

2021 LIFEWORKS VIRTUAL ANNUAL CELEBRATION

ADVOCATE TOOLKIT

Overview

Thank you for being a 2021 Lifeworks Virtual Annual Celebration advocate!

Your passion and enthusiasm for Lifeworks' mission and our past celebrations are key components to driving excitement leading up to the event – and ensuring its success. You'll see that as an advocate, your impact can be exponential, inspiring others to engage and fill the virtual room.

Below are specific action steps you can take to help promote the celebration and build momentum.

How You Can Help

LEADING UP TO THE EVENT

- **Most important: know and understand Lifeworks' key messages** for the event and use them in your own posts, comments, emails, and conversations. What are the funds needed for? Why should guests give to this mission? What is the impact? Help guests see how their involvement matters.
- **Help spread the word and generate excitement.** Share social posts and on your personal pages and share the celebration via email or phone with your networks, talking about why you are passionate about Lifeworks' mission.
- **RSVP for the event.** As others from your network RSVP, help write thank you notes, letting them know you are looking forward to "seeing" them at the celebration.

DAY OF THE EVENT

- **Continue to post, share, and comment** on Lifeworks' social media posts as well as forward organizational messages via email and phone with your network.
- **Create a text group** to remind others of the event time and generate more personal conversations.
- **Login early to the event** (during pre-show slides) to be sure there are no tech glitches.

DURING THE EVENT

- **Make your donation right away** (if you have not already).
- **Welcome guests** by name if you see they are present.
- **Encourage attendees to participate.** Once guests are logging in, ask them to chime in about who they are, where they are watching from, or how they came to know about Lifeworks – easy “get-to-know-you” questions that anyone can answer briefly to drive engagement and connectivity.
- **Offer positive comments** about Lifeworks and reminders of our impact.
- **Cheer on anyone you know** who is bidding on auction items.
- **Comment on the auction items you are bidding on.**
- **Thank and praise donors as they make donations.**
- **Post status and updates into the feed.** For example, mention a particular auction item is only at \$XX, or progress towards the \$350,000 goal.
- **Keep a positive, encouraging tone** with a “let’s do this together” spirit.

General Information

What: 2021 Lifeworks Virtual Annual Celebration

When: Thursday, April 15, 2021 | 7:00 p.m. – 7:45 p.m.

Cost: Free!

Event website and RSVP: lifeworkscelebration.org

About: Join us from home for a fun, interactive program that highlights the positive impact of Lifeworks' personalized services. The 45-minute, 2021 Lifeworks Virtual Annual Celebration will be the final step in reaching our goal to raise \$350,000 for services that honor choice and encourage self-determination by focusing on one person and their goals through every phase of life.

- Hear stories from people served by Lifeworks
- View videos to learn more about Lifeworks and our impact
- Give to the fund-a-need and bid on exciting auction items.

Fund-a-Need: This year, our goal is to raise \$350,000 to fund the personalized services Lifeworks provides. In 2021, Lifeworks intends to increase access to individualized services, with a goal of 60,000 additional hours of one-to-one support provided compared to 2020.

EVENT SCHEDULE

Thursday, April 15, 2021

6:45 p.m. – Virtual reception and pre-show

7:00 – 7:45 – Celebration highlighting Lifework's impact and featuring stories from people served, an auction, and a fund-a-need moment with Auctioneer, Glen Fladeboe

QUESTIONS? Contact Lifeworks Advancement Assistant, Nikki Grosz: ngrosz@lifeworks.org | 651-365-3719.

Frequently Asked Questions

Below are some commonly asked questions with responses. These may be helpful for you to reference when reaching out to your network.

1. What is the 2021 Lifeworks Virtual Annual Celebration?

The [2021 Lifeworks Virtual Annual Celebration](#) is both a fundraising event and a celebration of people working together for the inclusion of people with disabilities. The celebration features stories about the positive impact we see in the community when people with disabilities are represented where we live and work. Giving opportunities include a fund-a-need and an exciting auction with one-of-a-kind experiences.

2. When is the 2021 Lifeworks Virtual Annual Celebration?

The 2021 Lifeworks Virtual Annual Celebration will take place on Thursday, April 15, 2021 at 7:00 p.m.

3. How long is the 2021 Lifeworks Virtual Annual Celebration?

The 2021 Lifeworks Virtual Annual Celebration is a 45-minute, online event beginning at 7:00 p.m.

