Thank you for hosting a small peer group event on behalf of the VCU Massey Cancer Center Women & Wellness!

This toolkit includes everything that you need to plan and execute a successful event from venue suggestions, template language for invitations and fundraising options. This toolkit is intended to provide ideas and suggestions for you to customize your own small peer group event. Throughout the planning process please reach out to your Massey Development Team partner with questions or for additional resources.

Development Team Support
Your Massey Development Team partner will work with you through the planning of your event and attend to provide day-of support.

VCU Massey Cancer Center Development Office
Physical address: Leigh House, 1000 E. Clay Street, Richmond, Virginia 23284
Address for donations: VCU Massey Cancer Center Development Office, Box 980214, Richmond, Virginia 23298-0214
Main Phone: (804) 828-1450 | Fax: (804) 827-0452 | Email: TeamMassey@vcu.edu
STEP 1: CONFIRM EVENT INTENTION

Purpose

Each small peer group event grows the Women & Wellness family. Our ultimate goal is to encourage donations and attendance of our signature luncheon.

Please note: While the Massey Development Team are here to help you be successful, VCU Massey Cancer Center is unable to:

Provide tax exemption status | Provide insurance or liability coverage | Hold an ABC license for your event
Provide funding or reimbursement for expenses incurred | Provide a mailing list of donors, patients, sponsors or vendors
Assist in the collection of donations/registrations for an event.

Please reach out with any questions regarding these limitations.

Tell Us About Your Event

Provide your contact information and event logistics details to Connie Hom, chair, and the Massey Development Team with preferable 6 weeks advanced notice. Massey must approve any use of VCU Massey Cancer Center’s name and/or logo in compliance with VCU Massey Cancer Center’s brand standards.

Massey’s brand standards can be found on our website:
Where will your event be held?

Private Home  Host a gathering in yours or someone else home for an intimate and comfortable setting. Below are resources for catering and party rentals including additional tables, chairs or linens.

Catering:  Garnish | MOSAIC | A Sharper Palate
Rentals: Classic Party Rentals Of Virginia | Party Perfect | Paisley and Jade

Public Space  Utilize one of Richmond's many venues for a fun outing. Remember to ask the venue about parking availability. These venues might require rental fees that vary according to venue, room size, date and desired amenities.

Private Reception Spaces & Shared Areas - Recommended for seminars, retreats or other small casual gatherings.

  Gather (2920 W Broad St, Richmond, VA 23230)
  Common House (303 W Broad St, Richmond, VA 23220)
  1717 Innovation Center (1717 E Cary St, Richmond, VA 23223)

Private Dining Restaurants - Recommended for a sit-down lunch or dinner for groups of 15+ guests

  The Boathouse (Multiple locations)
  SHAGBARK (Chef Walter Bundy, 4901 Libbie Mill East Blvd, Suite 175 Richmond, VA 23230)
  Tarrant’s West (11129 Three Chopt Rd, Richmond, VA 23233)

Reception Dining - Recommended for light bites and cocktails for smaller groups of less than 15 guests

  Rappahannock Oyster Co (9320 E Grace St. Richmond VA 23219)
  The Roosevelt (623 North 25th St. Richmond, Virginia 23223)
  Perch (2918 W Broad St, Richmond, VA 23230)
Other Venues - what are some of your go-to places in Richmond?
Ask if your favorite restaurant, brewery or fitness class would be willing to donate part of the proceeds from the day of your event to support women’s cancer research at VCU Massey Cancer Center.

Casual Gatherings & Activities  Plan your event around a fun activity and more information about VCU Massey Cancer Center Women & Wellness. Ask your guests to donate a flat fee that will include the cost of the activity.

Consider activities that build on activities that are important to staying healthy like exercise and healthy cooking. Examples:

- Wine/Spirit Tasting - Check out Blue Beer Cider or Virago Spirits
- Outdoor Venues- Lunch and lawn games at Brambly Park or Hardywood West Creek
- Arts and Crafts - Try Wine & Design or AR Workshop
- Fitness and Recreation - CycleBar or Paddle boarding
- Include Women and Wellness in your Book Club or Game Night

When will your event be held?

