



Gala Host Toolkit

Welcome to FareStart's 2020 Virtual Gala Auction, on October 18th, 2020!

Gala Hosting is completely different this year so we created information to help you determine the method of hosting that best fits your needs, register as a host, send invitations to your guests, plan for the day (including food!) and execute a fabulous experience for you and your guests – whether in person or virtually.

We are so grateful for your support and excited to have you and your guests join us virtually this year!

What Does it Mean to be a Gala Host?

Sharing your passion for transforming lives, disrupting poverty and nourishing communities with your friends and family!

Invite your friends, family and network to participate through bidding in the virtual auction starting on October 12th and watching the event on October 18th. Hosting can be a small, socially distant gathering, a virtual watch party or simply inviting people to watch on their own.

As a thank you for reaching out to your network, and/or to help you physically host a small gathering, we'll deliver a special box of items to your home on October 18th before the live broadcast!

Ways to Host

Small, Social Distanced Gathering in your Home

- Stream the YouTube event at home for your guests on October 18th at 5pm. *(Link will be on FareStart's Home Page and emailed to all guests)*

- Pre-order dinner from one of our [FareStart Chef Partners](#) to be delivered or picked by 4pm to enjoy with event.
- Order Beer/Wine from [FareStart Partners](#) for delivery or contactless pick up to enjoy during event.
- We recommend that any in person gatherings follow all posted [CDC guidelines](#). Being outside or socially distant is important.

Virtual Watch Party

There are many ways to do it, whether you do a virtual happy hour before and watch separately, or host a Virtual Watch Party, here are some ways to get started:

- [Facebook Watch Party](#)
- [Google Hangouts](#)
- [Zoom](#) (Pro Account Needed)
- [Microsoft Teams](#)

FareStart Zoom Lounge

Join other FareStart supporters in a zoom lounge hosted by FareStart. Be surrounded by other supporters as you stream the event on another device. The lounge will open at 4:45pm on October 18th – [click here to register!](#)

Gala Host Boxes

As a thank you, each gala host will receive a gala host box delivered to your home the afternoon of the event, September 18th. The boxes will include:

- Day of event guide and schedule
- Hotline number for any bidding issues
- Small bouquet of flowers
- Macrina cookies
- Dry Soda with a special mocktail recipe
- Theo's Chocolate
- FareStart materials including thank you cards you can personalize.

Share with your guests on the day of the event, or use the materials included to follow up if you are utilizing a virtual platform to host.

Register Yourself!

Visit FareStart's Gala website and [register as a guest or a Gala Host!](#)

- To sign up as a host, select "Gala Host" and continue to fill out your personal information including mobile phone number and credit card information. If you don't enter this information, you won't be able to bid!

Inviting and Communicating with Guests

Choose the best platform and tools for you!

- Email, text, Facebook, Instagram
- Use the [sample email](#) if helpful
- Use the [PDF](#) or JPG invitation in social media or email if helpful
- Write your own text and paste the link for registration:
<https://farestart.ejoinme.org/register>

Important To ensure your guests are assigned to you as a host, direct them to type your name in the "Group Name" field on the second page of registration.

Will FareStart Send Information to My Guests?

Yes! Once registered, your guests will receive email communications (if they enter their email address) including the following:

- Auction packages and how to bid
- Our restaurant partners and how to order
- Details of the live broadcast and how to tune in
- Text reminders when the auction opens and closes

Key Dates & Times - Reminders

Pre-Event

- October 5 – Guests Registered
- October 12 – Silent Auction Opens
- October 12 – Pre-Ordering for Dinner Closes

Event Day – October 18th

Guests can register up until the auction closes

- 9:00 a.m. – Wine Auction Opens
- 10:00 a.m. – 12:00 p.m. – Gala Host Box Arrives
- 4:00 p.m. – Pre-Ordered Food Delivery/Pick Up
- 5:00 p.m. – Live Broadcast Starts
- 5:30 p.m. – Silent Auction Closes
- 6:00 p.m. – Event Ends

Registering to Bid

The *virtual auction starts on October 12th* so [register now!](#)

1. When you [register for the event](#), enter your mobile phone number and credit card information.
2. On October 12th you will receive a text message to the mobile phone number provided during registration with a link to begin bidding.
3. Click on the link to be taken to the online bidding platform – it's that easy!

Bidding on Items

Browse Packages by using the ☰ to open the menu for Bids, Favorites, and Categories.

- **Favorites** - Use the star ☆ to save Packages for later viewing.
- **Bids** - See Packages that you have bid on already.
- **Act Now** - Sort Packages quickly by No Bids, Currently Open, and more.

Use the magnifying glass 🔍 or scroll down to search for Packages.

Tap a Package to place a type of bid:

- **Bid** - Place a single bid at the next increment.
- **Bid More** - Place a Max Bid. The system will bid in your favor until you are outbid or the auction closes.
- **Buy Now** - Purchase the Package!

For more information, watch this short [video](#).

Help Spread the Word on Social Media!

Our event hashtag is #FareStartGala across all social media platforms. Below is sample information – or create your own!

Facebook

- Join me at @FareStart's Gala Auction on Sunday, October 18! FareStart is a James Beard award-winning nonprofit that transforms lives and nourishes communities through food and job training. They need our support now more than ever as they have stepped-up for over 1 million emergency meals to ensure kids and families who are low income or experiencing homelessness across our community don't go hungry!
- (additional text)
 - FareStart's Gala Auction sells out every year, but this year it's virtual, free to attend and open to everyone!
 - Bid on exclusive auction items online, wine and live auction packages while supporting real solutions to poverty and hunger.
 - The online auction opens Monday, October 12th at 9am and the live broadcast is on Sunday, October 18th at 5pm. #FareStartGala
 - Register at <https://farestart.ejoinme.org/register>

Instagram

- Join me at @_FareStart's Gala Auction on Sunday, October 18! FareStart is a James Beard award-winning nonprofit that transforms lives and nourishes communities through food and job training. They need our support now more than ever as they have stepped-up for over 1 million emergency meals and counting to ensure kids and families who are low income or experiencing homelessness across our community don't go hungry!

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Twitter

- Join me at the virtual @FareStart Gala! This popular event typically sells out, but this year it is free-to-attend & open to all. Bid on exclusive silent, wine & live auction package while supporting real solutions to poverty and hunger. #FareStartGala
- <https://farestart.ejoinme.org/register>

LinkedIn

Join me at @FareStart's Gala Auction on Sunday, October 18! FareStart is a James Beard award-winning nonprofit that transforms lives and nourishes communities through food and job training. Since 1992, FareStart has provided opportunities for nearly 11,000 adults and youth and served over 12.5 million meals to Seattle area schools, homeless shelters and healthcare facilities.

Now more than ever they need our support and have stepped-up and provided over 1 million meals to organizations across King County that serve youth, adults and families who are low income or experiencing homelessness.

FareStart's annual gala usually sells out, but this year it is virtual, free-to-attend and open to everyone! Bid on exclusive silent, wine and live auction packages while supporting real solutions to poverty and hunger. The online silent auction opens Monday, October 12 at 9:00 a.m. and the live broadcast is on Sunday, October 18 at 5:00 p.m. #FareStartGala

Register at <https://farestart.ejoinme.org/register>