First things first – thank you. Love146 is deeply grateful for your willingness to host Hope is Brewing. This guide will walk you through the process of hosting a fundraiser at a brewery in your city. By hosting a Love146 event, you are choosing to be an active part of the solution for the children we work with. Hope is Brewing is an incredible way to connect your community to the mission of Love146.

Love146 is an international human rights organization working to end child trafficking and exploitation through Survivor Care and prevention programs. The trafficking and exploitation of children is one of the darkest stories and most severe human rights abuses imaginable. But for us, the hope of ending it is a reality. Love146 is helping grow the movement to end child trafficking while providing effective, thoughtful solutions. We believe in the power of love and its ability to effect sustainable change. Love is the foundation of our motivation.

On behalf of the children we serve, thank you for your passion and willingness to take a stand against child trafficking.
A letter from our president:

Dear friend,

The reality of child trafficking and exploitation can seem overwhelming. The staggering statistics surrounding this reality can even be paralyzing. Yet there is another aspect of this reality. There is hope. As awareness of this injustice grows, so does the action to end it. Love146 offers practical and effective solutions through Prevention and Survivor Care.

By initiating a Love146 event you are now part of the hope and solutions for these children. Abolishing child trafficking and exploitation takes commitment and work. It will also take a collective shout from people who are adding their voices to the voices of children who are not being heard.

Child trafficking and exploitation is rampant in our time, and the grossest atrocities are being committed against the most vulnerable – our children. With your action, we can turn the harsh reality these children face daily into a reality full of hope, life, and restoration.

On behalf of the children we serve, thank you for your passion and action. Thank you for joining in the collective shout.

Rob Morris
Love146 President & Co-founder
The Hope is Brewing event was originally organized by a Task Force in Houston, Texas. It was a fun idea that ended up being a huge success — it raised nearly $15,000! Love146 in Texas has since hosted the event annually. Although this guide is geared for hosting an event at a brewery, you could also host a similar event at a coffee shop if your town doesn’t have (or isn’t excited about) a brewery. Use this event packet as a guide, but feel free to adapt this event as your own!
Things to consider:

Take some time to learn about Love146. Spend a few hours studying our volunteer resources or reading through the 146 Handbook individually. These resources will walk you through various topics around human trafficking and enable you to represent Love146 with a deep understanding of the organization. Also check out the FAQs on our website.

Make sure you and your event planning team can answer the following questions:

- How did Love146 get their name?
- What does Love146 do?
- Where does Love146 work?
- Does Love146 provide rescue?
- Does trafficking really happen in the US/your state?

Planning an event can be overwhelming; this packet will guide you along the way. You should find everything you need to know and more about Hope is Brewing in this packet. Should you have questions or need additional support, please don’t hesitate to reach out to your Love146 contact.

Consider gathering a team to help you plan. This shouldn’t be a solo event! A team will help provide support, multiply resources, and increase influence.

Make sure that you and your team have at least two months (this guide is for two months, but you may feel more comfortable planning the event in three months) to plan, broadcast, and execute the event. Schedule frequent meetings to make sure everyone is on the same page.

Lastly, have fun! You are about to embark on an exciting and meaningful adventure.

IMPORTANT:

Questions? Please email events@love146.org.
Form your event team:

Your team will serve as the foundation for your event and should be done as soon as possible.

- Choose people with unique personalities and specific skills. Have everyone play into their strengths — whether it’s event planning, graphic design, networking, administration skills, or volunteer management!

- Everyone has different connections that could be useful in hosting a successful event. Encourage people to dig deep and ask others to join the cause. Consider all the different ways people can connect to the event: from sponsorship, to donations, to publicity, to invitations.

- Set dates to meet and report on the progress of your event. This is crucial for the success of your event.

- Set deadlines each week until the event so that you can ensure everything will be accomplished on time.
Guest count and target audience:

Hosting an event at a brewery is a great way to invite people to learn more about Love146.

- Brainstorm with your team how many people you want at the event.
- Consider your connections and the type of people you will invite. Here are a few questions to help you discover your ideal guest list:
  - Do you want to allow guests who are 21 and under to attend? How will you distinguish who is under 21? (Tip: Hope is Brewing Houston identified guests at the door and marked those under 21 with an “X” on their hands.) Some breweries are able to offer root beer as an alternative.
  - Do you want to make this a family-friendly event?
  - Feel free to invite faith communities, but be aware that some faith communities may not participate.
- Depending on your target audience, figure out the best way to connect with them. Would your audience rather see a Facebook invite or would they be more likely to respond to an email or printed flyer?