SurveyMonkey or Doodle Poll can help determine the date and time preference and availability of your guests. Examples: lunch time vs. evening cocktails or weekdays vs. weekends.

How long do you expect your event to be? The average has been 2 hours maximum.

Who are you inviting and how many guests are you expecting?

The goal is to host a minimum of 12 and a maximum of 30 guests, depending on the type of event. Is this a social gathering, or are you inviting corporate connections?
STEP 3: MAKE AN IMPACT

Topic
What area of cancer research are you interested in? Is there a specific Physician/Researcher who you’d like to attend? The Massey Development Team can provide suggestions and arrange a speaker (ex. generalized cancer, breast cancer).

Fundraising

*Together WE can imagine a future without cancer.*

Women & Wellness is about raising awareness and funds to support innovation in cancer research and treatment at Massey. Let the Development team empower or support you in making an ‘ask’ to your event guests.

**Suggested Donation** - The Massey Development Team suggested including donation denominations of $25, $50, $100, $250, $500, $1,000 or other.

**Pledge Cards and Printed Materials** - The Massey Development Team can provide printed pledge cards or QR codes to make it easy for your guests to donate.

**Fund A Cure** - Additionally, you can include a formal verbal request to donate to your guests. The Massey Development Team can provide speaker suggestions if you would prefer to have someone else make the ask. Consider featuring a patient or patient family to recognize through Fund a Cure donations.

**Silent Auction** - A small auction of 5-7 items that can include gift cards, handbags, art, bottles of wine or vacation stays. Paper bid sheet templates can be provided by the Massey Development Team.
Branding

What Women & Wellness items would you like at your event?

Branded items include logos and graphics, banners, tablecloths, cocktail napkins, pens, hand sanitizer, handouts materials, name tags, folders, etc. Reach out and let us know your needs.

STEP 4: SPREAD THE WORD

Invitation

How will you invite your guests? Massey is here to help!

Digital Email and/or Mailed Invitation

The Massey Development Team has designed and can personalize a digital and/or print invitation for your event. ← W&W Event Invitation - Design Template

If you’d like assistance designing your invitation, please share the following with our team and Katherine Layton, Development Communications Manager, laytonk@vcu.edu:

Your name | Event name and short description (1 to 3 lines maximum)
Event Date and Time | Location (include address and room location)
Cost or suggested donation amount | RSVP contact information and date by
Attire and parking information | and any other information you think is relevant.
RSVP - Set a deadline for your guests to RSVP. Follow up 2-3 times after you send your initial invite.

*Please note: While we cannot recreate separate invitations for every event, we will do our best to convey the spirit of your event (ie, if it’s a wine tasting event, we can incorporate a wine tasting graphic, etc.)*

Email template language - Utilize this [email template language](#) to communicate with your guests about your event. This language is meant to be a starting point; please personalize your message to make the event your own and convey your inspirations for being involved.

**WOMEN AND WELLNESS Giving Website**

masseycancercenter.org/how-you-can-help/fundraising-events/women-and-wellness

Direct your guests to the giving page - Direct your guests to the Women & Wellness giving page so their support will be counted towards W&W and your event. → support.vcu.edu/womenandwellness/

Provide the donation link and information to your event website (if applicable) and about the Women & Wellness Luncheon on February 8th. *Interested in setting up your own peer-hosted event webpage? We can help with that too.*

**STEP 5: HOST YOUR EVENT**

Confirm Logistics, Follow Up and Send Reminders

In the weeks leading up to your event, confirm logistics especially if you are hosting at a public space or with outside vendors.

