



Queen of Spade

Fundraising Plan

How to Host A Fundraiser

HOW TO HOST A FUNDRAISER

- Register to become a hostess and decide whether or not you will accept delayed entry items: Delayed entry items are time-sensitive items that a donor would like to enter into her bag at a later date closer to the time of our celebration. If you choose to accept delayed entry items, we will notify you of the deadline for all items to be entered, and you can notify all of your donors. (Please read delayed entry item guidelines on our site, and make your donors aware of them as well).
- Select how many bags you will pledge to collect. (Once you've made your pledge, it cannot be altered. Any bags collected over your pledged amount can still be donated to the organization under Queen Elle, but you will only receive credit for your pledge amount.
- Once you're registered, let the public know that you're starting your fundraiser and ready to start collecting bags.

GETTING BAG DONATIONS

What do you do when someone is ready to donate a bag?

- From your pledge list (you will receive a digital pdf and excel document once registered), issue the donor a registration number and send her the link to register her bag & 5 favorite things online. (Make sure she knows to enter the name of your fundraiser or your name on the form ****See Tips**)
- Make sure to enter the donor's information onto the pledge list next to the corresponding registration number.
- Give your donor directions on when and how you will be collecting her bag and five favorite things.
- Refer her to the site to read bag and 5 favorite things guidelines.

***** Registering bags is crucial to the success of the fundraiser. Please ensure that the donor has completed registration before turning in her bag.***

COLLECTING BAGS

When you're ready to collect bags, ensure that:

- Each bag is registered
- Each bag has 5 favorite things (and they match what's entered on registration)
- Delayed entry items are registered
- Bag and things meet guidelines
- A registration label with the corresponding registration number is placed on the bag.
- Fill out a donation receipt (downloadable from site) for anyone who would like one, and give or mail it to her.

DELAYED ENTRY

- If you choose to allow delayed entry, you will need to make your donors aware of the guidelines as well as the deadline for when they will need to get their items to you.
- They may still register a bag with items marked for delayed entry. They will simply need to state what those items are on the “Delayed Entry” section of the online registration form.
- You may send in all of your bags to WWWG even if some are marked with delayed entry items. You will simply need to request delayed entry labels 30 days prior to the deadline, place a label with the registration number that belongs to its bag on each item (there’s a limit of two) and send them into us once you’ve collected all items from all donors.

Fundraising Tips

PROMOTING FUNDRAISER

- Be as clear as possible when explaining how the fundraiser works. Remind everyone that five of their favorite things must be submitted with each bag she registers.
- Let the public know how many bags you need to collect to reach your goal.
- Download the social media images from our site to help you promote your fundraiser and share your progress with your audience.

REGISTERING BAGS

It's better to give the online registration link to a donor BEFORE you've collected her bag. That way you can verify registration is actually completed as well as the information (namely her 5 favorite things) are accurate (or as specified).

COLLECTING BAGS

We suggest a potluck dinner party! Sure, you can collect bags one at a time OR you can pick a date that you'd like to be done with your fundraiser and have everyone bring a dish and their bags to a dinner party where you can collect them all at once. It'll be a great way to connect with a bunch of different women and break bread together. You don't have to send us any food, we just want to see the pictures!

STORING & DELIVERING BAGS

- Once you've collected all of your pledged bags, you may send them in to us. Simply send us an email letting us know that you've reached your goal and we will send you information for getting us the bags. (Note: If you are not in the Hampton Roads area with plans to travel to the area, you may need to ship your bags to us).
- We've asked that people not include climate-sensitive items; however, we'd still prefer it if you could store all bags with their corresponding items in a dry, cool (or climate-controlled) environment free from bugs, outside elements and any other thing that can damage the bags.

Speaking Points

SPEAKING POINTS

What is the Queen of Spade Fundraiser?

It is World Wide Women Group's fundraiser inspired by Kate Spade. We're trying to collect 300 bags filled with a woman's five favorite things and a story of how far her bag has taken her, in hopes of connecting with and reminding all of our "strong friends" who we often forget to check on, that they are not alone.

What happens with the bags?

After we reach our goal of 300 bags, World Wide Women Group will host a huge celebration where everyone in attendance will receive a Queen of Spade bag that they can gift to one of their strong friends. We're hoping the bag will be a constant reminder that they always have a friend who cares. All donations go to all of the "strong friends" worldwide.

Who is World Wide Women Group?

A Hampton Roads-based nonprofit whose mission is to build, recognize and inspire women and girl influencers world-wide.

Curiosities

CURIOSITIES

When do I get my “I Am Queen” photoshoot?

After you've made your pledge (50 bags minimum) and have sent in all of your bags, we will contact you to schedule your photoshoot. Your photo will be used to create a custom Queen of Spade card that will host the stories of and be placed into each bag that you've collected.

When do I get my commissioning ceremony and table?

Once you've made your pledge of 100 bags and have sent them all in, we will update your status on our site to Empress of Spade. We will contact you shortly afterwards to collect any information we need for the ceremony. The ceremony itself will take place during the celebration that happens when we've collected all 300 bags.

Can I change my pledge?

Unfortunately no. Part of the challenge is choosing an amount you'd like to collect and not going under or over. Once you've registered an amount that will be your pledge. IF for some reason you change your mind about your pledge within 24 hours of registering, please send an email to info@worldwidewomengroup.org and we will make the correction for you.