

TFN PRESENTS

ONWARD!

WATCH PARTY HOSTING GUIDE

WEDNESDAY, NOVEMBER 3, 2021

6:45 P.M. PRE-SHOW

7:00 P.M. VIRTUAL EVENT

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HOST A WATCH PARTY!

WHAT IS A WATCH PARTY?

In a hybrid event landscape, hosting watch parties is a great way to get community involved in raising awareness and financial support for TFN. A watch party is part of having a meaningful gathering, where you purposefully invite people to screen TFN's upcoming virtual event at home. The goal is to support TFN by bringing together a close circle of friends in a small intimate gathering.

WHO DOES WHAT?

The host's responsibility is to plan and execute the watch party with a small group of friends in their home. The fun of hosting is that each host gets to design their own mini gala. Hosts are responsible for the food, beverages and guests for the evening. TFN will partner with you to provide a viewing instructions, donation information, and communications.

WHAT IS YOUR FUNDRAISING GOAL?

As a host you can have a lot of influence over people's giving. By making a donation yourself and setting a fundraising goal beforehand you can create an environment for your friends to support you in reaching that goal by sharing that story during the event.

For example: "I am hoping we can raise \$5,000 tonight. I am personally giving \$500 and hope that each of you can help me reach that big goal of \$5,000 as a group."

WHAT ARE SOME COVID CONSIDERATIONS TO KEEP IN MIND?

As a host, the watch party can look and feel any way you want it to, with safety precautions taken to ensure the comfort and safety of you and your guests. First and foremost, check and follow [CDC Guidelines](#). Additionally, consider asking your guests if there is anything they need to feel comfortable attending. Some suggestions for hosts are:

- ☀ Communicate in advance how many people will be invited
- ☀ Ask guests to stay home if they have been exposed to COVID or are not feeling well
- ☀ Let guests know if the gathering will be held outdoors or indoors

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WHAT ARE SOME KEY ELEMENTS FOR A SUCCESSFUL WATCH PARTY?

To host a successful watch party, the host first needs to identify a guest list and determine the attendee cap, set clear expectations for invitees and provide specific direction to guests. Other key elements for a successful watch party include:

- ☀ Identify the “why” of the gathering and make it personal to you
- ☀ Set a fundraising goal in advance
- ☀ Invite those unable to attend to still tune in and participate
- ☀ Communicate to your attendees all event details, including date, time, address, COVID restrictions, etc.
- ☀ Test your TV set-up prior to the watch party event day
- ☀ During the event and prior to the screening, you can share with your guests why TFN matters to you and thank them for attending. This is also an opportunity to share how you’re affiliated with TFN and inspire people to give
- ☀ Be present during the screening to help encourage people to donate during the fundraising appeal and throughout the screening
- ☀ Following the event, make sure to thank your guests for attending and donating

HOW DO YOU SET UP YOUR BROADCAST?

There are a few ways you can view the broadcast on your TV:

- ☀ TFN will provide a password-protected link for the virtual event.
- ☀ If your computer has an HDMI port, use an HDMI cable and connect your computer to the TV manually. Here is a [how-to video](#) on this. Once connected you can simply view by entering the virtual event link into your internet browser.
- ☀ You can wirelessly pair your device with your smart TV via screen mirroring. Here are how-to videos for [iPhone](#), [Android](#) and [Samsung](#) users.

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START-TO-FINISH CHECKLIST

4 WEEKS OUT

- Pick a location, date and time
- Set a fundraising goal
- Create your guest list, send over evites
- Plan the food and drink menu

1 WEEK OUT

- Coordinate any food, drinks, etc. you may need for the event
- Send an e-mail communication to confirmed guests with event details
- Send an email reminding guests they can still RSVP for the watch party
- Prepare talking points if you plan to speak more on the mission and reason for gathering

DAY OF EVENT

- Set up and test audio and video equipment
- Prepare your space, food and drinks
- Be present to help answer questions as needed
- Enjoy the Virtual Event!

AFTER THE EVENT

- Send a personalized thank you to your guests
- Check-in with TFN about your watch party

**MORE QUESTIONS?
NEED ASSISTANCE?**

Reach out to Sabrina Sha at TFN at sabrinasha@tfn.org or 512-212-5041