



ROSIE'S  
PLACE

# Event Toolkit

## Contents

- Tips for a successful event
- Types of events
- FAQ
- Promotional materials



# Tips for a Successful Event

## 1. Plan Your Event

- Decide what kind of event you would like to organize.
- Set a fundraising goal.
- Choose a location/platform and date for the event.
- Invite your guests and spread the word to your network (and don't forget to ask them to spread the word too)!
- Register your event by emailing [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org).
- Request informational materials about Rosie's Place such as fliers, fact sheets, info cards or a video to share with event attendees. Contact Kristen Leonard at [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org).

## 2. Promote Your Event

- Advertise! Put up fliers, send out emails, post on Facebook, Instagram or Twitter (make sure to tag Rosie's Place! [@RosiesPlace](https://www.instagram.com/RosiesPlace)) or create a Facebook event.
- Include the Rosie's Place logo and information about our work.
- Please note: All promotional materials with the Rosie's Place name and/or logo need to be approved by Rosie's Place. Contact Kristen Leonard at [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org) to request a logo and approval for your materials.

## 3. Share Your Success!

- Share how much you raised and photos of your event on Facebook, Instagram or Twitter and make sure to tag us!

# Types of Events

**Below are some examples of popular fundraisers, or you can use your creativity to start your own!**

- Birthday fundraisers on **Facebook**
- Sports tournaments, such as volleyball or golf
- Fashion shows
- Bake sales
- Sale promotions (i.e. proceeds from product or special purchase)

**Are you already planning a special event? Consider having it benefit Rosie's Place.**

- Performances or concerts
- Races
- Raffles at your work, school or church event
- Casual Fridays at your workplace

**Do you have a celebration coming up? You can give a gift in honor of a loved one's special day or make Rosie's Place the beneficiary of your own occasion.**

- Wedding
- Graduation
- Birthday
- Bat Mitzvah or Bar Mitzvah

# Events FAQ

## How do I let Rosie's Place know I am planning an event?

Please register your event through our online form [here](#) or contact Kristen Leonard at [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org).

## How do I decide what event I would like to host?

Check in with your friends and colleagues to see what kind of event they would be interested in planning or attending. Visit [rosiesplace.org/events](https://rosiesplace.org/events) to see a variety of events that other supporters have organized for Rosie's Place. We welcome your creativity!

## How do I get the proceeds of my event to Rosie's Place?

Please make all checks payable to Rosie's Place and mail to: Rosie's Place, Attn: Kristen Leonard, 889 Harrison Avenue, Boston, MA 02118. Make sure to include a note referencing your event and organization, if applicable.

## Can Rosie's Place send a representative to my event?

Rosie's Place has a very limited staff and we are often asked to attend events. When we are able, we are thrilled to send a staffer or volunteer! If we are unable, we are more than happy to send informational materials such as fliers, fact sheets, info cards or a video to share with your event attendees. Contact Kristen Leonard at [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org) to request a representative or for more information.

## Who should I contact for questions about events?

Contact Kristen Leonard at [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org) or 617.318.0232.

# Promotional Materials

## Sample Social Media Posts

### Facebook/Instagram:

Join us at our Spring Concert on April 15 at 6:00 pm! Tickets are \$5 and proceeds will benefit **Rosie's Place**, the first women's shelter in the US. Every year, they help 12,000 poor and homeless women in Boston maintain their dignity, seek opportunity and find security in their lives. Learn more at [rosiesplace.org](http://rosiesplace.org).

Support **Rosie's Place** and satisfy your sweet tooth at the same time! This Saturday, stop by our location noon-4pm and purchase delicious homemade cookies. Proceeds benefit the thousands of poor and homeless women served at Rosie's Place annually. See their work at [rosiesplace.org](http://rosiesplace.org).

### Twitter:

Join us for our Spring Concert on 4/5 at 6pm! Tickets are \$5 and benefit **@RosiesPlace**, the first women's shelter in the US.

Support **@RosiesPlace** and buy a homemade cookie this Saturday noon-4pm. Proceeds benefit poor and homeless women.

**Make sure to tag Rosie's Place in your posts!**

# Promotional Materials

## Rosie's Place Language

Rosie's Place was founded in 1974 as the first women's shelter in the United States. Their mission is to provide a safe and nurturing environment that helps poor and homeless women maintain their dignity, seek opportunity and find security in their lives.

Today, Rosie's Place not only provides meals and shelter but also creates answers for 12,000 women a year through wide-ranging support, housing and education services. Rosie's Place relies solely on the generous support of individuals, foundations and corporations and does not accept any city, state or federal funding. Thanks to these donations, 88 cents of every dollar raised goes directly to services for poor and homeless women.

Read more about Rosie's Place's programs and services for poor and homeless women at [rosiesplace.org](http://rosiesplace.org).

## Logo

Please contact Kristen Leonard at [kleonard@rosiesplace.org](mailto:kleonard@rosiesplace.org) for logo files.

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