Choose a venue:

- Using your estimated guest count, spend time researching venues that can accommodate your event and your budget. (Tip: Look for venues that can hold between 100-300 people.) Hope is Brewing Houston had about 200 attendees.
- Should you have multiple venue options, choose a venue that will be conveniently located for your guests. Consider factors like rush hour traffic and parking space.
- Depending on the venue, you may need to book the space more than two months in advance.
BUDGET & TICKET PRICES
Brewery rental prices:

Check with your local brewery about how much it would cost to rent the space for the event, and for how much the cost would increase depending on the amount of people present.

Ticket pricing:

- Consider utilizing an early bird special to encourage people to buy tickets early to help with catering numbers. Many people wait until the last week or two to buy tickets. Should you choose to do an early bird special, we recommend offering 10% off.

- Hope is Brewing Houston offered 3 types of tickets:
  - $35 (General Admission: dinner and beer included)
  - $50 (Summer Pils: dinner, beer, brewery tour, and custom Hope is Brewing pint glass included)
  - $75 (Divine Reserve: dinner, beer, brewery tour, custom Hope is Brewing pint glass, gift bag, and Love146 t-shirt included)
  - Tip: for ticket names, come up with something creative! Hope is Brewing Houston used the names of different brews at Saint Arnold Brewing Co.

- By adding various perks to the different ticket levels, Hope is Brewing Houston was able to increase the ticket prices. You might feel more comfortable making all the tickets $50. Remember, this is just a guide.

Our pilot event in Houston had about 200 people in attendance, and it was held at Saint Arnold Brewing Co. The cost for the space and unlimited drinks for all guests was $1,000.
Hope is Brewing custom pint glass:

Hope is Brewing Houston offered a custom pint glass to guests who bought above the general admission level. Creating a custom keepsake for your event is a great perk for ticket levels and a fun way for guests to remember the event.

*(Tip: consider designing a simple logo that only involves one or two colors. It will help to lower the cost per glass.)*

Gift bags:

- **Hope is Brewing Houston** offered gift bags for the highest ticket level. Gift bags require a decent amount of work to put together, but are great perks to offer when considering selling tickets at different price points.

- Consider your team resources. Can you find items to be donated to fill the gift bag or would you need to buy items? If you have to buy the items, make sure to evaluate if they are worth the upfront expenses.

- **Hope is Brewing Houston** gift bags included a Love146 t-shirt, a Love146 sticker, and a Hope is Brewing pint glass.
Sponsorship:

Encourage your team to ask local companies to underwrite the event. You can ask a company to sponsor at any level. If you are unfamiliar with this process, try asking for sponsorships ranging anywhere from $500 to $3,000. Offer various levels of recognition and/or complimentary tickets, depending on the sponsorship level.
EVENT COMMUNICATIONS
Flyers/invitations:

- Before designing anything, make sure you read through the Love146 style guide. This guide will familiarize you with Love146’s brand and style.

- Consider creating flyers or basic invitations that you can post on local bulletin boards in coffee shops or pass out among your friends.

- Tip: For those of you who aren’t sure what to put on the invite, use a picture of your city’s skyline or the brewery. Color the image and pick a font for your event. Add the event details and Love146’s logo and you will be good to go!

Social media:

- Utilize social media to your advantage. Get your team to post regularly about your event. Share photos of the venue or an event flyer and include all the event information, as well as how to buy tickets.

- Share Love146’s posts and include your event as way to get involved.

- Create a hashtag to tag all your posts (for example, #HopeIsBrewingHouston) and always tag Love146 in your posts so that people can click through to learn more.
**Local platforms:**

Consider reaching out to local newspapers or event listing websites such as “365 Things To Do in Houston” as way to spread the word about your event.

**Email blasts:**

Consider using an email platform to help you design graphically appealing mass emails.

**Downloads:**

You can find a variety of downloads and resources on the Love146 website by visiting our Resources Page, which includes the following items:

- Photos
- Videos
- Love146 Style Guide
- The 146 Handbook (a guide to help you learn more about Love146 and human trafficking)
Gather volunteers:

Depending on the size of your event and your event planning team, you may need to recruit additional volunteers for the night of Hope is Brewing. Decide how many volunteers you need and make sure to highlight any opportunities on your event webpage or social media posts.

Common volunteer needs include:

- Set-up
- Greeters
- Registration table
- Love146 resource table
- Clean up

In order to make sure your volunteers are equipped and knowledgeable, consider hosting a volunteer training the week before the event. A volunteer orientation will allow you to assign volunteer roles, explain expectations for the night of your event, and allow you to share more about Love146. Make sure your volunteers can answer the questions listed in the “Things to Consider” section.
SAMPLE EVENT TIMELINE
8 weeks before:

- **GATHER YOUR TEAM AND ESTABLISH EXPECTATIONS.**
  Use this meeting to assign roles to each teammate. Decide how often you want to meet together as a team throughout the event planning process.

