

# The Hannah Center Giving for Life 2020

## Virtual Street Team Info

Giving for Life Event Details: #HannahCenterGFL20

### **Online Auction: 32auctions.com/GFL2020**

Opens: Monday, October 12 @ 8 am CST

Closes: Thursday, October 15 @ 9 pm CST

### **GFL Event: October 15 @ 6 pm CST**

Simulcast on FB Live on [The Hannah Center's Facebook page](#) & [The Hannah Center's YouTube channel](#)

Street Team: A term used in marketing to describe a group of people who 'hit the streets' promoting an event or product.

We're not asking you to hit the streets, literally, but we'd love you to be part of our *virtual* street team to promote the *Giving for Life* virtual auction & event. Our goal is 200 viewers & bidders.

Here's how you can help... (more details below about each of these ways you can help)



Promote the event and auction through your social media



Invite viewers and bidders through email



Host a virtual table



Wear yellow on 10.15.20 & share it on social media



## Promote the event and auction through your social media

- Go to the [Giving for Life Facebook Event Page](#). In the top right-hand corner, you can mark yourself as 'Interested' or 'Going'. You can also invite people from your friend group using the 'Invite' button.
- Post a message or create a quick FB live video inviting your followers & friends to watch and bid.
- Find a post about Giving for Life or the auction on [The Hannah Center's Facebook page](#), share it to your page and invite people to watch on 10/15.
- Host a Watch Party on Facebook. Once the event goes live, you can host a watch party through your own Facebook page. Here are the instructions for [hosting a Watch Party](#).
- Use #HannahCenterGFL20 for all posts



## Invite viewers and bidders through email

- Send a quick email to your friends and family inviting them to watch and bid.
- Change your email signature to include an invitation to watch GFL 2020



## Host a virtual table

Just as you would for an in-person event, invite 9 or more of your friends, family or colleagues to join your virtual table.

Hosting a virtual table could be simply inviting people to watch (by hosting a FB Watch Party, as mentioned above) or you can get creative and have some pre-event activities you all take part in, virtually. Send the ideas to your table guests and ask them to share photos on social media using #HannahCenterGFL20.

Here are some table host theme ideas.

- Pre-Event Cocktail Party
  - Sparkling wine or juice
  - Charcuterie board with cheese, meats, olives & crackers
  - Cocktail attire optional
- All things yellow.
  - Yellow cocktail or lemonade
  - Dinner or snacks made with yellow foods such as pasta, corn, yellow squash, bananas, yellow peppers, yellow tomatoes, French fries, lemons, popcorn
  - Wear yellow
- Pajama Party - great for watching with kids
  - Breakfast foods for dinner
  - OJ or juice
  - Coloring pages or activity sheets to do before the event