create sustainable change through local and international service-learning opportunities. **We are planning our 14th Annual Fiesta de Global Leaders Benefit Auction, and would love to explore some opportunities for sponsorship with your organization.**

GL students are able to develop a lifelong ethic of service because they combine local service-learning experiences with international service-learning experiences; they see both of these communities with new eyes. Our students participate in extraordinary educational programs in Central America combining language study, cultural exchange, adventure, home stays, and service learning projects.

What do we believe?

We believe in this simple equation:

(Education + Skills) x Empowerment = Positive Social Change

- We believe **any student has the capacity to be a leader, regardless of financial background.** We strive to be inclusive of students from all walks of life.
- We believe that students are not the leaders of tomorrow; **we believe in them as the leaders of today.**
- We empower our students to act in service with intention and integrity.
- We believe in our local community. **We recognize that service is necessary everywhere, including right here at home.** We honor that need with our 60-hour pre-journey service requirement.

While we work with high school students, this event is a 21-and-up fundraiser and party, encouraging the community at large to get excited about and support amazing young leaders. The Fiesta de Global Leaders Benefit Auction is Global Leaders' anchor fundraising event, and our premier opportunity to share our story, and promote your business, with the Fort Collins community. 250 guests will spend the evening dining, dancing and donating as we celebrate the GL class of 2021-22 at the Rio.

The Fiesta helps GL **raise the money needed to support the projects students create and work on** (local projects like tutoring students at Putnam and Lopez Elementary and the Food Security group at Poudre and Rocky Mountain High Schools, and journey projects like building clean cookstoves in Guatemala. The Fiesta also **supports financial aid to increase access to GL's Leadership Journey for students from low-income families.**

With gratitude,

Joe Fontana
Co-Founder and Executive Director
www.globalleaders.org
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Tips for Securing Sponsorships

- Do research on the company and find out how the company fits into Global Leaders mission and goals
- While the fill-in-the-blank letter can be effective, the more tailored wording and information you include, the more effective it will be
- **Approach people/companies that meet at least one of the following criteria**
 - You have a relationship with (people give to people, not causes!) – this could be friends, family or employers – these should be first priority!
 - Have a history of sponsoring local events
 - Have a similar mission statement or client base as Global Leaders (i.e.: we would probably not be sponsored by a vet clinic, but would be more likely to be sponsored by a travel agency, or a doctors office serving lots of families)
- **The more personal, the better!**
 - If possible - try to make in-person contact before with a stop-in. Then make a follow-up phone call before sending email
 - In person conversations are better than phone calls are better than emails!
- Be realistic about sponsorship levels
 - Suggest a level that's slightly above what you think they will agree to – they are more likely to agree to a lower level than say no outright, and every dollar makes a difference
- Follow up!
 - If they agree to a level, fill out the sponsorship form completely (name, phone number, email), including the name and contact info of the party responsible for executing a sponsorship agreement. Let them know that GL's representatives will send them a sponsorship agreement within the week
 - Submit completed forms to Cecilia (cecilia@globalleadersinc.org) as soon as they are completed!
- Thank You's!
 - Global Leaders will follow up with a formal thank you letter and gift basket if applicable after the auction, however, if you'd like to express your appreciation upon obtaining sponsorship that would be great!



SPONSORSHIP BENEFITS

- Company name/brand on material associated with the Fiesta de Global Leaders
- Company/brand thanked during the live program for sponsorship of the Fiesta de Global Leaders
- Company name/brand recognized on website and social networking pages
- Increased brand awareness and recognition
- Association with a community of young leaders, and GL's network of community supporters

Title Sponsor – \$5000

- Designation and recognition as the Title Sponsor for the Fiesta de Global Leaders Benefit Auction Sponsor name/logo will appear in the event name on printed material and social media posts; as well as a dedicated slide and thank you during the live auction
- Sponsor featured on pre-event media pushes and email blasts
- Sponsor featured on GL website and social media pages for 12 months
- Sponsor may distribute printed material and have a display table
- Sponsor will be introduced at the event
- Sponsor will receive a full-page ad in the front of the auction program
- 8 tickets for entrance into the event

Empowering Sponsor – \$1500

- Recognition at event as an Empowering Sponsor for the Fiesta de Guatemala Benefit Auction
- Sponsor name/logo on all material at the event, including the program and a dedicated slide
- Sponsor featured on pre-event media pushes and email blasts
- Sponsor featured on GL website and social media pages for 6 months.
- Sponsor may distribute printed material.
- Sponsor will receive a full-page ad in the back of the auction program.
- 6 tickets for entrance into the event

