



## **Smile Fest Dinner Manual**



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# Answers to Frequent Comments/Questions About Smile Fest Dinners

*Our Grotto is too small to have a dinner.*

Many smaller Grottoes still have the capability to prepare food for large numbers of people and still have monthly dinners to which they invite non-members. Simply convert one of these dinners to a Smile Fest Dinner! Be sure to have the Prophets work with their Ladies to get *at least* 10 (or more) new couples at the dinner (see Table Host section in this manual). Also, if there is another small Grotto nearby, consider joining forces and invite people from both areas.

*Hints for finding guests:*

- ∞ *Many Grotto members belong to more than one Lodge—invite members from other Masonic groups so they can learn about the mission and see your Grotto in action. These people are potential donors **and** potential new members!*
- ∞ *Invite personal friends and neighbors. They may not be interested in joining the Grotto, but the mission of the Humanitarian Foundation has universal appeal and they may become donors.*

For the program, focus on the Humanitarian Foundation in the following ways:

- ∞ Dispense with any Grotto business. This evening should be focused solely on the Humanitarian Foundation. At the end of the evening, you can make a pitch for membership and you can distribute the brochure, *It's Great to be a Grotto Member!* which is available from the Foundation office.
- ∞ At the very least, show the Humanitarian Foundation video (copies are available from the Foundation). Many Grotto members either haven't seen it or have forgotten the impact it has on audiences.
- ∞ Don't worry about getting an outside speaker. If you have a Dr. of Smiles, invite him to speak briefly about the program. If you don't currently have a Dr. of Smiles, invite one from a neighboring Grotto to talk about the work of the Humanitarian Foundation.
- ∞ The **best** thing to do, in addition to the items listed above, is to have a client child/family present to tell what the Foundation has meant to them.
- ∞ Follow the directions for the Financial Appeal/Ask that are in this manual. The ultimate goal of the evening is not to sell Enchanted Lanterns (although that's OK, too), but for guests to make a monthly pledge or to pledge a larger gift.

***Please note: If no Dr. of Smiles or child is available, don't be discouraged; the video speaks for itself and will prompt your guests to make a donation.***

***Our Grotto can't afford to do this...who can we get to sponsor the dinner?***

You may have heard an old adage along the lines of, "You don't have because you don't ask." There may be a Prophet or two at your Grotto who are willing to underwrite the added expense of a large dinner. Or, think about the businesses you interact with on a regular basis, or businesses near the Grotto. A family restaurant may donate all or part of the food. Locally owned companies, such as a car dealership, dental practice, dry cleaner or landscaper may make a financial donation in exchange for distributing information about their business at the dinner.

***The Smile Fest Dinner Manual has a 16 week timeline. Why do we need 16 weeks to plan a dinner?***

You don't, especially if your Grotto is accustomed to putting on dinners. The longer timeline is designed for a larger Grotto or one starting from scratch. In this manual, time is built into the schedule for getting commitments from Table Hosts, underwriters, and speakers. You can easily scale back on this timeline, but you **must** allow enough time for potential guests to get the date of your dinner on their calendars. Whether you invite couples with children still at home or retirees, families are busier than ever! Invite your guests **no less than four weeks out from your event and six weeks is preferable**. Follow the Table Host Duties section in this manual.

***Our Grotto would like to try this, but we're not sure we can be successful.***

Whether your Grotto is large or small, if you follow the basic outline of this manual, you will be successful in representing the Humanitarian Foundation to your guests. With the proper ask, chances are that your guests will make a donation to the Foundation. At the very least, you will have introduced new people to the work of the Humanitarian Foundation and the Grottoes. Also, think in terms of a two-year commitment. Try the dinner once a year for at least two years in a row before you decide it isn't a worthwhile endeavor for your Grotto. Try one! Be creative! Working together, your Prophets and Ladies can accomplish great things!

***Can someone from the Foundation help our Grotto get started?***

Yes! The Humanitarian Foundation is currently working with a fund raising firm that is available to work with you in person or over the telephone to answer any questions you may have and to help you develop your plan for a successful Smile Fest Dinner. Please contact Dianna Bristle at 614-933-0771 for more information.

# **INTRODUCTION**

## **Smile Fest Dinner Manual**

Welcome! Within this manual are the tools that you will need to implement a successful Smile Fest Dinner.

The Smile Fest Dinners are one just one part of the Humanitarian Foundation's Smile Challenge that will help you engage your Grotto members, and your community, in supporting the life-changing work of the Foundation for today, tomorrow, and into the future.

Your Grotto's Smile Fest Dinner is an annual program that presents the work of the Humanitarian Foundation to Grotto members and guests. The two-hour evening consists of a dinner and a tightly scripted program that highlights the program by introducing local speakers and beneficiaries of the Foundation. At the end of the evening, guests are asked to make a donation.

Remember to involve as many Grotto members as possible, along with their spouses and the Grotto's special units. Working together, you can make a difference! Let's get started.

## **Organizing Your Smile Fest Dinner**

First things first! Your Grotto Monarch will select a Smile Fest Chairman who will oversee all aspects of the event. Together, they will begin by selecting a date for the event and reach out to possible underwriters. From there, they will recruit Prophets for needed committees and Prophets (and their spouses) to serve as Table Hosts. There is a way for every member of the Grotto to be involved.

# Smile Fest Dinner Time Line

This time line begins 16 weeks, or approximately four months, prior to the date of your Smile Fest Dinner. It is possible to put together a successful event in much less time, but you will need to review the steps involved and decide if your Grotto's members have the availability and desire to make it work with a shorter lead time. Another representation of this time line is in a Gantt chart, see **Appendix A**.

## Weeks 16-12

**Who:** Monarch

**Duties:**

1. Identify Smile Fest Chairman

## Weeks 12-10

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. Set date and site for event. Be sure to consider holidays, and other Grotto events.
2. Set goals for the event: attendance, dollars raised, and new donors.
3. Alert printer to your upcoming needs for the following items and set timelines for printing:
  - Invitations
  - Confirmation Cards
  - Programs
4. Contact any other vendors who need to be alerted to your event date, such as a caterer.
5. Identify and contact potential **Underwriters**.

## Week 11-10

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. Identify and Invite **Table Host** Prospects

The Monarch and Smile Fest Chairman identify potential Table Hosts. This list may include all Grotto members and others in the community affiliated with the Dr. Smiles program. Start with about two times as many names as the number of Table Hosts you want. (See **Table Host** section of this Smile Fest Manual for more information.) Confirm

that, once selected, Table Host and spouse (if possible) can attend a Table Host Meeting led by the Smile Fest Chairman in Week 8.

## 2. Establish **Committees** and set meeting times

Examples of committees:

- ∞ **Dinner**

- Location, Decorations, Meal

- ∞ **Printing & Materials**

- ∞ **Program**

- AV for event

- Child/Family testimonial, Special Message, Appeal

- ∞ **Clean-up**

- ∞ **Donations**

### **Week 9**

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. Follow-up phone calls to remind Table Hosts about the upcoming Table Host Meeting.

### **Week 8**

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. Table Host Meeting

Plan to schedule a Table Host Meeting for 30-45 minutes for your Table Hosts and their spouses, or devote a regular meeting time to reviewing Table Host duties. The purpose of the meeting is to envision the Table Hosts regarding the goals of the Smile Fest Dinner, and their role in the success of the event. Brainstorm with them the people they may want to invite who will be in the best interest of the Grotto and the Humanitarian Foundation.

