



Event Host Toolkit Building on Dreams 2024 Avenues for Youth

Thank you for hosting guests at Avenues for Youth's 11th annual fundraising event, Building on Dreams! This year we are celebrating the 30th birthday of Avenues for Youth. This event is an excellent opportunity for your friends, family, and coworkers to learn about Avenues for Youth and the work it does with youth experiencing homelessness in Minnesota. Building on Dreams is an in-person event that features an engaging program and plenty of time to connect with Avenues' community while enjoying appetizers and a variety of beverages, from beer and wine to many non-alcoholic options.

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Host Orientation Call

- **When:** February 21st, Noon to 1PM.
- **Where:** [Zoom](#)
- **What:** A helpful presentation on who to invite to Building on Dreams, how (sample language), and other ways to help promote this important and fun event. All registered hosts will receive a calendar invite. If you have not yet, please reach out to Kevin at kkjonaas@avenuesforyouth.org

Event Details

- [Building on Dreams](#) - Registration landing page
- Thursday April 11, 2024; 5:00PM to 7PM
- [Quincy Hall](#)
1325 Quincy Street NE, Minneapolis MN 55413

How to Register and Make a Gift

Here's how you and your guests will register:

1. They'll follow this link: <https://avenuesforyouth.org/building-on-dreams>
2. They will select your name from the dropdown menu while completing the registration form. They will receive an email confirmation that they are registered.
3. If you still need to register for the event, now is a good time to do so. Follow steps 1 and 2 and be sure to select your name as the Host.

Sample invite email

Note that we are mailing postcard invitations to supporters during the week of February 13th, including those who have attended in the past. Contact Kevin at kkjonaas@avenuesforyouth.org if you would like any of your guests to receive a mailed invitation.

Hello [INSERT NAME OF YOUR FRIEND, FAMILY MEMBER, OR COWORKER],

Would you join me for Building on Dreams, a fundraiser of Avenues for Youth? *This is the event marks the organization's 30th birthday and is a celebration of the love and generosity of our community. Avenues is a local nonprofit and a vital community resource that houses and supports nearly 300 youth experiencing homelessness each year. This year, I'm hosting a group, and you're invited. Building on Dreams is on Thursday, April 11th with doors open at 5 pm. You can learn more [here](https://avenuesforyouth.org/building-on-dreams). <https://avenuesforyouth.org/building-on-dreams>.*

With an inspirational program, opportunities to visit with staff, and plenty of time for socializing, Building on Dreams will raise needed funds to keep Avenues for Youth programs and operations going 24/7, providing emergency shelter, short-term housing, and holistic support for youth in a safe and nurturing environment.

I hope you'll join me! You can register today at <https://avenuesforyouth.org/building-on-dreams>. Make sure to pick me as your "host" in the drop-down menu. There is no cost to register. If you have questions, I'd love to talk with you. You can reach me at [insert email and/or phone].

Best regards,

[INSERT YOUR NAME]

Sample Social Media Posts

Help us promote Building on Dreams by posting on social media. Include the text below along with the attached images (designed for Facebook and Instagram):

FACEBOOK: @AvenuesforYouth

INSTAGRAM: @AvenuesforYouth

SAMPLE POST 1:

@AvenuesforYouth's Building on Dreams event is back! Join me at Quincy Hall on Thursday, April 11th for an inspiring program. Register today and learn more at <https://avenuesforyouth.org/building-on-dreams>. #BuildingOnDreams

SAMPLE POST 2:

Each year in Minnesota, over 13,000 youth experience homelessness. Yet, on any given day, our state has beds for only 15% of these youth. What do youth and community leaders have to say about that? Find out by joining me for @AvenuesforYouth's tenth annual Building on Dreams. Register today at <https://avenuesforyouth.org/building-on-dreams>. #BuildingOnDreams

SAMPLE POST 3:

KNOWN MPLS, local choral phenoms will be performing again for @AvenuesforYouth's Building on Dreams event! I'm looking forward to this concert. Would you join me? Register today at <https://avenuesforyouth.org/building-on-dreams>. #BuildingOnDreams