



Event Toolkit for Your Board

Simple ways your board can help before, during, and after your event.

How to Use this Guide

This toolkit is designed so that you can customize the things that apply to your organization and event and then hand it off to your board members so they'll know how and when to support you.

Items in brackets are placeholders to be filled in by either you or your supporters. Fill in the ones that apply to you like ORGANIZATION NAME, EVENT NAME, and DATE. Leave the rest blank so your board members can fill in their own stories, details, and contacts.

Delete this page before sharing the guide with your board.

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Introduction

You're on this board because you believe in what [ORGANIZATION] does and you want to help.

This guide is designed to help you help us. It breaks board support into small, specific actions you can take before, during, or after [EVENT NAME]. Most take a few minutes.

Pick what fits you. One or two of these, done with a personal touch, will go a long way in helping us fulfill our mission.

Before the Event

This is where you have the most impact, and it's the easiest part to fit into a busy week. Your job here is simple: help the right people know the event is happening, and give a few of them a reason to come.

A few small ways to start

Choose what feels most natural to you. You don't need to try to do them all.

- Buy your ticket or reserve a table.
- Invite a few people who'd enjoy the event.
- If you're hosting a table, invite your guests early.
- Introduce staff to someone who might sponsor or give.
- Share the event page with your wider network.

A small, specific action beats a vague intention to “help out.” Start with the one that's easiest for you.

Who to invite

Start with those who already know and trust you. A personal invitation that comes from a respected colleague, friend, or family member, instead of a general mass email, will always carry more weight to the recipient.

A few circles to think through:

- **Your professional network:** colleagues, clients, partners, vendors, and contacts in your field.
- **Other boards and civic groups** you serve on or belong to.
- **Community and faith organizations:** clubs, associations, congregations, and alumni or professional groups.
- **Your personal circle:** friends, family, and neighbors.
- **People you already work with,** like your own advisors, providers, and longtime contacts.

Templates for Messages You Can Send

Use these as a starting point and make them sound like you. Remember personal beats polished.

A personal note (email or a longer message):

Subject: You're invited to [EVENT NAME]

Hi [NAME],

I'm on the board of [ORGANIZATION], and I care a lot about [WHY THE MISSION MATTERS TO YOU]. On [DATE], we're hosting [EVENT NAME], and I'd love for you to be there.

[ONE LINE ON WHAT THE EVENT IS AND WHAT IT SUPPORTS.]

Here are all the details: [EVENT LINK]. If you can make it, it would mean a lot to me. And if you know someone else who'd enjoy it, feel free to pass this along.

A quick text:

Hi [NAME], I'm helping with [ORGANIZATION]'s [EVENT NAME] on [DATE] and would love for you to come. Details here: [EVENT LINK]. Hope to see you there.

A post you can adapt and post wherever you're active online:

I'm proud to serve on the board of [ORGANIZATION], and on [DATE] we're hosting [EVENT NAME]. [ONE LINE ON WHAT IT SUPPORTS.] I'd love to see familiar faces there. Details and tickets: [EVENT LINK].

One reminder, a week or so out

Most people mean to respond and then life gets in the way. A short nudge helps.

Hi [NAME], [EVENT NAME] is coming up on [DATE] and I didn't want you to miss it. Here's the link again: [EVENT LINK]. Would love to see you there.

During the Event

On event night, you help set the tone in the room.

Welcome the people you brought. Find them early, thank them for coming, and introduce them to a few others. A guest who feels seen in the first ten minutes has a very different night than one who's standing alone for most of it.

Make introductions. Connect your guests to your staff and to the mission. If someone seems interested, a quick handoff to the right person on the team goes a long way.

If introductions aren't your comfort zone, a couple of simple lines carry you through most of the night:

"Hi, I'm [NAME]. I'm on the board here, and I'm so glad you came. How do you know [ORGANIZATION]?"

"You should meet [STAFF NAME] on our team. They can tell you so much more about the work than I can."

"Welcome. We're really glad you're here."

None of this needs to be polished. People may not remember the exact words you said, but they will remember your warmth and genuine smile.

After the Event

A little follow-up while things are fresh helps the staff more than almost anything else you can do.

Say thank you. A quick note to the people you invited means a lot, whether or not they gave.

Hi [NAME], thank you for coming to [EVENT NAME]. It meant a lot to see you there, and I'm glad you got to learn more about [ORGANIZATION].

For someone who gave or sponsored:

Hi [NAME], thank you for supporting [ORGANIZATION] at [EVENT NAME]. Your support helps [WHAT IT MAKES POSSIBLE], and I'm grateful you were part of it.

Make one warm introduction. If a guest would benefit from hearing directly from your staff, offer to connect them. One good introduction can open a door that lasts well beyond this event.

A few weeks later, debrief with staff. Once the dust settles, a short conversation about what worked and who's worth staying in touch with helps everyone plan the next one. Keep it focused on this event and the relationships it started.

Share what you heard. You picked up things the staff didn't. Pass along whatever stuck with you:

- Questions your guests asked.
- Anyone who seemed especially moved by the mission.
- Someone who mentioned wanting to volunteer, sponsor, or learn more.

This doesn't have to be a formal report. A short note or a quick conversation is plenty.

Your 30-Minute Weekly Plan

You don't need a big block of time to be a strong supporter. About 30 minutes a week, in the weeks leading up to the event, keeps things moving.

A simple weekly rhythm:

- **Pick who to invite this week.** Choose 3 to 5 people from your circles. *(5 minutes)*
- **Send your invites.** Use the messages above, made to sound like you. *(10 minutes)*
- **Follow up.** Send a quick reminder to anyone you invited last week who hasn't responded. *(10 minutes)*
- **Report back.** Send your staff contact a short note: who you invited, who's coming, and anything worth knowing. *(5 minutes)*

That's it. A little each week adds up to a room that feels alive on event night.

You already have the relationships, the credibility, and the reasons people trust you. This toolkit puts those to work for an event you care about. Start with one thing this week, and build from there.