**Note:** If there is a Table Host who is unable to attend the meeting, make arrangements to meet with him one-on-one within the next 7-10 days.

## **Weeks 8-6**

**Who:** Smile Fest Chairman

**Duties:**

1. Meet with committees, set time lines for each committee.

**Who:** Smile Fest Chairman, Dr. of Smiles, Program Committee

**Duties:**

1. Identify and invite speakers for the program.
2. Schedule a time to meet with each speaker in person approximately four weeks prior to the event.

## **Weeks 6-4**

**Who:** Table Hosts

**Duties:**

1. Develop a list of potential guests.
2. Begin inviting guests to the event via personal phone call, e-mail, or invitation.
3. Send a Confirmation Card to guests who agree to attend the event.

## **Weeks 4-3**

**Who:** Smile Fest Chairman, Dr. of Smiles, Program Committee

**Duties:**

1. Meet with Child/Family giving a testimonial.  
Ask Child/Family to write out what they want to say and offer to help them prepare. Select the best method for them to deliver their remarks. (See Program Committee section in this Smile Fest Manual.) If possible, arrange a time for them to practice their remarks in the room where they will be speaking. You want the Child/Family to feel comfortable. At the same time, you want to be assured they will be able to stay within their allotted amount of time. Express your personal thanks for the time and effort they are putting into the event and, depending on how they are doing, offer to meet with them again prior to the event.
2. Meet with person who is making the appeal.  
Passion for your mission is the most important quality in an appeal. This person must be passionate and able to stir the guests to action (writing a check). Additionally, this person needs factual information about the Humanitarian Foundation and must be familiar with the pledge card—the most important tool this person will have at the podium. (See Program Committee section in this Smile Fest Manual.)

## **Weeks 4-2**

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. Call Table Hosts and encourage them to complete (or start) their calls to fill their tables. Remind them to send Confirmation card to their guests.

**Who:** Table Hosts

**Duties:**

1. Continue to follow up with potential guests until table is filled.

## **Weeks 3-1**

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. Meet with committees; assist with follow-up as needed.
2. Schedule a post-event recap meeting.

**Who:** Smile Fest Chairman, Dr. of Smiles, Program Committee

**Duties:**

1. Follow-up with speakers

**Who:** Donations Committee

**Duties:**

1. Prepare donation envelope for each table.
2. Make arrangements for internal handling of gifts.

## **Week 2**

**Who:** Table Hosts

**Duties:**

1. Complete Table Host Guest List and send to Smile Fest Chairman.

## **Week 1**

**Who:** Monarch, Smile Fest Chairman

**Duties:**

1. PUT OUT FIRES.
2. Have a great event.

# Underwriting & Table Hosts

## Underwriting

Underwriting your Smile Fest Dinner for the entire cost, or as close as you can predict, prior to the event is essential. This will facilitate a successful appeal at the end of the evening as you stress that all gifts given or pledged at the Smile Fest Dinner will go directly to the work of the Humanitarian Foundation.

Most people are familiar with the concept of sponsoring a table or buying a ticket for a fund raising event. Having the Smile Fest Dinner underwritten is very different and more beneficial in the following ways:

- ∞ Underwriting eliminates “strong-arming” people to attend or buy a ticket. People are there because they have been invited by a friend and they choose to be there.
- ∞ Once people buy a ticket they feel they have done their part and won’t make further donations. Guests at your Smile Fest Dinner pay nothing in advance, but know they will have an opportunity to make a gift at the event.
- ∞ Underwriting the event enables people to host tables who might not otherwise be able to afford a table sponsorship or underwriting, but who have passion for the mission and who are interested in selecting as their guests excellent donor prospects.

## Who is an Underwriter?

An underwriter is typically a person who has demonstrated their commitment to you by previously giving. Or, a potential underwriter may be a non-Grotto member who has benefited in some way from, or is aware of, the work of the Humanitarian Foundation. Use your Smile Fest Dinner as an opportunity to approach friends and businesses in the community who may have the interest and the ability to support this effort.

## Securing Underwriters

- ∞ First, develop a list of Grotto members who already support the Humanitarian Foundation at a level of \$100 or above.
- ∞ Develop a list of non-Grotto individuals and businesses with which you have a personal relationship and think may be interested in your mission. (Note: The first year it will be easier to secure underwriters from among Grotto members, but be sure to invite outsiders to the dinner, especially if they turn you down for underwriting, so they can learn more about the Foundation and the Grotto.)

The Monarch and his Smile Fest Chairman will personally call or write potential underwriters. A personal visit may also be in order, especially if asking for a large amount. (See Sample Underwriting Request Letters, **Appendix B**, and Underwriting Commitment Form, **Appendix C**.)

- ∞ Offer three different levels of underwriting, such as
  - Bronze        \$100 - \$199
  - Silver        \$200 - \$499
  - Gold         \$500 – \$999
  - Platinum     \$1000+
- ∞ Remember to thank underwriters with a personal note and receipt after you receive their gift. It is also appropriate to thank them at the dinner and by putting their names in the event program, with their permission.

# Table Hosts

## Overview

The Table Host, or Peer-to-Peer, System is crucial to the success of your Smile Fest Dinner. Whether you plan to have four tables or 40 tables at your event, the **Table Hosts selected by your Monarch and Smile Fest Chairman** have the responsibility of inviting promising donor prospects to your dinner. Rather than having your potential guests receive a mailed, impersonal invitation from an organization they may know little about, they will be asked to attend the dinner personally, by the Table Hosts--Grotto members who are friends, neighbors, and business associates.

The Table Hosts will be invited from among the Officers and Prophets in your Grotto. These are people who have demonstrated a high level of commitment to the Grotto, either financially or as volunteers, and who have a passion for the mission of the Humanitarian Foundation. They are also people who can express that passion to others. You are asking Influencers within your Grotto to influence others on behalf of the Grottoes' charitable mission.

Recruiting Table Hosts can be done in person at Grotto meetings, by phone, or by letter. (See Invitation Letter, **Appendix D**.)

Strongly encourage Table Hosts to include their spouses in planning their guest lists and following up with guests prior to the event.

## **Table Host Duties *Prior* to the Smile Fest Dinner**

**As a Table Host, you are responsible for both inviting guests and then confirming their attendance at the dinner.** The key is not to just fill a table, but to invite guests whom you believe will become donors to the Foundation. Another consideration is to include guests who may have an interest in Grotto membership. There are many incentives available for bringing in new or inactive Grotto members. (For a list of Grotto Membership Recruitment Programs, see **Appendix E.**) Prospects may be found among the following:

- ∞ Friends
- ∞ Neighbors
- ∞ Business Associates
- ∞ Inactive Grotto members
- ∞ Master Masons from Table Hosts' lodges

**It is important that you explain to potential guests that there is no cost to attend the dinner, but that there will be an opportunity to make a gift to the Foundation at the end of the evening.** All guests should understand in advance that the Smile Fest is a fund raising dinner. Don't be afraid to ask them to bring their checkbooks. The Humanitarian Foundation is funded by many people who are not necessarily wealthy, but who have a heart and a commitment to providing special smiles to special kids.

**Eight weeks to six weeks out from event:** Attend a meeting with other Table Hosts.

The Smile Fest Chairman will go over all of the duties explained in the Smile Fest Manual in greater detail and answer any questions you may have. It is important that you and your spouse, if possible, attend this meeting.