The week of your event, send a note to all guests with event details. Make sure to include any parking details and a link to Massey if attendees would like to donate in advance. It is recommended to send another reminder email 24 hours in advance.
Create a “Run Of Show” or agenda for your event

*Templates are provided here - and Massey is here to help!*

### Formal Dinner Event

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Length</th>
<th>Segment</th>
<th>Participants</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 p.m.</td>
<td>5:30 p.m.</td>
<td>30 mins</td>
<td>Arrival &amp; Greetings</td>
<td>All</td>
<td>Guests arrive and mingle</td>
</tr>
<tr>
<td>5:30 p.m.</td>
<td>5:35 p.m.</td>
<td>5 mins</td>
<td>Welcome</td>
<td>Event Host</td>
<td></td>
</tr>
<tr>
<td>5:30 p.m.</td>
<td>5:45 p.m.</td>
<td>5 mins</td>
<td>Salad Course</td>
<td></td>
<td>Plated at each seat</td>
</tr>
<tr>
<td>5:35 p.m.</td>
<td>5:45 p.m.</td>
<td>10 mins</td>
<td>Research Overview</td>
<td>Physician/Researcher</td>
<td>Guest enjoy salad during presentation</td>
</tr>
<tr>
<td>5:45 p.m.</td>
<td>6:30 p.m.</td>
<td>45 mins</td>
<td>Main Course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45 p.m.</td>
<td>6:50 p.m.</td>
<td>5 mins</td>
<td>Personal Connection</td>
<td>Selected speaker</td>
<td></td>
</tr>
<tr>
<td>6:50 p.m.</td>
<td>7:00 p.m.</td>
<td>10 mins</td>
<td>Fund A Cure</td>
<td>Selected speaker</td>
<td>Pledge cards provided</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>7:30 p.m.</td>
<td>30 mins</td>
<td>Dessert</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Afternoon Activity Event

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Length</th>
<th>Segment</th>
<th>Participants</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 a.m.</td>
<td>Noon</td>
<td>30 mins</td>
<td>Arrival &amp; Greetings</td>
<td>All</td>
<td>Guests arrive and mingle</td>
</tr>
<tr>
<td>Noon</td>
<td>12:05 p.m.</td>
<td>5 mins</td>
<td>Welcome</td>
<td>Event Host</td>
<td></td>
</tr>
<tr>
<td>12:05 p.m.</td>
<td>1:00 p.m.</td>
<td>5 mins</td>
<td>Paint &amp; Sip Class</td>
<td>Instructor</td>
<td></td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>1:10 p.m.</td>
<td>10 mins</td>
<td>Research Overview</td>
<td>Physician/Researcher</td>
<td>Guest enjoy salad during presentation</td>
</tr>
<tr>
<td>1:10 p.m.</td>
<td>1:15 p.m.</td>
<td>5 mins</td>
<td>Personal Connection</td>
<td>Selected speaker</td>
<td></td>
</tr>
<tr>
<td>1:15 p.m.</td>
<td>1:25 p.m.</td>
<td>10 mins</td>
<td>Fund A Cure</td>
<td>Selected speaker</td>
<td>Pledge cards provided</td>
</tr>
<tr>
<td>1:25 p.m.</td>
<td>2:00 p.m.</td>
<td>35 mins</td>
<td>Snacks and art discussion</td>
<td>Instructor</td>
<td></td>
</tr>
</tbody>
</table>
FINALLY: HAVE FUN!

Women & Wellness would not be such a success without the support of cancer crusaders like you.

VCU Massey Cancer Center is grateful for you.

COVID-19 NOTE

At VCU Massey Cancer Center, protecting individuals and families impacted by cancer and maintaining the health of our entire community is our top priority. As Virginia and the nation continue to experience a surge in the delta variant and COVID-19 cases, VCU and Massey will continue to monitor and adhere to the recommendations of the Centers for Disease Control and Prevention (CDC) and the Commonwealth of Virginia, and will do everything in our power to keep sight of what really matters: the safety of everyone in our community and the fight to treat and end cancer.

VCU and Massey are now requiring masks to be worn indoors throughout the university and outdoors at gatherings with 50-plus people and where physical distancing of more than 6 feet is not possible. Some Massey events have been or will be postponed or transitioned to take place virtually due to the nature of the events and the increasing cases of COVID-19. For additional guidelines for the VCU community during the COVID-19 pandemic, please visit https://together.vcu.edu/