4. What is the event schedule?

6:45 p.m. – Virtual reception and pre-show

7:00 – 7:45 – Celebration highlighting Lifework's impact and featuring stories from people served, an auction, and a fund-a-need moment with Auctioneer, Glen Fladeboe

5. Do I need to purchase a ticket to attend?

A ticket is not needed, and the cost to attend is free! Prior to attending, guests will need to [RSVP](#) by visiting: lifeworkscelebration.org

6. How do I RSVP for the event?

To [RSVP](#) for the event, please visit: lifeworkscelebration.org and click the "RSVP, today!" button.

7. How do I watch the livestreamed program on Thursday, April 15, 2021 at 7:00 p.m.?

To watch and participate in the [livestreamed program](#), please visit: lifeworkscelebration.org and RSVP.

8. How will donations made to the event be used?

Donations from the celebration will be used to increase access to personalized services that honor choice and encourage self-determination by focusing on one person and their goals through every phase of life. Lifeworks' goal is to raise \$350,000 for personalized services providing 60,000 additional hours of one-to-one support.

9. How do I donate to the fund-a-need?

To [donate](#) to the fund-a-need, please visit: lifeworkscelebration.org and click the "Donate" button. You will also have the opportunity to donate at the celebration.

10. What if I want to make my donation and auction items with something other than a credit card?

For alternative payment methods, please contact Lifeworks Advancement Assistant, Nikki Grosz: ngrosz@lifeworks.org | 651-365-3719.

11. Are sponsorships available?

Yes! For the first time ever, [Lifeworks sponsors](#) will be celebrated all year long through an extensive marketing campaign that reaches people throughout our state. To see the full list of sponsorship opportunities and benefits, visit: <https://bit.ly/2ZKuX0B>

12. Can food, wine, cocktail kit, etc. be purchased for the event?

Food or drink kits are not available for purchase – but we encourage you to pick up your favorite treats and celebrate with us at home.

13. What is the event hashtag?

We are grateful for supporters who help us spread the word about our celebration and mission. When tagging us on social media use the hashtag: **#LifeworksMNCelebration**

14. Who can I contact if I have additional questions?

If you have additional questions, please contact: Lifeworks Advancement Assistant, Nikki Grosz: ngrosz@lifeworks.org | 651-365-3719

15. What if I can't attend the virtual event yet still want to support Lifeworks?

If you can't attend the celebration, but still want to support Lifeworks, you can visit lifeworkscelebration.org and click the "Donate" button or contact Lifeworks Advancement Assistant, Nikki Grosz: ngrosz@lifeworks.org | 651-365-3719.

Spread-the-Word Templates

EMAIL TO ASK SOMEONE TO DONATE

Subject Line: 2021 Lifeworks Virtual Annual Celebration

Hello [Name],

As you may know, I've been a longtime supporter of [Lifeworks](#), a nonprofit that's served Minnesotans with disabilities since 1965. I've seen first-hand the impact of their work and believe it's essential to building important life skills.

In 2020, Lifeworks served over 3,000 people with personalized services that put individuals in the driver's seat of directing their support. In April, Lifeworks is hosting a [virtual celebration](#) to increase access to these services. Attached is an invite with additional details.

Would you be willing to pledge a gift of \$XXX prior to the event? Your contribution will be consequential to meeting Lifeworks' goal of providing an additional 60,000 hours of one-to-one support – and will help inspire others to give. To donate, visit: [lifeworkscelebration.org](#)

Support from our community is critical to achieving this goal. I hope we can count on you to help Lifeworks provide services that mean so much to so many.

Best,

[Name]

P.S. To [RSVP](#) for the 2021 Lifeworks Virtual Annual Celebration, visit [lifeworkscelebration.org](#). I hope to "see" you on Thursday, April 15 at 7:00 p.m.!