**Six weeks to four weeks out from event:** Develop a list of potential guests.

Remember that you will probably need to ask two or three times as many people as you actually need to fill your table. Your invitees will RSVP directly to you, not someone else. If more people say yes than you expected, you and your spouse can split up and host two tables. Also remember that due to lack of space and the cost of the banquet meals and other expenses, guest lists should include adults only.

**Six weeks to four weeks out from event:** Begin inviting your guests.

For the people you are well acquainted with, extend a personal invitation, either face-to-face or by telephone. If they say yes, send them a **confirmation card** (see **Appendix F**). This card will serve as a reminder of all the necessary details—date, time and location of the Smile Fest Dinner.

You may want to send other people on your list an **invitation** (see **Appendix G**) first, and then follow up with a phone call. Once they say yes, send them a **confirmation card**.

**Note:** Guests will ask about what to wear. The Smile Fest is a very special evening for your Grotto. Business dress or “Sunday best” type of clothing is appropriate.

**Four weeks to two weeks out from event:** Continue to follow up with the people on your guest list until your table(s) is filled.

**Two weeks out from event:** Complete the “Table Host Guest List” (see **Appendix H**) and send it to the Smile Fest Chairman.

**One week out from event:** Reconfirm your list one week prior to the event.

Call the Smile Fest Chairman immediately with additions or deletions. The Grotto must confirm the number of dinners 72 hours in advance and will pay for all dinners not eaten, so please make every effort to fill your table when someone cancels.

**Suggestion:** Have two couples in reserve to prevent unfilled seats.

**Two Days Before Event:** Call and remind your guests about the Smile Fest Dinner.

## **Table Host Duties *at* the Smile Fest Dinner**

As a Table Host, you will arrive no later than 6:30 p.m. (or one-half hour prior to the start of the dinner) to pick up your Table Host Packet.

Inside your Table Host Packet will be the following:

1. Table Host Guest List – Fill out a second list to capture the names and addresses of the guests who actually sit at your table (**this is necessary because the final attendees may vary from your original guest list**)
2. Nametags – These are left blank for the Table Hosts or Guests to complete
3. Fine tip Sharpie for nametags
4. Ball point pens for pledge cards
5. Pledge Cards with envelopes

You will greet your guests at the table, give them their nametags, and write down their name/address on the Table Register.

Over the course of the evening engage your guests in discussion about Grotto membership (if applicable) and the mission of the Humanitarian Foundation. You may also want to suggest to

your guests that they host their own table at the following year's Smile Fest Dinner in order to introduce new people to the work of the Foundation.

Toward the end of the program as the fund raising appeal is given, pass a pledge card and pen to each guest/couple at your table. Allow a few minutes for your guests to complete their cards. When the appeal portion of the program is over, collect the pledge cards from your guests and place in the Table Host Packet.

By now, your Table Host Packet holds valuable information and donations. Handle it with care!

At the end of the evening, place the Table Host Packet in the hands of the Grotto Treasurer or his designee.

### **Table Host Duties *following* the Smile Fest Dinner**

The Humanitarian Foundation will send all Smile Fest Dinner donors a thank you letter and a receipt. As a Table Host, you will send letters to your guests thanking them for attending and/or their gift. Or, in the case of guests who are "no shows," you will mail them a follow-up letter to provide them an opportunity to donate. Samples of a letter to invited guests who attended and a letter to invited guests who were no shows are in **Appendix I**.

# Committees

## Dinner Committee

The Smile Fest Dinner Committee will oversee selection of the dinner location (if other than the Grotto), decorations for the tables, and selection and service of the meal.

### Location

If possible, use the Grotto location, until you outgrow it! Otherwise, organizers (the Monarch and Smile Fest Dinner Chairman) should choose a reasonably-priced facility such as a hotel or restaurant that is easily accessible with ample parking.

Assign an individual or committee to be responsible for the following considerations, whether your event is at the Grotto or an outside facility:

- ∞ Large enough space for anticipated number of guests.
- ∞ Use tables set for 10 (preferably), or eight, if necessary. Round tables are preferable, but use rectangular tables if that's what you have.
- ∞ Use cloth tablecloths and napkins.
- ∞ Use real plates and silverware, **no** plastic ware.
- ∞ Do not have a head table. All Grotto members should be Table Hosts or sitting at tables with guests. You may reserve one or two tables close to the podium for the speakers.
- ∞ You will need a stage with lighting, a podium and microphone, and the equipment needed to play and view a video. (**Test all equipment in advance.**)
- ∞ Special accommodations may include a ramp for the stage if one of your speakers is in a wheelchair.
- ∞ Specify all requirements on any contract you enter into and go over all expenses in advance.

### Decorations

Simplicity is *key* when it comes to decorations. The Humanitarian Foundation will supply your Grotto with centerpieces to be used on each table. (See Smile Fest Dinner Requisition Form, **Appendix J**.) These are framed photos of beneficiaries of the Dr. Smiles program *from your area*, along with information about the dental procedure costs provided by the Humanitarian Foundation. These pictures will speak for themselves in making an impression on your guests and will provide you a way to engage them in conversation about the mission of the Humanitarian Foundation.

A nice spray of flowers is always appropriate for the stage in front of the podium, but it isn't necessary to go to great expense. You may also want to consider inexpensive boutonnieres or special nametags for your speakers.

### **Dinner Committee Continued**

## **The Meal**

Remember that your Grotto is going to find an underwriter(s) for the Smile Fest Dinner. You may want to consider working with one of your Units (e.g., Clown Unit, Women's Auxiliary) to sponsor and/or prepare and serve the meal if your location is the Grotto facility. Other options include using an outside caterer at your Grotto facility or going to an external venue such as a hotel or restaurant.

Regardless of where you hold your Smile Fest Dinner, the food is probably the least important element of the evening. You don't want it to be the focus either way—so bad that it's the only thing people remember—or so extravagant that your guests wonder why you're spending so much money on it. Most importantly, you don't want the food service to take time away from your program. Here are some ways to make the dinner both pleasing and efficient:

- ∞ Serve something that is easy to eat.
- ∞ Avoid fish, pork, veal, and lamb. More people avoid beef these days, so chicken is always a good choice. Make sure that if a chicken breast is served that it is boneless.
- ∞ Serve a starch with the meal, such as a potato dish, rice, or stuffing. This makes the meal more filling.
- ∞ To save time, have the dinner salads and desserts pre-set at each place setting.
- ∞ Also for the sake of time, avoid having a buffet line. Buffets take much more time than a served meal.
- ∞ Plan to have ice water and iced tea available throughout the evening and leave a carafe of coffee on the table once the program begins.
- ∞ **Limit alcohol consumption!** Remember, the Smile Fest Dinner is about **RAISING FUNDS** and you must find underwriters to pay for all of the evening's expenses. If you decide to serve alcohol, limit each guest to two drink tickets and *close the bar during the program*. You may resume bar service and/or offer a cash bar **after** the program is over. Make similar arrangements if you host your event at an outside facility.
- ∞ Do not worry about clearing used dishes once the program begins. You want your guests to concentrate on the program, not interruptions from the servers.
- ∞ No more than three tables per server.

If you work with an outside facility, such as a hotel or restaurant, ask them to host members of your committee to sample meal selections. Specify all food service and equipment requirements in any contract you enter into and go over all expenses with the facility in advance, including any special charges and gratuities.

If you work with a caterer, check references for reliability, food quality, and service. Go over all of your requirements and make sure they understand your evening's agenda and the tight time frame for food service. Get firm prices for the meal and needed servers and confirm that they will provide linens and quality plates and utensils, if applicable.

