

### **Event Details:**

Music Matters Luncheon

Wednesday, May 11, 2022, 12:00 pm – 1:00 pm

Registration opens at 11:30 am

Minneapolis Convention Center Ballrooms A&B

[MacPhail.org/giving/mml](https://MacPhail.org/giving/mml)

### **Our Music Matters Goal**

600 guests experience the power and impact of music on MacPhail Center for Music students. Raise \$500,000 dollars through individual donations and corporate sponsorships.

### **Table Host Goals**

1. Personally invite and secure 8 guests (including you) to join your table at the Music Matters Luncheon on Wednesday, May 11, 2022, at the Minneapolis Convention Center.
2. Attend the luncheon with your guests.
3. Personally thank your guests following the event.

### **How to Accomplish Your Goal**

Brainstorm and create a list of 15-20 people across your network who support the arts, love music, and whom you believe would be interested in supporting MacPhail. Invite your contacts from this list to join your table, ensuring you have a full table of 8 guests (including yourself). If you confirm more than 8 guests, we will happily work with you to accommodate the additional guests.

#### Sample invitation script:

*"I am hosting a table at MacPhail's Music Matters Luncheon on Wednesday, May 11, 2022, at the Minneapolis Convention Center. I'd like for you to be my guest for this outstanding celebration of music. **The event is a free, one-hour fundraising luncheon with the opportunity to learn more about MacPhail Center for Music and how you can support this exceptional organization.** As this is a fundraiser, you will be asked to consider making a contribution; however, there is no minimum gift required. The luncheon is filled with inspiring stories and student performances, and I hope it will inspire you to get involved. As much as anything, I'd like for you to come and experience how MacPhail's exceptional programs and music education offerings are transforming lives. I would be delighted if you would join me!"*

Some of your guest prospects may already be familiar with MacPhail, some not. If you feel your guests might need a "warm-up" to MacPhail, consider inviting them to a concert or recital. The list of events can be found at <https://www.macphail.org/events-calendar/>

Once you have confirmed your guests, please send your guests the event invitation. Confirm via email and attach a PDF of the invitation.

## **How to Register Your Guests**

Register your guests online as soon as possible or no later than by Sunday, May 1. <https://www.macphail.org/events/mml/> For each guest, please plan to provide first and last name, email, and any special meal needs. Once you register and submit your guest information, a confirmation email will be sent to your guests confirming their registration for Music Matters. If after you have registered your group, you would like to add additional guests to your table, please contact Susan, Lisa, or Erika for assistance.

Check the website a few days prior to the luncheon for current COVID protocols. Then call or email your guests to remind them about the event.

### Sample script:

*"Just wanted to remind you about MacPhail's **Music Matters Luncheon** on Wednesday, May 11, from noon – 1:00 pm. I'm looking forward to seeing you at my table! Registration begins at 11:30 am and the event will start promptly at noon, so plan to arrive early for registration and enjoy the pre-event student performances. **We are reserving a free lunch for you**; please let me know if your plans have changed."*

## **Day of Event**

Arrive at the event on Wednesday, May 11, 2022, **no later than 11:30 am and check-in at the Table Host sign-in table to receive your packet with pledge forms and instructions for the day.**

Table hosts will be allowed into the ballroom to find their table(s) prior to the house opening for guests. Please check in with the volunteer positioned at the doors by the Table Host check-in table. This will allow you to become familiar with the location of your table. Guests will not be permitted into the ballroom until 11:30 am, or when the stage manager has confirmed that the sound check is complete.

Greet your guests as they arrive and enjoy the program!

**When the pitch person verbally cues all Table Hosts, please distribute the pledge cards to guests at your table who request them. Guests will also have the option to give online using their phones and a QR code.** *Gather all pledge cards at the end of the event, place them back in your envelope packet and turn in you packet to a volunteer positioned at the doors as you leave. Please do not leave with your packet.*

Thank your guests for their support! As you all leave the room, feel great knowing you have helped make exceptional music learning possible for thousands of students across the Twin Cities and greater Minnesota!

Within two days of the event, please call your guests to personally thank each of them for attending. Gather any feedback and report during your table host survey.

For clarification or further information contact Susan Chandler [chandler.susan@macphail.org](mailto:chandler.susan@macphail.org), Lisa Salzl [salzl.lisa@macphail.org](mailto:salzl.lisa@macphail.org) or Erika Malpass [Malpass.erika@macphail.org](mailto:Malpass.erika@macphail.org)