**Emcee Program Guide**

An emcee plays a huge role in enhancing the giving behavior that Swell’s software encourages.

Primary Goal: Activate audience participation in two ways:

(1) Compete for prizes on the leaderboard by getting friends to donate

(2) **INVITE** online networks to join them at the party – their friends can watch the party online and send messages via Facebook or twitter.

(3) Help the guests think differently about this event as it is built to include people who are not attending

Script

5:45

* Brenda Tate: Welcome everyone! Thank you for joining us at Smart Party 2.0. It’s because of YOU that this event was selected as one of the Top 10 Events in SWFL in 2014. That’s wonderful for The Women’s Foundation and we thank you. Before I introduce our emcee for the evening, remember that this party is SMART and it’s happening here but also online. Those cameras are broadcasting this event to your friends online. So, please participate in an interview and most importantly invite your friends from anywhere to join you. They can learn more about TWF, see how innovative our community can be and hopefully make a donation. So go to your phone and share your pages online now.
* Brenda Tate: Introduce Stacey Deffenbaugh
* Stacey: Hi everyone – I’m so excited to back for Smart Party 2.0. I love this event because we can use technology to positively impact our community. When I saw that Florida earned a D- in a recent report on women and girls, I was shocked. These women, many of whom are mothers, are the key to a more stable community. (More WF facts here)
* So, how can we help. I’m going to tweet to my followers right now. Join me now at Smart Party 2.0 #smartSWFL Watch the livestream and donate.
* One of the fun part of this party is the PRIZES and I get to award the first one. We’re giving away a (describe prize) to soemone on the Top Fundraising leaderboard – Thank you (name given by event manager) for jumping in and raising funds. Keep it up.

6:15

* Stacey: Wow – look at that total (read number). You are doing a great job of sharing. This wonderful number is also a tribute to our wonderful sponsors and, in particular, The Women’s Foundation lead sponsor – Florida Community Bank. This is the 2nd year for this sponsorship and demonstrates their great commitment to families and our community. Nancy Merolla is (title at FCB) and a real force for change in SWFL – Nancy, could you tell our guests Why FCB believes in the work of The Women’s Foundation.
* Nancy Merolla:
* Stacey: OK – we put it back in your hands to share and tell everyone online about the great work of Florida Community Bank. Please thank then on twitter and don’t forget our hashtag so that we can thank YOU on the screens!
* Now – I want to make sure you all know how to make donations and share. When you checked in to this event, we sent you an email with a link to your personal fundraising page. Visit it on your phone of catch up with a volunteer. Go there – When you arrive you’ll see a window where you can make a gift right now. Or go passed that page and you will see buttons that allow you to share this page on Facebook, Twitter or Email. Use those to invite friends to make a donation to this event THROUGH you – when your friends donate, your name moves on the Leaderboards. Remember they can tune in online and you can thank them “face to face”!

6:45

* Stacey: Another big jump – thanks to your friends and our additional sponsors. They are (announce sponsors). We are so fortunate that many of these are sponsoring for the 2nd year – 100%! As well, we want to thank YOU. These individuals jumped in last year or came to a PopUp party -- ……
* Popup Party – announce grants to DFS, GS and Women Build
* Brenda Tate: Ok – you won’t believe this but XX number of people – YOUR FRIENDS – have tuned in online. Thank you for sharing.
* *Talk to people watching online / camera :* “Thanks to everyone who is watching our event online (name house parties or special donors). Even though you cannot physically be here, you are making a huge difference by tuning in to share this experience” If there is a virtual guest on the leaderboard, be sure to point that out.
* Thanks to you, I want to announce our goal for the night. We want to reach $XX,XXX by tomorrow morning (your sharing tonight will reach into tomorrow!). With that, we can…..
* Thank you (top fundraiser name) and (most social) name for leading the pack.
* And, my friends here at the Richlin Showroom – go now and Ask your friends to match your ticket price! We could instantly double our impact.

7:10

* Stacey: Look at that screen. We are at $XX,XXX.
* As a thank you, (restaurant) would like to invite all of you to finish the evening with an appetizer and drink offering that was just sent to you by email.

7:25

* Stacey: Announce new total
* Remind everyone of the impact of TWF – coundown to 7:30
* 7:30 – Announce winners

Sample Emcee Announcements

1. “Everyone here has a fundraising page – forward your page to friends on Facebook, by email, or on twitter and get them to donate! Ask them to match the ticket price to help you win. Each person here received the link to your page in an email again this evening. Share it, Tweet It, Email it.”
2. “If you REALLY want to win, **donate** through your own page!” [look at leaderboard] ‘“Looks like (top donor name) is the guy/gal to beat! (Call out number 4 or 5 who are oh-so-close to a prize) are so close! Get your friends to push you to the top!”
3. “Tell your friends to join this party online. They can watch online via livestream. If they want to communicate – use our event hashtag.” (For emcees with a twitter account, it would be fun for you to post while you are in front, as an example).
4. You can make an unfulfilled gift NOW through your smart phone! Go to your personal fundraising page and click the Give Now button. Select your donation amount and you will receive a link to pay your gift at a later time. But you/your team/your friend will instantly receive credit!

Other thoughts:

* Why are we here? (Individually we may feel like we can’t make a difference, but collectively we can raise powerful awareness & make a significant financial impact)
* From the stage, show guests how to tweet or post on Facebook/Instagram so that they will be on the live social media stream.
  + [Pull out mobile phone] “I’m going to open my twitter app & tweet ‘Having a blast at [event]!’ hashtag[event hashtag]. Looks good, now I’ll press Tweet & [point to projection screen] my tweet is now on the board & I earned social points!”
  + [Pull out mobile phone] “I’m going to open my Instagram app & snap a photo of the party! [take photo of the crowd]. Hmm…caption is always the hardest part--‘Having a blast at [event]!’ hashtag[event hashtag]. Looks good, now I’ll post it & [point to projection screen] my picture is on the board & I earned social points!