You may consider working with a youth organization to serve your meals. Many of them need to have community service hours for school or special projects. Have them dress in black slacks and white shirts for a professional appearance and make sure there is an adult assigned to train, supervise and oversee the evening. If appropriate, make a donation to their organization and/or provide them with a free meal.

## Printing & Materials Committee

Printing is an area that can become expensive without careful planning, so try to keep your printing needs to a minimum. You will the following:

- ∞ Confirmation Cards
- ∞ Invitations

**Remember:** You are not mailing invitations to all potential guests. Most invitations will be extended personally by the Table Hosts and the RSVPs will be communicated back to the Table Hosts. At that time, the Table Hosts will mail their guests a Confirmation Card. Invitations should be made available for those who may not have personal ties to anyone at the Grotto but who are people you would like to have attend your dinner. Be sure to designate someone to receive the RSVPs from the invitations you mail out.

A printed program is an important take-home document for your guests. Having a program is an opportunity for the Grotto to provide information about its own membership, and the work of the Humanitarian Foundation. In addition to printing the evening's agenda within the program, there can be photos of people who have benefited from the local Dr. Smiles program and information about the Foundation web site.

See a Sample Program and template on the Humanitarian Foundation web site. Go to [www.hfgrotto.org](http://www.hfgrotto.org) and under Smile Challenge select Smile Fest Dinner and Printed Program. Download the document and enter the information for your local dinner in the area provided. The program may be copied inexpensively on standard paper, or your Grotto may decide to name a committee to sell ads for the program and have it printed professionally. Just remember that the cost of the program needs to be covered by ads or the dinner underwriting.

In addition to the program, each guest, or couple, will receive a pledge card to record their donation, and will also receive the brochures listed below. Please request these items from the Humanitarian Foundation on the Smile Fest Dinner Requisition Form.

- ∞ *Providing Dental care of Children with Special Needs One Smile at a Time...*
- ∞ *It's Great to be a Grotto Member!*

## **Program Committee**

### **Agenda**

The Smile Fest Dinner will require your Grotto (and food service providers) to commit to following a tightly scripted agenda. (See Smile Fest Dinner Agenda, **Appendix K.**) It will be one of the most important factors in the success of your event.

Guests invited to the dinner, especially people new to the Grotto, will be watching to see if you stay within the time frame you advertised and can deliver on an informative, inspiring program. If you go over, people will get impatient to leave and parents with young children will become restless. Instead of thinking about their donation to the Humanitarian Foundation, people will wonder if they are going to miss their 10 p.m. TV program or be concerned about mounting babysitting charges. Events that run over two hours or two hours and 15 minutes (*maximum*) will cost the organization in donations.

Remember the purpose of your program is to RAISE FUNDS. You are going to accomplish this through the following steps:

- ∞ Tell the story of the mission of the Humanitarian Foundation
- ∞ Tell and show what the Humanitarian Foundation has accomplished (personal testimony)
- ∞ Share the future needs and goals of the Humanitarian Foundation
- ∞ Ask guests to join you in sponsoring the work of the Humanitarian Foundation

The question you should answer at the end of the evening is this: Were we successful in telling the entire story of the Humanitarian Foundation and did we ask for a commitment?

## Personal Testimonial

It is imperative that your Smile Fest Dinner guests, and your Grotto membership, see and hear from your clients and/or their families. It is the only way for people to understand and appreciate the impact of the Humanitarian Foundation on their communities.

Having the experience of meeting your clients and their families provides encouragement to current donors and a reason for your guests to support the work of the Humanitarian Foundation. The human touch is important because people don't give to things, but to *people*.

The Grotto's Dr. of Smiles should select and work with the client and family who will be asked to speak for no more than five minutes. The Dr. of Smiles will need to go the extra mile to assist the client in writing and rehearsing the testimony. There are several ways to handle this portion of your program:

- ∞ The Child/Family is introduced by Dr. of Smiles and they speak from a written, well-rehearsed script.
- ∞ The Dr. of Smiles introduces the Child/Family and then asks them questions in an interview style, which helps guide and control the presentation. The questions and answers also need to be well planned and rehearsed to present the Child/Family's experience in the most meaningful way. (See Sample Interview Script, **Appendix L**.)
- ∞ The Dr. of Smiles reads the story of the Child/Family's experience with the Humanitarian Foundation and then the Child/Family are introduced on stage and given the opportunity to say a few words.

Through the client story you want to stress the before and after condition of the client and how his/her quality of life was improved because of the care received through the Humanitarian Foundation.

The Child/Family is an important part of the program and should be seated with the Dr. of Smiles and/or Monarch during dinner. Depending on the family's circumstances, the Grotto may need to arrange for transportation to and from the Smile Fest Dinner, or an honorarium to cover the cost of travel.

**Please Note:** If a Child/Family is unavailable, please turn to a current or former Dr. of Smiles to speak to his *personal* experience with a local Child/Family who has benefited from the Humanitarian Foundation currently, or in the past. If available, read a letter from the family and/or show before and after photos of the client. Be creative! If the Grotto is

‘between’ clients and is trying to revitalize its Dr. of Smiles program, use national statistics about the program and talk about goals for the future.

## **Special Message**

The Special Message, a large part of your Smile Fest Dinner program, is an opportunity to educate and inspire your guests about the work of the Humanitarian Foundation. Choosing the person to deliver the Special Message is a big responsibility! The speaker should be someone who is comfortable speaking to a large group, and someone who can tell his or her perspective of the Humanitarian Foundation in a passionate, yet informative way.

**The Humanitarian Foundation video that you show early in your Smile Fest Dinner agenda explains the basics of the Foundation’s work. The Special Message goes beyond that through the experiences of someone familiar with your work. Good candidates for this speaker include local dentists who have participated in the program, an experienced Dr. of Smiles, or even a donor who is passionate about the program. Another possibility is someone who is familiar with children with special needs and who can explain their unique dental problems and how appropriate care can improve their physical and emotional health.**

Once the speaker is selected by the Monarch and Smile Fest Chairman, someone needs to formally invite them and communicate the following information:

- ∞ Date, time and location of Smile Fest Dinner
- ∞ Time allotted for the speaker’s message (30 minutes)
- ∞ Theme/Type of information you would like for them to talk about in their message

Contact the speaker six to eight weeks in advance of your Smile Fest Dinner so they can get it on their schedule. You will want to have an alternative speaker mind in the event your first choice is unavailable. Stay in contact with your speaker in the weeks preceding the banquet.

## **Financial Appeal/Ask**

The significance of the appeal at your event cannot be stressed enough. Your program could have been virtually flawless until the financial appeal, but a poor appeal can drastically affect the results of your program.

One of the most crucial decisions you will make is choosing the person to make the appeal. Do not assume a person should do the appeal based on his position within the Grotto. The person making the appeal should be the one who can most clearly articulate the mission of

the Humanitarian Foundation with deep passion. When making this decision, look for the following:

1. Someone who is regarded as credible, well respected, and who conducts himself with integrity.
2. Someone who has great passion for the Humanitarian Foundation and the Dr. Smiles program.
3. Someone who has a deep commitment to your Grotto and who has displayed it through his own giving and/or volunteer history.
4. Someone who can communicate clearly and simply without making the “ask” complicated.
5. Someone who can get to the point and who has no inhibitions about asking for funds.

