



Open Baskets

Wine & Cheese Tasting Awareness/Fund Raiser

PURPOSE

To raise awareness of Open Baskets and its efforts among the philanthropic community. To raise additional operating & programming funds.

WHAT

A wine & cheese party with a social conscience. A small gathering/party at someone's home in support of Open Baskets. Guests are invited in pairs. Each pair brings a bottle of wine and a wedge/wheel of cheese to share. Wine and cheese selections can be open to the guests or themed (i.e. Napa wines and Wisconsin cheeses, etc.)

Hosts provide party space, tableware, glassware, non-alcoholic beverages, a way to show a DVD, and Internet access (Wi-Fi preferred). Hosts are encouraged to arrange the guest list and invitations.

Open Baskets provides one or two representatives, a basket of crackers and grapes, two 15 minute presentations (including video), a sample basket given to constituents, wine and cheese tasting note cards, pads for guests to write their wine & cheese notes, literature about the group, and a laptop (for instant access to the Open Basket website, database, and PayPal account).

WHO

Each host invites 8-14 guests (10-16 total, including hosts). One-two representatives from Open Baskets give two brief presentations and mingle with guests, raising awareness of the organization, its mission, and its constituents.

WHERE

Minneapolis/St. Paul Metro area, including (but not exclusive to) Hennepin, Ramsey, Dakota counties. (Find hosts in counties where MHR operates. 1-2 gatherings per county per year.)

WHEN

Any time of year. Funds raised will support the Open Baskets effort the following November.

Schedule of events:

- 6:30 p.m. – Welcome guests
- 7:15 p.m. – Open Baskets presentation #1 (Intro, game)
- 7:30 p.m. – Continue wine and cheese tastings
- 8:00 p.m. – Open Baskets presentation #2 (Video, disclose goals, questions)
- 8:15 p.m. – Continue wine and cheese tastings
- 9:00 p.m. – Suggested end time (Open Baskets representatives excuse themselves)

GOALS

The event has several goals attached to it ...

- Raise awareness of group within our community
- Collect names and emails for future correspondences
- Ask for financial donations from guests/discuss United Way-like contributions
- Book at least one additional wine & cheese party (with a new set of guests)