

## VIRTUAL WATCH PARTY GUIDE

### What You Need to Know to Host a Virtual Watch Party

- 1) Purchase a Raise the Region Sponsorship at any level, \$250 or more.
- 2) Decide if your party will be in person (either as a dinner party in your home or a cocktail party on your patio, depending on Virginia's guidelines on gathering in small groups) or a virtual gathering online.
- 3) Invite your guests to join you! Share the PDF invitation and ask your guests to [REGISTER HERE](#) to participate in the event. ***There is no limit on the number of guests you can invite – the more, the merrier!***
- 4) For a virtual gathering, create a [Zoom profile here](#) (you will need a Pro account since our event will be longer than 40 minutes) or use [Google Hangouts here](#) for free.
- 5) **Sponsoring at \$5,000 or above?** The first 10 sponsors at this level to host a Watch Party will enjoy a ZOOM BOMB! A Community Foundation VIP will be “bombing” your party during the evening, to be arranged with you in advance. Share your Zoom or Google Hangout Party link with each of your guests and with the Community Foundation. Make sure to let us into your waiting room!

### EVENT DAY: Friday, October 2, 2020

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| 6:30 pm | Sign into your Zoom or Google Hangouts Party and Welcome your Guests! Share food and cocktails and/or encourage your guests to come with food and beverages in hand.  |
| 6:45 pm | Open your Web Browser and <a href="#">Click this Link</a> to stream the video. Share your Screen. Encourage your guests to have their phones handy to participate in our auction and support their community. |
| 7:00 pm | <b><u>PROGRAM BEGINS:</u></b> Tune in as Leon Harris, Master of Ceremonies, kicks off the Raise the Region program.   |
| 7:15 pm | <b><u>Engagement Challenge:</u></b> Encourage your guests to place bids on auction items for a chance to win a gift card.   |
| 7:40 pm | <b><u>Engagement Challenge:</u></b> Encourage your guests to make a donation to support the critical work of the Community Foundation for Northern Virginia.  |
| 8:00 pm | Video portion concludes. Thank your guests, and feel free to linger, chat, and discuss why you support the Community Foundation's work.   |

## VIRTUAL WATCH PARTY TROUBLESHOOTING Q&A

**Q: How many guests are included with each Watch Party?**

A: As many as you'd like to invite! There is no limit to the size of your watch party.

**Q: My guests have not received the "check in" link. How can I register them?**

A: Invite your guests to visit [www.cfnova.org/raisetheregion](http://www.cfnova.org/raisetheregion), and click the login/register link.

**Q: Can we chat with other guests?**

A: Yes! You can use the chat through our auction platform once you are logged in.

**Q: Will there be special promotions and opportunities to engage guests throughout the event?**

A: There will. Please encourage your guests to share screenshots, comments, and photos on social media using the hashtag #RaisetheRegion. Place bids on auction items by 7:30 pm, and make a donation by 7:45 pm. Winners will receive a gift card and will be announced through the event chat function as well as through a text message sent to all registered guests.

**Q: When will the auction close?**

A: The auction will close at 8:00 pm on Monday, October 5<sup>th</sup>, allowing time to continue bidding and supporting the Community Foundation through the weekend.

**Q: How will auction items be sent to winners?**

A: Community Foundation staff will mail all items to winners during the week of October 5, 2020, to the mailing address guests enter upon registration. For larger items that need a coordinated delivery, guests will hear directly from Community Foundation staff to make arrangements.

*For Watch Party Technical Support during the event, contact Megan Niewold at [megan.niewold@cfnova.org](mailto:megan.niewold@cfnova.org) or 703-347-7419.*