The main components of a successful appeal are the following:

- ∞ Brief opening remarks which touch upon the theme of the event and why the audience is present. (Turn up the house lights.)
- ∞ Brief reiteration of select facts or testimonies shared earlier about the success of the Humanitarian Foundation.
- ∞ Brief statement of goals for helping people in the next year through the Dr. Smiles program.
- ∞ Concise explanation of the pledge card. Read all of the options.
- ∞ Following the explanation, tell guests you will give them a brief time to confer and decide on their gift. The Grotto may arrange for a musical interlude at this point.
- ∞ Give clear and careful instructions on collecting the pledge cards, i.e., Table Hosts will pass around an envelope.
- ∞ Thank the guests and turn over program to person making closing remarks.

See Sample Scripts for the Appeal, **Appendix M**.

## **Clean-up Committee**

Assign people in advance to be responsible for clean-up, especially if your event is at the Grotto location. A week before the event, send committee members a reminder so that clean-up doesn't fall to whoever is left at the end of the evening.

Retrieve the center piece frames and pictures for return to the Humanitarian Foundation, along with any printed materials left on the tables. Remember any rentals that need to be collected and returned, such as linens or AV equipment.

## **Donations Committee**

### Prior to the Smile Fest Dinner

The Donations Committee should include the Grotto Treasurer. This committee will prepare the Grotto's Smile Fest Dinner budget (see Sample Budget Planner, **Appendix N**), based on anticipated attendance and underwriting, and update it as needed. They will be responsible for paying any deposits or other expenditures needed prior to the dinner.

This Committee should also be responsible for preparing the **Table Host Packets** which will be at each table the night of the dinner. The packets include the following items:

1. Table Host Guest List
2. Nametags – These are left blank for the Table Hosts or Guests to complete
3. Fine tip Sharpie for nametags
4. Ball point pens for pledge cards
5. Pledge Cards with envelopes

### At the Smile Fest Dinner

This Committee is in charge of collecting all of the **Table Host Packets** from each table at the end of the evening and is responsible for secure handling of the envelopes (which contain donations and pledge cards) from the end of the event until all gifts and cards are mailed to the Humanitarian Foundation within two business days. Before mailing the contents of the envelopes, the Committee should ensure that there is a name and address clearly accompanying all gifts so that the Foundation may send thank you letters and accurate receipts. The Grotto Treasurer should issue the Humanitarian Foundation a check for any cash collected with a clear indication of who the donation(s) came from.

### Following the Smile Fest Dinner

The Grotto Treasurer confirms the final tally of money raised with Humanitarian Foundation and completes event budget sheet, which will be submitted to the Foundation within two weeks of the event. Unused underwriting funds remain with the Grotto.

# Follow-up

## **Grotto**

- ∞ Monarch and Smile Fest Dinner Chairman send thank you letters to Underwriters, Table Hosts, Committee Chairs, Speaker, Client/Family and other Grotto members or outside vendors who helped make event a success. Include high points regarding attendance or amount of money raised at the Smile Fest Dinner.
- ∞ Table Hosts will mail follow-up letters to their guests who attended and their invited guests who were no-shows.
- ∞ Schedule a brief Smile Fest Recap during next Grotto meeting. Grotto Treasurer will report on results. Ask members what they liked about the event, what worked well and vice versa. Take notes and pass along information to next year's leadership. Ask for commitments for volunteers for next year's event.

## **Humanitarian Foundation**

- ∞ Calculate final receipts from Smile Fest Dinner, including amount from pledges, report to Grotto Treasurer.
- ∞ Mail thank you letter and receipt to Smile Fest Dinner donors.

# APPENDIX A - Smile Fest Dinner Time Line

Who	What	When							
		Week 16	Week 15	Week 14	Week 13	Week 12	Week 11	Week 10	Week 9
Monarch	Select Smile Fest Chairman								
Monarch, SF Chrm	Set date, contact printer, contact vendors, identify underwriters								
Monarch, SF Chrm	Identify & Invite Table Hosts; set up committees and meeting times								
Monarch, SF Chrm	Follow up calls to Table Hosts, remind about upcoming Table Host meeting								
Monarch, SF Chrm	Table Host Meeting								
SF Chrm	Meet with committees to discuss responsibilities, set timelines.								
SF Chrm, Dr. Smiles, Program Committee	Identify and invite speakers for the program. Schedule a time to meet in person in approx. 4 wks.								
Table Hosts	Begin inviting guests; send invitations if necessary and send Confirmation Cards to those who agree to attend								
SF Chrm, Dr. Smiles, Program Committee	Meet with Child/Family giving testimonial; meet with person making the appeal								
Monarch, SF Chrm	Call Table Hosts and encourage them to complete their calls to fill their table(s)								
Table Hosts	Follow up with invitees until table is filled								
Monarch, SF Chrm	Meet with committees; assist with follow-up; schedule a post-event recap mtg.								
SF Chrm, Dr. Smiles Program Committee	Follow up with speakers								
SF Chrm, Donations Comm.	Prepare envelope for each table; make arrangements for internal handling of gifts								
Table Hosts	Complete Guest List; send to SF Chairman								
Monarch, SF Chrm	Put out fires, have a great event!								
Table Hosts	Send out follow-up letters								
Monarch, SF Chrm	Send out thank-you letters								
Monarch, SF Chrm	Conduct event recap meeting								



Who	What	When	Event + 1 WK	Event + 2 Wks	Event + 3 Wks.
Monarch	Select Smile Fest Chairman				
Monarch, SF Chrm	Set date, contact printer, contact vendors, identify underwriters				
Monarch, SF Chrm	Identify & Invite Table Hosts; set up committees and meeting times				
Monarch, SF Chrm	Follow up calls to Table Hosts, remind about upcoming Table Host meeting				
Monarch, SF Chrm	Table Host Meeting				
SF Chrm	Meet with committees to discuss responsibilities, set timelines.				
SF Chrm, Dr. Smiles, Program Committee	Identify and invite speakers for the program. Schedule a time to meet in person in approx. 4 wks.				
Table Hosts	Begin inviting guests; send invitations if necessary and send Confirmation Cards to those who agree to attend				
SF Chrm, Dr. Smiles, Program Committee	Meet with Child/Family giving testimonial; meet with person making the appeal				
Monarch, SF Chrm	Call Table Hosts and encourage them to complete their calls to fill their table(s)				
Table Hosts	Follow up with invitees until table is filled				
Monarch, SF Chrm	Meet with committees; assist with follow-up; schedule a post-event recap mtg.				
SF Chrm, Dr. Smiles Program Committee	Follow up with speakers				
SF Chrm, Donations Comm.	Prepare envelope for each table; make arrangements for internal handling of gifts				
Table Hosts	Complete Guest List, send to SF Chairman				
Monarch, SF Chrm	Put out fires, have a great event!				
Table Hosts	Send out follow-up letters				
Monarch, SF Chrm	Send out thank-you letters				
Monarch, SF Chrm	Conduct event recap meeting				

## APPENDIX B

### Sample Underwriting Letters

#### Sample #1 – To a Grotto Member

Date

Mr. & Mrs. John Jones  
123 Elm Street  
Any City, State Zip

Dear Jane and John,

The \_\_\_\_\_ Grotto will hold its first annual Smile Fest Dinner in support of the Humanitarian Foundation on (Date). As you may remember, last year the Foundation sponsored dental care for (number) of our local children at the cost of \$\_\_\_\_\_. Locally, as well as nationwide, the need for, and cost of, services is outpacing the Foundation's resources.