Leading Sponsor – \$1000

- Recognition at event as a Leading Sponsor for the Fiesta de Global Leaders Benefit Auction
- Sponsor name/logo on all material at the event, including the program and a dedicated slide
- Sponsor will be featured on pre-event media pushes and email blasts
- Sponsor name/logo appears on all event promotions on GL website and social media for 3 months
- Sponsor will receive a half page ad in the back of the auction program
- 4 tickets for entrance into the event

Exploring Sponsor – \$500

- Recognition at event as an Exploring Sponsor for the Fiesta de Guatemala Benefit Auction
- Sponsor name/logo will appear on all event promotions on GL website and social media
- Sponsor name/logo will appear on the sponsor slide during the event
- Sponsor will receive a business card sized ad in the auction program
- 2 tickets for entrance into the event

Journeying Sponsor – \$150

- Recognition at event as a Journeying Sponsor for the Fiesta de Guatemala Benefit Auction
- Sponsor name/logo will appear on all event promotions on GL website, social media
- Sponsor name/logo will appear on the sponsor slide during the event

Global Leaders 405 E. Prospect Suite 4 Fort Collins, CO 80525



Sponsorship Payment Options

Sponsorship Level: _____ Special Instructions/Requests: _____

Check payable to Global Leaders, Inc.

Name of Individual/Business: _____

Primary Contact Name: _____ Title: _____

Telephone: _____ Email: _____

Website: _____

Street Address: _____

Please indicate if the donor prefers to remain anonymous: Yes No

Sponsorship level sought:

Title Empowering Leading Exploring Journeying

Credit Card Payment:

CC#: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____

Please note that all sponsorship requests and brand logos must be received by Global Leaders by March 30, 2022. Completed forms and brand artwork in .jpg or .png form can be sent to info@globalleadersinc.org

Staff will send a receipt when payments are processed.

Thank you for your support!

**www.Globalleadersinc.org | 405 E Prospect Road, Suite 4, Fort Collins, CO 80521 |
info@globalleadersinc.org**



Ticket Sales Strategies: Student Handout

- \$30 for teachers, \$45 for everyone else
- 21+ event
- These tickets are like money – you are responsible for either turning in unsold tickets, or turning in money. If you lose your tickets, you’re responsible for their value!!
- The ticket gets a guest in the door, beer, dinner, live music from local bands (to be announced!) and live and silent auction items – basically a fun night out
- Guests can buy online link coming soon
- **Ticket Sales Techniques**
- Having someone attend the event is more important than having someone just buy a ticket as a donation.
- **Know your audience!**
 - Think of the parts of the experience this person may enjoy most.
 - If it’s a couple that your parents go out with often, mention the live music and that it’s at The Rio If it’s a neighbor that you grew up with, mention the projects that the auction supports, and that it’s our biggest fundraiser of the year
- **Be persistent, but not pushy**
 - Sincerity is key – you want this person to attend, so let them know that it’s important to you
 - Selling someone a ticket is better than someone promising that they will go, or that they will let you know later
 - Use encouraging phrases/gestures
 - “Can I put you down for two tickets?”
 - Have the tickets in your hand to put in the person’s hand– make the event real for them!
 - If someone says they will get back to you, follow up with them! Make a note of everyone you have contacted, and make your pitch until you get a yes or a no.
 - This doesn’t mean calling someone’s house every 5 minutes, but it does mean not giving them the chance to forget about it
- Make sure you track as much information as possible using your ticket tracker
 - This makes it easier for us to get attendees to register, and get pumped for the event
- If you have people outside of your school to sell to, reach out to them first!
 - Let other students have a chance to sell to teachers first!
- If you do not have connections outside of your school, visit Digby or Natalie for a list of past attendees.

- An ask in person is ALWAYS better than an ask on the phone, which is always better than an ask via email. However, if you must use email, see the back of this sheet for a technique to engage potential guests.

This helped a student sell over 20 tickets last year!

1. Create a message that includes the following:

- Purpose of outreach-personal goal (# of tickets sold)
- Names of people coming (e.g. parents + others who have already purchased)
- Specific follow-up steps = how to purchase; rsvp back to you one way or another

2. Create groups

- Work with parents on groups of friends that associate together (e.g. Playgroup Moms, Dad's poker night friends, handful of neighbors,) the student sent messages to about half dozen affinity groups.
- Make sure the group is not too big (can be as small as 2, but best not to go over 6 because people can/will hide in a group and not respond—shame!)
- Personalize the message as needed; address the email to the specific people by name
- CC your parents on the message—people won't dodge you then!!! (Since most adults don't want to publicly blow-off kids like they sometimes do with other emails)

3. Check your email daily!

- Respond to the group as the group responds
- If you don't hear back within 1 week(or 2 days if the event date is close), reach out again and give them an update on your progress against your goals, or ask if they have had trouble purchasing tickets on-line
- Let the group know who is coming in their group
- Emphasize how much fun they can have with the group!