



## THANK YOU FOR HOSTING!

As a PopUpParty Host, you are helping us to serve more girls across the country - girls who might just need a reminder of their own strength. Each Host will utilize this toolKIT to help plan and execute their brilliant ideas for a fun + unique event. So, be inspired, be bold, and remember to have fun!

## SETTING YOU UP FOR SUCCESS!

This toolKIT is intended to inspire and guide you. It will answer all your questions along the way and includes:

- Ideas + Inspiration
  - Event Details
- Official Fundraising Webpage  
(easier than you think)!
- Promotion + Invitations
  - Day-of-Event
  - Post-Event



empowerHER®

**OUR STORY:** empowerHER was founded in 2013 with a very specific MISSION—to empower, support and connect girls and young women who have experienced the loss of their mothers. The empowerHER story starts with a young girl who has lost her mother. However, ours is not a story necessarily about our grief, but more so a story of how we draw strength from one another and empower one another.

We have one mission with two programs: EVENTS for GIRLS take place in tandem with a thoughtful 1:1 MENTOR MATCH PROGRAM with caring and responsible community volunteers. Events remind the girls they are not alone in their grief and mentorship gives them a strong female role model as they traverse the difficult terrain of grief. All programs and activities are provided at no charge to the family.

## WHY HOST A POPUP PARTY?

**YOU ARE PASSIONATE ABOUT OUR MISSION!** You are probably reading this because you feel an undeniable connection to our story. Maybe you lost your mom as a young girl and you wish empowerHER existed when you were young. Or perhaps you know a family in your community touched by mother loss or simply wish to honor your mother and show your gratitude for her unconditional love + support.

**YOU CAN DO THIS!** You are here because you are willing to brave the waters of fundraising! You love to bring people together for a party that will not only raise critical funds (a minimum \$1,000) but will spark conversation + raise awareness for empowerHER.

**WE EMPOWER YOU WITH TOOLS TO BE SUCCESSFUL!** We are volunteer-driven and operate with a lean staff and hope this toolKIT will give you the tools necessary to be successful! This includes ideas + inspiration, as suggestions only, and empower you to put your own spin on things!

We are unable to coordinate administrative tasks such as printing, distributing invitations, creating custom graphic design images, and the like. However, we are here to set up your fundraising page and to answer questions. We also have downloadable Assets such as social media graphics, empowerHER logos and much more!

**HOSTESS with the MOSTESS™** Award: These coveted awards are given to the Top 3 Highest Fundraisers and also to the "Biggest", "Boldest" + "Bravest" Hostesses.

## LOOKING FOR IDEAS + INSPIRATION?

**WHAT KIND OF POPUP WILL YOU HOST?** There are no rules to what kind of party you can host! Here are some ideas to inspire you:

- **Dinner or Cocktail Party** at your home or favorite restaurant. Maybe you will book a private room and "ticket" your guest that will cover any venue fees or cost of food + drink and a built-in additional donation needed to reach your goal.
- **Bowling, Bunko, Cake-Decorating, you name it (for adults and/or children!).** Introduce some healthy competition with a cash prize (or other) for a winning team, sell tickets to a class like cake-decorating and teach a new skill, or have a ladies night Bunko game! Incorporate a silent auction to peruse while guests are enjoying the event to increase your total raised! .
- **Yoga, Cycle, Boxing, or other exercise event!** Host at your favorite gym or studio and ask the trainer/teacher/instructor to donate his/her time to leading a group in a sweat fest! Sell tickets, have a silent auction or raffle (membership to gym) to increase your total raised!
- **Fashion/Boutique/Jewelry Shows** to showcase the latest trends with proceeds to benefit empowerHER! Include raffle or silent auction items and add a signature cocktail or fun desert to nibble on while guests shop for a cause!
- **Local Band/Comedy Show.** Tap local talent and bring guests together to dance, sing and/or laugh! Again, add a raffle or silent auction and add excitement to the night!
- **Other ideas?** Thinking about a Dunk Tank? A college campus Kickball tournament? Go for it! Keep in mind your end goal to raise \$1,000 after all other events costs. Keep costs low and ask local companies to donate supplies in exchange for an event sponsorship!

## EVENT DETAILS

**Name your event:** Think of something fun and inspiring! This will get people and prospective sponsors interested even before you know all your details such as date, venue and the like. Please do not name empowerHER in your event title and instead, please indicate "Benefiting empowerHER".

**Secure your venue and event date:** Finalize your venue (it may even be your own house or yard!) and the date of your event!

**Increase \$\$ Raised:** Save on costs and ask a local company to become a cash sponsor or to donate food/beverages/venue and empowerHER will provide a tax receipt for their donation.

**GENERAL LIABILITY REMINDERS:** As the organizer of a community-based special event, please remember:

1. empowerHER should not be named in your event title. Instead, please indicate, "Benefiting empowerHER"
2. All events must clearly communicate to the donor and specify whether a percentage of net revenue, or a specific dollar amount will be contributed. For instance, "10% of the sale of..." or "\$100 of each ticket price will benefit empowerHER".
3. If you are planning a community-based event we encourage you to obtain comprehensive general liability insurance to cover liability for bodily injury, property damage or death upon arising out of the third-party event. Many times, your venue will give you a copy of this insurance coverage. Or, if you would like to purchase your own insurance coverage, it can be surprisingly affordable.
4. As an organizer of third-party event, promotion, or proceeds of sales, you are responsible for complying with IRS regulations regarding 501c3 nonprofit organizations. Click [HERE](#) for a copy of our tax exemption letter as well as a [Sales Tax Exemption](#) for your use. Our Tax ID is 46-3196791.