In order to insure a successful Smile Fest Dinner, we are inviting select Grotto members and non-members to help underwrite our Smile Fest Dinner with an individual or corporate gift. A dinner that is underwritten raises more funds for the following reasons:

- ∞ The one-time gifts and pledges are much greater. If people purchase a ticket to an event, they feel they have done their part and won't make further donations.
- ∞ Donors at the event can be assured that, because of underwriting, any gifts they make will go directly to dental services for children with special needs, which is an incentive to give.
- ∞ Because "your smile gets you in the door" at this event, and invitations are peer-to-peer, more people will attend, which will result in increased awareness of our Grotto and the Humanitarian Foundation, and more donations.

The goal for our first dinner is \$\_\_\_\_\_. This will enable us to provide dental care for \_\_\_\_\_ more children with special needs.

Jane and John, will you please consider an underwriting gift of \$\_\_\_\_\_ ? We are depending on your support to make this year's Smile Fest Dinner a success!

Fraternally,

Enclosure: Underwriting Form

## APPENDIX B

### Sample Underwriting Letters

#### Sample #2 – To a Non-Member

Date

Mr. & Mrs. John Jones  
123 Elm Street  
Any City, State Zip

Dear Jane and John,

I am writing to ask for your help with a program that is very dear to me, the Dental Care for Children with Special Needs Program. This is a nationally-recognized program operated by the Humanitarian Foundation, a 501(c) 3 non-profit organization founded by the Grottoes of North America. I am a member of the local \_\_\_\_\_ Grotto.

Due to circumstances beyond their control, many special needs children are unable to tolerate typical childhood dental treatment. The Foundation helps cover the costs of dental services, including hospital and anesthesia costs when needed, for children with cerebral palsy, muscular dystrophy (and related neuromuscular disorders), organ transplant recipients, or those with mental retardation.

Last year, the Foundation sponsored care for (number) of local children at the cost of \$ \_\_\_\_\_. As you may imagine, locally, as well as nationally, the need for, and cost of, services is outpacing the Foundation's resources. In order to continue meeting the needs of these children, for the first time, we are reaching out to our respective communities to engage them in this life-changing work.

The \_\_\_\_ Grotto will hold its first annual Smile Fest Dinner in support of the Humanitarian Foundation on (Date). We are inviting select Grotto members and non-members to help underwrite our Smile Fest Dinner with an individual or corporate gift. A dinner that is underwritten raises more funds for the following reasons:

- ∞ The one-time gifts and pledges are much greater. If people purchase a ticket to an event, they feel they have done their part and won't make further donations.
- ∞ Donors at the event can be assured that, because of underwriting, any gifts they make will go directly to dental services for children with special needs, which is an incentive to give.
- ∞ Because "your smile gets you in the door" at this event, and invitations are peer-to-peer, more people will attend, which will result in increased awareness of our Grotto and the Humanitarian Foundation, and more donations.

The goal for our first dinner is \$ \_\_\_\_\_. This will enable us to provide dental care for \_\_\_\_\_ more children with special needs.

Jane and John, will you please consider an underwriting gift of \$ \_\_\_\_\_? We are depending on your support to make this year's Smile Fest Dinner a success!

APPENDIX C

**Underwriting Commitment  
Humanitarian Foundation  
Smile Fest Dinner**

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone (Home) \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell) \_\_\_\_\_

Underwriting Levels:

Bronze	\$100 - \$199
Silver	\$200 - \$499
Gold	\$500 – \$999
Platinum	\$1000+

- YES, I/We will help underwrite the dinner at the \_\_\_\_\_ level.  
Enclosed is our donation of \$\_\_\_\_\_.
  
- YES, I/We will help underwrite the dinner at the \_\_\_\_\_ level.  
We will send to donation of \$\_\_\_\_\_ by \_\_\_\_\_.
  
- Please DO NOT list my/our name on the program.
  
- NO, sorry. I/We will not be able to help underwrite the dinner this year.

## APPENDIX D

### Table Host Invitation Letter

Dear Prophet \_\_\_\_\_,

Plans are currently underway for our Grotto's Smile Fest Dinner fundraiser on (Date) \_\_\_\_\_. This will be an opportunity for us to invite non-members to learn more about the Grotto and the work of the Humanitarian Foundation.

This year we are asking if you would be willing to lend your support by volunteering to be a Table Host at the Dinner. There is no financial commitment on the part of Table Hosts! Generous supporters (or name the sponsors) are underwriting the event. Your key role is to fill your table of \_\_\_\_\_ (eight or 10), including you and your spouse.

Because the purpose of this event is to **raise funds**, it will be important to invite those people you believe have both the interest and ability to make a gift. Also, because this event is being underwritten, there is no charge to those attending. However, we want our guests to understand in advance that this is a fund raising dinner and that seats are therefore reserved for adults only.

I am hopeful that you will agree to help in this manner. Either \_\_\_\_\_, our Smile Fest Chairman, or I will follow up with you in the next few days. There will be a gathering of the Table Hosts in the next couple of weeks to go over all of the duties and details involved.

We guarantee you and your guests an evening of good fellowship and heartwarming information as we enjoy a meal together and introduce our guests to the life-changing work of the Humanitarian Foundation.

Thank you for considering an important role in this year's Smile Fest Dinner!

Fraternally,

Monarch

## APPENDIX E

### Membership Recruitment Programs

#### NEW PROGRAM!

##### **\$500 IN REWARDS FOR FORMING A NEW UNIT IN A GROTTO**

This unit could be a clown, mini bikes, choirs, color guard, motorized units etc. In order for a unit to qualify the following guidelines must be met.

1. Unit must consist of at least 6 Prophets and be approved by the Supreme Council Membership Committee.
2. Unit must make at least 2 public appearances per year and this will be verified by unit sending photos to the Supreme Council Office.
3. Unit must be in existence for 1 year before eligible to receive the \$500.
4. Every new Grotto unit must submit by laws to their Grotto and to the Supreme Council Office for approval.
5. No pre-existing units will qualify for this program.

##### **VIP PROGRAM**

Any Prophet who sponsors a new member or reinstated member who has been out of the Grotto for at least 13 months between May 1<sup>st</sup> and April 30<sup>th</sup> will be awarded a **VIP** pin and card and is entitled to attend the Grand Monarch's VIP lunch at the Supreme Council Convention in Pittsburgh, Pennsylvania.

##### **VIP (UNDER 40)**

In addition to the VIP program, anyone sponsoring a new or qualified reinstated Prophet that is under 40 years old will receive a special (under 40) pin.

##### **KEY PROPHETS**

Any Prophet sponsoring three new or qualified reinstated members between May 1<sup>st</sup> and April 30<sup>th</sup> will be awarded a distinctive **GOLD** Key emblem. Any Prophet sponsoring 5 new members will receive a **RUBY** Key and for 7 or more new members a **DIAMOND** Key. A Prophet will receive one (1) key of the highest level he has earned. If in attendance at the Supreme Council Session, the key will be presented by the Grand Monarch.

##### **SLEEP ON US**

The first ten (10) Prophets sponsoring 10 new or qualified reinstated Prophets between May 1<sup>st</sup> and April 30<sup>th</sup> will receive one (1) FREE night stay in the convention host hotel during the Supreme Council Session. The first Prophet to sponsor twenty-five (25) new Prophets will receive four (4) free nights at host hotel.