- **ESTABLISH 2–3 PREFERRED DATES FOR THE EVENT, AS WELL AS ITS START TIME AND DURATION.**

- **RESEARCH AND CREATE A LIST OF POSSIBLE VENUES.**

- **START CONTACTING VENUE OPTIONS TO GET AN IDEA OF PRICE POINTS AND AMENITIES.**
  Tip: Be sure to ask about the variance of price depending on how many people are attending. Some breweries might charge more for more people.

- **CONTACT EVENTS@LOVE146.ORG TO ASK ABOUT PRINTED MATERIALS, AVAILABLE RESOURCES, ETC., AND TELL THEM ABOUT THE EVENT.**

- **IF YOUR EVENT IS LOCATED NEAR A LOVE146 OFFICE IN NEW HAVEN, CT OR HOUSTON, TX, CONSIDER INVITING A STAFF MEMBER OR BOARD MEMBER TO YOUR EVENT.**
7 weeks before:

- **Determine When and Where the Event Will Be.**
  Take steps to sign a contract with the venue and pay the deposit. Try to do this at least 6 weeks out—you don’t want someone to reserve the venue for your ideal date!

- **Set a Fundraising Goal with the Event Planning Team.**
  Tip: The best way to calculate a fundraising goal is to estimate the event costs and project the event profit.

- **Use This Week’s Team Meeting to Finalize Your Action Plan and A To-Do List, and To Ensure Team Member Accountability.**

6 weeks before:

- **Strategically Think About the Various Communities You Want to Invite and How You Can Get Connected with Them.**

- **Create Your Own Fundraising Website Through Love146.**
  Update the webpage with the event details and photos.

- **Invite People As Soon As Possible!**
  This should be done no later than six weeks before the event. You want to give people enough time to plan ahead and give yourself enough time to spread the word. If you are choosing to use an early bird sale, introduce the early bird rates for the next two weeks. Full price tickets should be used for the last month prior to your event.

- **Consider Using a Free Online Invitation or Email Platform to Save on Printing Costs.**
5 weeks before:

- Ask local companies and business connections to consider sponsoring the event. Many companies will sponsor local events, especially when it is for charity.

- Connect with local restaurants and grocery stores to see if they are able to donate items or cut you a deal on catering costs.

4 weeks before:

- Connect with your event planning team and outside connections to see what types of games or entertainment could be donated or offered. Pub games were a fun element at the Hope is Brewing Event in Houston.
  - Do you know someone who has board games or pub games in mint condition?
  - Do you know someone in a band or who is musically talented? Would they be willing to play at your event?

- Send out a reminder email/invitation to your guests; let them know that this is their last chance to get the early bird rate and that ticket prices will increase soon! Make sure people know about your event.

3 weeks before:

- Walk through the venue and ensure everything is correct on your contract.
  
  Make sure the venue staff have answered all of your questions and you feel familiar with the space. If the venue requires an insurance policy, do some research to purchase an affordable policy.

- Start to gather additional volunteers for the night of your event if you need more people than just your event planning team.
2 weeks before:

☐ **USE YOUR TEAM MEETING THIS WEEK TO PLAN FOR THE DAY OF THE EVENT. ASSIGN EVERYONE THEIR EVENT RESPONSIBILITIES. MAKE SURE EVERYONE IS CLEAR ON THE EXPECTATIONS AND LAYOUT ON THE NIGHT OF HOPE IS BREWING.**

☐ **MAKE A LIST OF EVERYTHING YOU NEED TO BRING TO THE VENUE. STOCK UP ON EVERYTHING YOU NEED SO THAT YOU AREN’T TOO BUSY THE WEEK LEADING UP TO THE EVENT.**

☐ **CONTINUE TO SPREAD THE WORD ABOUT YOUR EVENT! SHARE A NEW INVITE ON SOCIAL MEDIA AND BRING FLYERS TO ANY MEETINGS YOU MAY HAVE IN THE NEXT TWO WEEKS.**

1 week before:

☐ **SEND OUT YOUR FINAL EMAIL REMINDER AND PUSH FOR TICKET SALES!**

   Get people excited and ensure that guests have all the information they need, such as parking, directions, and ticket information. (Should they print their ticket? Can they show their ticket purchase on their phone?)

☐ **IF YOU ARE ASKING VOLUNTEERS TO HELP OUT AT THE EVENT, PROVIDE A BRIEF ORIENTATION MEETING THIS WEEK.**

   The meeting doesn’t have to be more than 45 minutes, but it will be helpful to clarify volunteers’ roles and answer any questions the volunteers may have. (Note: this can be done the night of the event, but it is highly recommended that you schedule it within the week of the event.)