INVITE TO ATTEND EMAIL TEMPLATE

Subject Line: 2021 Lifeworks Virtual Annual Celebration

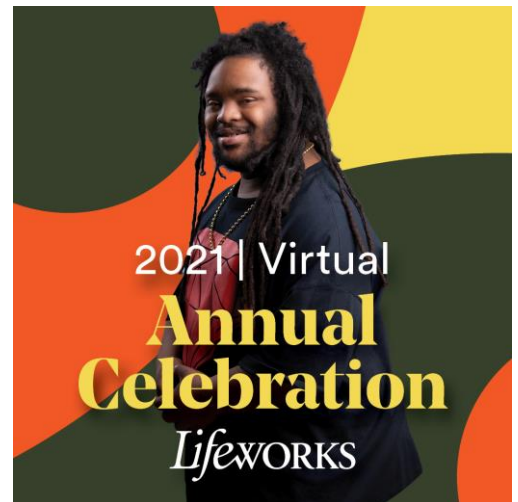
Hello [Name],

[Lifeworks](#)' mission is to serve our community and people with disabilities as we live and work together – and this year, their 45-minute, virtual celebration on Thursday, April 15, 2021 is focused on increasing access to personalized services that honor choice and build life skills.

The [2021 Lifeworks Annual Celebration](#) has a goal of raising more than \$350,000 to provide an additional 60,000 hours of one-to-one support this year for individuals with disabilities.

When: Thursday, April 15, 2021 | 7:00 p.m. – 7:45 p.m.

Cost: Free!



You can RSVP for the event by visiting: lifeworkscelebration.org or by replying to this email. I hope you can join me at the virtual celebration!

Kind regards,
[Name]

SOCIAL MEDIA TEMPLATES

LEADING UP TO THE EVENT

- Mark your calendar! Join me on Thursday, April 15 at 7:00 p.m. at the 2021 Lifeworks Virtual Annual Celebration. The online, 45-minute event is free to attend and supports Minnesotans with disabilities. Learn more and RSVP, today: lifeworkscelebration.org/ #LifeworksMNCelebration
- Join me in supporting Lifeworks personalized services for people with disabilities. The online, 45-minute event on Thursday, April 15, 2021 is free to attend. To learn more and RSVP, visit: lifeworkscelebration.org/ #LifeworksMNCelebration
- Can't join me at the 2021 Lifeworks Virtual Annual Celebration? Please consider making a donation. All proceeds will go towards providing personalized services for people with disabilities. Learn more and donate > > lifeworkscelebration.org/ #LifeworksMNCelebration
- One week away! There is still time to RSVP for the 2021 Lifeworks Virtual Annual Celebration. Join Lifeworks on Thursday, April 15, 2021 at 7:00 p.m. for a 45-minute event amplifying the voices of people with disabilities and highlighting the impact of personalized services. RSVP, today! lifeworkscelebration.org/ #LifeworksMNCelebration

DAY OF THE EVENT

- [prior to the event] Tonight is the night! Join me at 7:00 p.m. for the 2021 Lifeworks Virtual Annual Celebration featuring impact stories, exciting auction items, and more. To RSVP, visit: lifeworkscelebration.org/ #LifeworksMNCelebration
- [after the event] Thank you to everyone who joined me tonight at the 2021 Lifeworks Virtual Annual Celebration! I appreciate your support to a cause that is important to me. #LifeworksMNCelebration

OVERVIEW OF LIFEWORKS UPCOMING, EVENT-RELATED, SOCIAL MEDIA POSTS

- Week of 3/8 – 3/12
 - Invitation to attend
 - Sponsor thank you
- Week of 3/15-3/19
 - Reminder to RSVP
 - Sponsor thank you
- Week of 3/22 – 3/26
 - Make a donation

- Sponsor thank you
- Week of 4/1 – 4/5
 - Auction items
 - Sponsor thank you
- Week of 4/8 – 4/12
 - Reminder to RSVP
 - Make a donation
 - Sponsor thank you
- Week of 4/12 – 4/16
 - Reminder to RSVP (early in the week, day before, and day of)
 - Make a donation
 - Thank you to attendees and donors
- Week of 4/19 – 4/23
 - Thank you and event recap

LIFEWORKS DIGITAL CHANNELS & HANDLES

- 2021 Lifeworks Virtual Celebration Website: lifeworkscelebration.org/
- Website: <https://www.lifeworks.org/>
- Event Hashtag: #LifeworksCelebration
- Facebook: <https://www.facebook.com/LifeworksMN/>
@LifeworksMN
- Instagram: <https://www.instagram.com/lifeworksmn>
@lifeworksmn
- Twitter: <https://twitter.com/LifeworksMN>
@LifeworksMN
- LinkedIn: <https://www.linkedin.com/company/lifeworks-services-inc>