##### **RECRUITER OF THE MONTH**

The Prophet sponsoring the greatest number of new members initiated in the entire Realm in any month, with a minimum of two (2), will receive a **\$100 cash** award. The initiation report must be turned in to Supreme Council office by the close of the following month. Awards will be split if a tie occurs.

### **MASTER MASON NIGHTS**

The Supreme Council will reimburse a Grotto 50% of the cost, up to \$ 300, for a Master Mason night once a year. Contact the Supreme Council Office for details and A REGISTRATION FORM. Pre-approval of the event must be obtained.

### **MASONIC HOSPITALITY**

The Supreme Council will reimburse a Grotto 50% of the cost, up to \$300, for sponsoring a hospitality event at a Masonic gathering. This must be pre-approved and is limited to one (1) per year.

Examples: ONE-DAY CLASSES, GRAND LODGE, SCOTTISH RITE, LOCAL LODGES, CHAPTER, COUNCEL, COMMANDERY, SHRINE, ETC. You must present your program for pre-approval and obtain forms from the Supreme Council Office.

### **LODGE VISITATIONS & REFRESHMENTS**

We will reimburse a Grotto up to \$75 for attending and providing refreshments at a Blue Lodge Meeting. You must obtain pre-approval and form from the Supreme Council Office.

### **“ IT’S GREAT TO BE A GROTTO PROPHET ”**

Booklets are available at no charge from the Supreme Council office. A Grotto may have up to 100 per year. Sufficient quantities will be given to every candidate of a one-day class if allowed by the Grand Lodge of that Jurisdiction.

### **TRADE SHOW STYLE DISPLAY**

An eight-(8) foot tall display is available for MASONIC HOSPITALITY and other similar events where a large number of Masons are present.

### **GRAND MASTERS RECRUITMENT**

The Supreme Council Membership Committee will pay the \$50.00 “Prophet at Sight” cost for any Grand Master or Deputy Grand Master, joining the Grotto.

### **REINSTATEMENT CONTEST**

Cash prize to the Grotto with the most reinstatements in the same calendar year.

Grotto Size:

01 to 100	\$100.00
101 to 200	\$100.00
201 to 300	\$100.00
301 + up	\$100.00

**Winners must show an increase in membership for the year. In case of a tie, money will be divided.**

APPENDIX F

SAMPLE CONFIRMATION CARD

**We're Expecting You!**

This is to confirm your seats for \_\_\_\_\_  
at the XYZ Grotto Smile Fest Dinner  
on Thursday, April 1.

We're expecting you!



Benefiting the Humanitarian Foundation

**XYZ GROTTO  
SMILE FEST DINNER**

**Thursday, April 1  
7:00 PM - 9:00 PM  
123 Broad Street  
Any Town, State 12345**

Dinner is complimentary.  
Adults only, please, seating is limited.  
An opportunity to make a financial gift  
will be extended.

APPENDIX G

SAMPLE INVITATION

**You're Invited**

Please join the XYZ Grotto for its First Annual Smile Fest Dinner benefiting the Humanitarian Foundation and the Dental Care for Children with Special Needs Program.

**XYZ GROTTTO  
SMILE FEST DINNER**



**Thursday, April 1  
7:00 PM - 9:00 PM  
123 Broad Street  
Any Town, State 12345**

RSVP

-----  
Dinner is complimentary. Adults only, please, seating is limited.  
An opportunity to make a financial gift will be extended.

## APPENDIX H

### Table Host Guest List

Prepare list based on number of people seated at the table, for example, eight or 10. Fill out information for each guest.

Submit to Smile Fest Chairman two weeks prior to Smile Fest Dinner.

Fill out second Guest List at the dinner to record any changes from your original list.

Host Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## APPENDIX I

### TABLE HOST CORRESPONDENCE

#### Sample #1

Letter to Guests Who Attended Who Made Gift (May be hand written)

Date

Dear Jane and John,

Thank you for joining us at the Smile Fest Dinner. We are so glad you had the opportunity to learn about the Dental Care for Children with Special Needs Program and understand why this charity is so special to us.

We appreciate your gift of \$\_\_\_\_\_ in support of the Humanitarian Foundation. It will make a difference in bringing special smiles to special children.

Please remember to contact us if you become aware of children in the area who could benefit from this program.

Sincerely,

#### Sample #2

Letter to Guests Who Attended Who *Didn't* Make Gift (May be hand written)

Dear Jane and John,

Thank you for joining us at the Smile Fest Dinner. We are so glad you had the opportunity to learn about the Dental Care for Children with Special Needs Program and understand why this charity is so special to us.

We hope you enjoyed the evening and went away encouraged by the wonderful work that is being done by the Humanitarian Foundation.

Please contact us if you ever have questions about the Grotto or the Foundation, or if you become aware of children in the area who could benefit from this program.

Sincerely,

## APPENDIX I

### TABLE HOST CORRESPONDENCE

#### Sample #3

Letter to No Show Guests

Include a dinner program, a pledge card and a return envelope

Date

Name

Address

City, State, Zip

Dear Jane and John,

Last Thursday we had a terrific time at the \_\_\_\_\_ Grotto's Smile Fest Dinner. I wish you could have heard the presentation by \_\_\_\_\_ and the story of how the Humanitarian Foundation was able to assist (first name) with his/her dental care. I believe you would have been encouraged, as we were, to learn more about the Dental Care for Children with Special Needs Program.

Since you were not able to be with us, we decided to bring the program to you! We have enclosed a copy of the Smile Fest Dinner program that details the evening's events and provides information about the program in this area. And, if you are able at this time to help us achieve our goal for the dinner of \$ \_\_\_\_\_, please indicate your response on the enclosed card and send it in the envelope provided.

Thank you for your interest in the Humanitarian Foundation. If you have questions about the program, or the \_\_\_\_\_ Grotto, please do not hesitate to contact us.

Sincerely,

APPENDIX J

**Smile Fest Dinner  
Requisition Form**

Complete and send to Humanitarian Foundation Office three weeks prior to Smile Fest Dinner

Grotto: \_\_\_\_\_

Date of Smile Fest Dinner: \_\_\_\_\_

We are planning to have \_\_\_\_\_ number of tables.

Indicate size of tables: \_\_\_\_\_

We are planning for \_\_\_\_\_ guests.

Please send

\_\_\_\_\_ Copies of *Providing Dental care of Children with Special Needs One Smile at a Time...*

\_\_\_\_\_ Copies of *It's Great to be a Grotto Member!*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## APPENDIX K

The \_\_\_\_\_ Grotto Smile Fest Dinner  
Humanitarian Foundation  
Date

### AGENDA

PERSON	TIME	TOTAL MINUTES	ACTIVITY
Guests	6:30 – 6:59		Registration, Seating
Monarch	7:00 – 7:03	4	Welcome Introduce Chaplain
Chaplain	7:04 – 7:06	3	Invocation
Guests Served	7:07 – 7:44	38	Dinner
Monarch	7:45 – 7:52	8	Introduce Program Introduce EC Thank Volunteers Introduce Video
Video	7:53 – 8:00	7	Humanitarian Fdn. Video
Monarch	8:01 – 8:03	3	Introduce Guest
Child/Family Testimonial	8:04 – 8:08	5	Personal
Monarch	8:09 – 8:11	3	Introduce Guest
Dr. Smiles or Local Dentist	8:12 – 8:41	30	Special Message
Appeal Person	8:42 – 8:51	10	Appeal Explain Pledge Cards
Table Hosts	8:52 – 8:56	5	Collect Cards Envelopes
Monarch	8:57 – 8:36	<u>4</u>	Benediction, Closing
		120 minutes	

## APPENDIX L

### Personal Testimonial Sample Interview Script

1. Monarch introduces Grotto's Dr. of Smiles
2. Dr. of Smiles: It has been my pleasure to serve as the \_\_\_ Grotto's Dr. of Smiles for \_\_\_ years. It is always gratifying to see children and families helped through the generosity of our Grottoes and friends. Tonight we want to show you what the Humanitarian Foundation is all about. I'd like to introduce you to our special guests, the \_\_\_\_\_ family.
3. Parents and child/client come on stage.
4. Interview begins:

Dr. Smiles: Welcome. It is wonderful to have you here with us this evening. Let's start out by asking, do you have dental insurance?