☐ **CONNECT WITH YOUR CATERER TO MAKE SURE EVERYTHING IS IN PLACE AND THEY HAVE EVERYTHING THEY NEED TO DO A GOOD JOB.**

   Reconfirm the guest count, food options, and event information. (What time are the carters arriving? How many staff are coming? How long will set up take? How long will they serve food?)
Day of event:

- **TAKE A DEEP BREATH — THE DAY IS FINALLY HERE! ALL YOUR HARD WORK IS GOING TO COME TOGETHER AND IT’S GOING TO BE A GREAT NIGHT.**

- **USING THE LIST YOU MADE TWO WEEKS AGO, PACK EVERYTHING YOU NEED TO BRING TO THE VENUE AND DOUBLE CHECK YOUR LIST!**

- **MOBILIZE YOUR TEAM AND YOUR VOLUNTEERS! ENSURE THAT EVERYONE FEELS ENCOURAGED AND EXCITED ABOUT THE NIGHT.**
Food:

- Catering can be expensive so watch your overhead costs. Don’t be afraid to ask for a discount. BBQ usually fits in great at a brewery and is affordable. Hope is Brewing Houston offered a BBQ buffet from a local BBQ joint.

- Don’t forget to provide a non-alcoholic drink option such as tea or lemonade.

- Some breweries will offer root beer for those under the age of 21.

Speaker:

Consider spending a few minutes to tell people about Love146 and why you’ve gathered them there. Check with Love146 for video options.

Music:

Some venues will let you connect a device to the sound system so that you can play music. Consider creating a playlist or using a streaming service that doesn’t have commercials to set the mood.
Games:

Consider buying a game for each table so that guests have something to do. Games that have a simple concept and few pieces are best, but get creative and choose games you think your audience will enjoy. Here are some games we suggest that will be a hit: jenga, connect four, dominos, corn hole, bananagrams, ladderball, decks of cards, and hungry, hungry hippos.

Trivia:

Love146’s Hope is Brewing Houston created a one page Texas-themed trivia contest. Guests were allowed to fill out the trivia throughout the night and answers were announced at a certain time. We simply asked people to trade papers with neighbors and “grade” one another’s papers. Volunteers then collected all the game sheets and picked the top three winners. We had first, second, and third place prizes donated by local businesses.
Event checklist:

Here’s a list of items you might want to have at your event. Please feel free to adapt it to fit your event’s needs!

- Love146 mailing list sign-up sheets (email your Love146 contact for the file)
- Love146 brochures (email your Love146 contact to ask about a mail order, or view the online version at love146.org/downloads)
- Pens
- Donation envelopes (purchase a packet from Love146 or use plain envelopes. Tip: make sure you have a safe place to store the donations and mail them to the Love146 P.O. Box as quickly as possible)
- Guest list for check-in (and a list of guests who will receive a gift bag, if applicable)
- Electronics with Internet access (you might have a few walk-ins who want to buy tickets at the door. Tip: consider using a credit card swiper such as Square or PayPal Here to charge credit cards for last minute ticket purchases or donations)
- Pub games
- Trivia sheets
- Playlist and iPod
- Video file and necessary equipment to play video

SAMPLE OF EVENT TIMELINE:

5:30 PM: Setup begins at venue
5:45 PM: Caterers and volunteers arrive
6:00 PM: Team leader provides instructions to volunteers
6:30 PM: Event starts
6:45 PM: Buffet line opens
7:20 PM: Welcome and introduction
7:22 PM: Love146 video
7:25 PM: Speaker
7:35 PM: Brewery tour departs
7:45 PM: Dinner ends
8:05 PM: Tour returns
8:10 PM: Trivia answers announced and prizes given out
8:25 PM: Speaker gives closing thoughts
8:30 PM: Event ends and clean up begins
9:30 PM: Leave venue
FOLLOW-UP CHECKLIST
Send donations to Love146:

It’s best not to mail cash. We recommend depositing the cash and writing a check for the amount instead.

Love146
1800 Camden Road, Suite 107-273
Charlotte, NC 28203

Sign up sheets:

Scan the sign-up sheets from your event and email them to your Love146 contact.

Debrief with your team:

● Take notes and record your thoughts from the event.
● Talk about what went well and what didn’t go well.
● Make notes about what you want improve upon in case you host another event next year.
● Write an email to your Love146 contact with 3 things that went well and 3 things that didn’t go well. Share any inspiring moments with Love146, as well.

Follow up:

Connect with the guests from your event to let them know how much money you raised and to share a few photos from the night. Thank them for coming and share your excitement about how the event went.
THANK YOU FOR ALL THAT YOU DO!

Love146 is one of only a few hundred organizations that has met all 20 standards of charity accountability set by the Better Business Bureau.

No identifiable children pictured in this piece are known to be exploited, and names of those affected throughout this booklet have been changed for protection and privacy.