**NOTE our name, logo & organization description:** When mentioning empowerHER, please use all lowercase letters for "empower" and all capital letters for "HER". We allow for the use of our empowerHER Logo for web and in print, however, promotional materials related to your event should be reviewed with empowerHER staff prior to its distribution.

## CREATE YOUR LINK

empowerHER will register your event in a software called GiveSmart and walk you through the process. empowerHER will upload your favorite photos and a write-up to tell your friends + family about your event, sell a ticket to your event and/or ask for donations! empowerHER will be in touch within 48 hours to gather the details and photo and get you on your way!

## PROMOTE YOUR EVENT

**Social Media:** empowerHER will promote on our accounts: Send us a high-resolution photo (perhaps of you and your Mom) to share on our media.

Or, share on your own personal social accounts. Some sample messaging is below:

- "In honor of mothers everywhere, I'm hosting an [@empoweringher](#) PopUpParty - [Your Event Name] on DATE
- "In Memory of MY MOM, I am hosting an empowerHER PopUpParty on DATE. Click [HERE](#) to RSVP.
- "Showing my love + support for [@empoweringher](#) girls all over the world"
- "Did you get your tickets to my [@empoweringher](#) PopUpParty?"
- **Tag Us!** Instagram - [@empoweringher](#) | Facebook - [@empoweringher](#)
- **Hashtags:** #empowerHERpopupparty #PopUpParty #empowerHER

**Request an Event Poster:** We will customize a 24"x36" event poster file for you to print at a local printer for your event. Simply request a poster on your registration form!

**Request Promotional items & brochures:** We are happy to share empowerHER promotional literature for your event. Please indicate your quantities and mailing address on your registration form.

## YOUR PARTY IS HERE!

**Prepare a simple “script” to share with your guests:** The thought of sharing your story with strangers or even close friends can be scary, but beautiful girl, you can do hard things! We suggest you write a simple script in advance to welcome your guests to your events. Plan a time at the event to capture everyone’s attention, thank them for coming, and also empower them by letting them know the difference their donation will make in the lives of so many girls. Here are some words we use to explain our nonprofit organization:

- “empowerHER is a volunteer-driven organization that is community-based, serving girls in the natural environment where they live and grieve. We recognize that for most girls today, the journey from a young girl into a mature young adult comes with many challenges. However, when a girl loses her mom, in addition to her own grief and sadness, she may feel isolated, and alone in her grief. This empowerHER PopUpParty is part of a nationwide initiative to promote open + honest communication about grief and loss. Your support will help open the doors for the many more girls who need us and will benefit our expansion efforts to replicate our programs in new communities across the country.
- “Our goal is strong and confident girls who stand taller when they realize they are not alone in their grief. Our wish is that all girls have their moms to walk beside them as they grow up. Sadly, we all know that some girls have no choice but to write a different story - and we - their empowerHER family - are here to empower them! For that, we are forever grateful for your support tonight!”
- “It began with a simple mission: to host an Annual Mother’s Day Retreat for teenage girls from across Massachusetts. The Retreat multiplied into what is now events throughout the year to include Cooking Classes, Yoga Events and Beach Parties, all community-based and volunteer-driven and non-therapeutic. Events remind girls they are not alone in their grief and they are introduced to other girls who are also powering through their grief. Founder Cara Belvin recognized the girls needed more than just events and were in need of additional, year-round support. Cara created the only youth mentor program in the country dedicated to girls in grief and recruits, screens, and trains adult mentors who are paired with girls up to age 24. empowerHER is funded entirely by individual and corporate donations and all programs remain at no charge to the family. Today, empowerHER serves 200+ girls across New England and is expanding into new cities and states to serve girls in our life-changing programs.
- If you are from a “Future Chapter”: tell your guests the importance of why YOU want to bring empowerHER programs: EVENTS for GIRLS and 1:1 Mentor Match Programs to your community.

## POST-EVENT!

**THANK YOUR GUESTS:** Send personal thank you notes or a group email with photos!

**PROCEEDS OF SALES:** Kindly ask your partner/sponsor to use the DONATE button on your Classy webpage to donate proceeds from items sold at your event within 15 days of your PopUpParty. The donor will then receive an automatic tax acknowledgment for their records and we will not need to mail a receipt.

**CASH + CHECK DONATIONS:** If you accept cash donations from guests, you can make an online donation to your webpage. If your guests would like to make a donation by check, please make checks payable to empowerHER and credit your webpage as an “offline donation”. Donors receive a tax receipt via Classy. At your request, each donor can also receive a mailed, hard copy tax receipt if you would email a

spreadsheet that includes the donor's name, address and donation amount to [cara@empoweringher.org](mailto:cara@empoweringher.org) within 30 days of your event.

**SEND US YOUR PHOTOS!** If permission is granted to share your event photos on our website, newsletter, and in social posts, please email photos to [info@empoweringher.org](mailto:info@empoweringher.org), and we will proudly share with the empowerHER community!

**CONGRATS! You did it!**

**PAT YOURSELF ON THE BACK!** You just accomplished something quite amazing! As a Host, you have helped empowerHER to serve more girls in need. You have made a significant investment in a young girl's future and your PopUpParty is giving us wings to fly! For all your love + support, we extend our most heartfelt gratitude to you and your guests! Thank you for being a part of the empowerHER story!

**THANK YOU FOR YOUR LOVE + SUPPORT!!!**  
-xo empowerHER