Family: Answer...(Yes or no, this is an opportunity to talk about the high expense of dental insurance, and/or dental care, and/or availability of care for children with special needs.)

Dr. Smiles: How did you first learn about the Dental Care of Children with Special Needs program?

Family: Answer...

Dr. Smiles: Tell us a little about Child's Name's condition and need when you sought help

Family: Answer...

Dr. Smiles: What services did Child's Name's receive and what were the results?

Family: Answer...

Dr. Smiles: What difference has this service made in the life of your family?

Family: Answer...

(Dr. Smiles: Ask Child's Name's to say something, if appropriate)

Dr. Smiles: Thank you. Let's give Child's Name's and his/her family a big hand.

## APPENDIX M

# Sample Scripts for the Appeal

## Sample #1

### 1. Personal Remarks

Tell them who you are and your history with the Humanitarian Foundation and the Grotto (if applicable).

*Example: Good evening. My name is Joe Smith and I have been a Grotto member for 20 years. As this Grotto's Dr. of Smiles, it has been my privilege for several years to meet the children from this area who have received dental care through the Humanitarian Foundation...*

*Example: Good evening. My name is John Doe and I am one of the dentists who provide services to children with special needs. I have seen first-hand the difference the Humanitarian Foundation makes in the lives of children from this area...*

### 2. How the Humanitarian Foundation Makes Lives Better

**Need:** Reiterate factual information the main speaker may have covered and/or refer to the personal testimony.

Other Facts:

More than 9.4 million, or 12.8 percent, of children in the United States have special health care needs. Mental retardation, cerebral palsy and muscular dystrophy are just a few of the debilitating diseases that plague these children. Such disabling conditions can result in higher risks for dental problems such as tooth decay, enamel irregularities and gum infections as a direct result of special diets and certain medications. Special needs children are often unable to express or understand the pain they experience due to dental problems, but families of special needs children are aware of the need for dental care. According to a recent Department of Health and Human Services national survey of children with special health care needs, families reported that the service most commonly reported as needed, but not received, was dental care. Additionally, the perceived need for dental care for special needs children exceeded the need for either preventive or specialty medical care.

**Impact:**

Providing costly dental care for families already overwhelmed by the demands and expense of raising a special needs child can reduce stress in the family and improve the physical and emotional health of the child.

Last year, this Grotto served \_\_\_\_\_ children and families.

**Goals for next year:** Our Grotto would like to serve \_\_\_\_\_ more children next year.

### 3. The Pledge

I know that the amount you choose to give tonight comes from the fruit of your labor. You worked for it and you want it to benefit lives. As a financial contributor myself, so do I. I can tell you that your contribution will directly benefit the lives of the children represented here tonight, along with thousands of others.

Steps to follow:

- ∞ Table Hosts, please distribute a pledge card and pen to your guests.
- ∞ Ladies and Gentlemen, please fill out your name and address completely so we know that you were here this evening.
- ∞ On behalf of the \_\_\_\_\_ Grotto this evening, we would like to be able to provide services to \_\_\_ children next year. That's \$\_\_\_\_\_.
- ∞ Remember, none of this money comes from state or federal funds. And, there are friends here tonight who underwrote the dinner so that your gift can go directly to supporting the Humanitarian Foundation.
- ∞ Please enclose a gift tonight that will go directly to services tomorrow.
- ∞ Or, you may want to consider a monthly gift. This gift will allow us to continue our work daily knowing that we have your monthly commitment.
- ∞ Walk through the remaining items on the pledge card.
- ∞ We will take a few minutes for a song as you and your spouse consider your gift tonight.
- ∞ When you have completed your card, please place it in the envelope being passed around by your Table Host.
- ∞ (After hearing a song or pausing for a few minutes...) On behalf of our clients, the members of the \_\_\_\_\_ Grotto and the Humanitarian Foundation, thank you for your consideration and generosity.
- ∞ Call up the person closing the evening.

## APPENDIX M

# Sample Scripts for the Appeal

## Sample #2

### 1. Transition Statement

“It’s not a surprise tonight why we are here...”

“It is a real privilege for me tonight to ask you to invest in the mission of the Humanitarian Foundation.”

“It says the Lord loves a cheerful giver and that must be why I’m up here because I’m happy about supporting this organization and I want you to be happy about it, too.”

### 2. Facts and Figures:

Refer to the brochure, banquet program or the screen:

“Please take a look at the \_\_\_\_ with me...”

Point them to client statistics and the impact you are making.

Point them to the costs of providing services.

Emphasize that you are a cost-effective organization,

### 3. Goals & Dreams

You must envision them to give by sharing with them what you want to accomplish in the next year.

Point them to specific goals listed in the brochure, banquet program, or on the screen.

### 4. Here are the ways to give:

One-time gift

Monthly pledge

### 5. Fill Out the Pledge Card

Take guests through the pledge card so they know how to complete it. Then give them several minutes to discuss with spouse the amount of their gift. Explain what to do with their pledge card once they are finish

## APPENDIX M

# Sample Scripts for the Appeal

## Sample #1

### 1. Personal Remarks

Tell them who you are and your history with the Humanitarian Foundation and the Grotto (if applicable).

*Example: Good evening. My name is Joe Smith and I have been a Grotto member for 20 years. As this Grotto's Dr. of Smiles, it has been my privilege for several years to meet the children from this area who have received dental care through the Humanitarian Foundation...*

*Example: Good evening. My name is John Doe and I am one of the dentists who provide services to children with special needs. I have seen first-hand the difference the Humanitarian Foundation makes in the lives of children from this area...*

### 2. How the Humanitarian Foundation Makes Lives Better

**Need:** Reiterate factual information the main speaker may have covered and/or refer to the personal testimony.

Other Facts:

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## APPENDIX N

### Budget Planner

Projections\*

#### Income

12 tables of 8 = 48 couples x 100

Gifts the night of banquet	2,800.00
Pledges	2,000.00
Underwriting	2,500.00

**Total Estimated Income** **\$7,300.00**

#### Expenses

Facility & Meals	
96 @ 15	1,440.00
Tip/Gratuity 1440 x 18%	259.20
Printing	
Confirmation Cards, Invitations	150.00
Programs	100.00
Equipment Rental	
Podium & Microphone	75.00
Miscellaneous Expenses	
Postage	35.00
Flowers	50.00
Gas card for Child/Family	50.00

**Total Estimate Expenses** **\$ 2,159.20**

**Total Net Income** **\$ 5,140.80**

***Gift to Humanitarian Foundation*** **\$ 4,800.00**

***Grotto retains remainder of Underwriting, after expenses*** **\$ 340.80**

\*This is a sample using costs which will vary significantly depending on where you hold the dinner, meal selection, etc.