

Take Action. Host a Third Party Event.

Are you or your organization ready to take action? Do you want to contribute funds to a local organization that cares for our neighbors in need?

If you answered yes, consider hosting an event that benefits Guiding Light Mission. Golf outings, dinner events, music performances, tournaments, car drives, walks...the possibilities are endless. The opportunities each event creates for Guiding Light Mission truly impact the lives of the men in our substance abuse and life recovery program and the patrons of our emergency shelter. The dollars you raise will help support:

- ♦ **Emergency services**, including a day shelter for men in the emergency program; an overnight shelter for men; and meals preceded by Chapel service daily for men, women and children; food baskets through United Way 211 program and Spectrum NOW program.
- ♦ **Residential substance abuse and life recovery** program for men, called START (Spiritual Truth And Recovery Training).
- ♦ **Christian fellowship**
- ♦ **Ongoing support services** for the community, in addition to basic needs provided

Interested in Hosting an Event?

If you would like to host an event to benefit Guiding Light Mission, please submit an Event Proposal Form (form is available for download online, or you may call 616-451-0236 to have a form faxed or mailed to you):

Mail To:

Attn: Jessica Manfrin
Guiding Light Mission
255 S. Division S.E.
Grand Rapids MI 49503

E-Mail To:

Jessica@lifeonthestreet.org

Fax To:

616-451-8723

**Please be sure to review our [Event Guidelines](#) before submitting an [Event Proposal Form](#)*

Need Ideas?

See an extensive listing of Event Ideas for possibilities; feel free to get creative! You may also reach out to Guiding Light Mission staff for suggestions.

Resources for a successful event:

We are excited about your interest in helping us fund our shelter, emergency services, and rehabilitation program. The following resources are designed to help you have a successful event:

- ♦ **Event Checklist** Help avoid unwanted surprises during your planning by using this checklist.
Publicizing Your Event Get the word out to drive attendance and participation.
- ♦ **Resources from Guiding Light Mission** (see reverse side)
Guiding Light Mission staff and volunteers can help with different aspects of your event.
- ♦ **Identity Guide** (logo usage)
Know the guidelines for using the Guiding Light Mission logo in your event materials. Please submit materials that use the GLM logo to Jessica Manfrin for review.
- ♦ **Guiding Light Mission Fact Sheet**
Information about Guiding Light Mission that you may wish to communicate to event participants.

For more information, please contact Jessica Manfrin, Engagement Director at 616-451-0236 ext 17 or email sharice@lifeonthestreet.org.

Guiding Light Mission Resources

You don't have to do it alone! Guiding Light Mission staff is ready to help you with several aspects of your event. If there is an area that you need assistance with that is not listed here, please contact Jessica Manfrin at 616-451-0236 ext 17 or jessica@lifeonthestreet.org.

Communications

We can help publicize your event by including your event on the Events page of the Guiding Light Mission website: www.lifeonthestreet.org. We would also recommend you post your event on other community calendars online.

If you have never written or sent a press release, we can help. Whether you are sending the release before the event (to boost attendance) or after (to share results), Guiding Light Mission can help you write your release and send it out to local media. If you are writing your own release, please have it approved by Guiding Light Mission staff prior to release (see *Policies & Procedures for more information*).

After your event details are confirmed, we can enlist the help of Guiding Light Mission to design an invitation for your event. You will be responsible for the cost of printing and postage.

Guiding Light Mission can help you write fundraising letters or provide sample request letters for you to utilize to publicize the event, solicit sponsorships and in-kind donations. We can also help you with thank you letters to attendees, sponsors, and volunteers. If you provide us with the names and addresses of your event attendees, we can also send these letters (you will be responsible for any printing or postage costs). We would retain these names and addresses and add them to our database, allowing your event attendees to receive updates on Guiding Light Mission.

Event Registration:

For large events like golf outings, cocktail parties, or sporting events, Guiding Light Mission will be happy to handle event registration. We will collect the registration fees and keep track of attendees that have and have not paid. If we are handling registration, we will also send a thank you letter to attendees with tax receipt information at the bottom that includes tax deduction information if applicable.

GLM Materials and Event Participation:

Guiding Light Mission will provide brochures and other materials that give information about our recovery and emergency programs. We will also have someone from Guiding Light Mission attend the event.

Volunteers:

If you need volunteers for your event, Guiding Light can reach out to its volunteer base, but cannot guarantee we can provide them.

Check Presentation:

We will coordinate a time for check presentation that is convenient for your organization. Guiding Light can send out a media advisory to alert the local press about a photo opportunity, or Guiding Light can help you create this.