



Host a Wine To Water benefit

You can get involved by hosting a benefit for Wine to Water in your community, school, or home. Wine tastings, whether in restaurant or home settings, have always been a part of Wine to Water. They are a fun way to gather your friends or community together while helping a good cause. Though wine tastings are a popular fundraiser, we also welcome and encourage other ideas. Be creative in your efforts to raise awareness and support for Wine To Water. Other ideas include such things as a benefit concert, fundraising dinner, 5K race or walk, or school dance.

Here's how to get started:

Find a venue:

Pick a venue that is best suitable for your type and size of event. The venue can be your home, a local restaurant, or other place. Try to get the venue space donated to keep overhead costs for your event as low as possible.

Pick a date:

Allow at least 4-6 weeks to plan your event. Pick a day or evening that best suits your audience. If you are having your event in a restaurant or bar, please work with the owners/managers to choose a day that will suit them as well. You may want to consider a day or night that the venue is normally closed or slow.

Create a Guest List:

Your guest list can be small (10-50 people) or large (50+). The size of your event should be determined by the tools and resources you have. If you have never hosted an event before, we encourage you to start with a home event. This will allow you to build experience as well as a team of people who can help you host a larger event in the future. The size of your event isn't as important as a quality of your event. Try to have fun and keep it simple. Guests to consider inviting include your friends, family, neighbors, co-workers, church members, or others in your local community.

Advertise:

For home events, we encourage you to personalize your invitations. You can send invitations to your guests by mail or cut costs by sending an e-vite. For larger, community wide events, be sure to advertise to ensure attendance. Put up flyers, alert local calendars, send a press release to your local paper, and notify your friends through Facebook or other social media outlets. (Any advertising including Wine To Water's name or logo must be approved by Wine To Water.)

Set a menu:

Food: The menu for your event doesn't have to be fancy. If you are hosting a home event, simply provide some light appetizers. Ask some of your friends to help out by bringing their favorite dish, cheese, or dessert. For larger events, be sure to talk to your venue. Many times they will help out by donating appetizers for your event. You may also want to consider finding a sponsor to help cover the cost of food. *see note

Wine: If you choose to serve wine at your event, we suggest you have at least two red wines and two white wines. For home events, plan on two glasses per guest. Each wine bottle holds 4-5 glasses of wine. You can choose wines from your local wine store or order wines from Wine To Water. We have several varietals that you can choose from. For a large event held at a local venue, please contact Wine To Water. There are various laws regarding wine permits, sales, and public events so we'd like to talk with you in more detail. Whether your event is large or small, don't forget to have enough wine glasses.

Set an agenda for your event:

The atmosphere of the event is mostly determined by you. We want you and your guests to have a fun. In setting the time and day for your event, consider variables such traffic, weekends, work schedules, etc. Choose what works best for you and your guests. You can consider a drop-in event or something more scheduled. During your event, please be sure to take time to talk to your guests and remind them about the purpose of the gathering. Awareness of the water crisis is one of the most important things you can do.

Materials:

You can find downloadable materials for your event online including donation cards, brochures, a water fact sheet, and a guest sign-in sheet. Videos on Wine To Water can also be found on YouTube by searching the name "Wine To Water". Many events hosts chose to stream a video from a laptop during their event.

Donations:

All contributions made at your event are tax deductible. Wine To Water is a registered 501 (C)(3) non-profit organization. Checks should be made payable to Wine To Water. If you would like more information regarding receipting, gift in kind donations, or related inquiries please contact annie@winetowater.org.

*Please let us know about your event. If you are hosting a large event, you must submit an event proposal and proposed budget to Wine To Water. The event proposal form and our policies and procedures are found on our website.

www.winetowater.org

*If wine your event includes wine, please ensure that guests consume alcohol safely and responsibly.

*See our Frequently Asked Questions for more information.