



BEST BUDDIES® FRIENDSHIP WALK



Leadership Luncheon

Toolkit



Table of Contents

Purpose	3
Invitees	3
When	4
Where	4
Inviting Leaders	5
<i>Sample Call Script for Inviting Attendees</i>	5
<i>Materials to Bring</i>	5
<i>Sample Agenda Items</i>	6
Sample Leadership Luncheon Script Lead by a High Level Volunteer	6
<i>Welcome and Introductions</i>	6
<i>Tell them about Walk</i>	7
<i>Explain why they are there – Paint the vision for your Walk</i>	7
<i>Brainstorming Section</i>	7
<i>Final Brainstorming</i>	8
<i>Closing</i>	8
<i>Thank You and Next Steps</i>	9
Follow-Up	9

Who	What	Where	When
<ul style="list-style-type: none"> • Led by: Event Chair & Vice Chair and/or Staff • Invite: key community leaders 	<ul style="list-style-type: none"> • Supporting Event to gather community mobilizers to help identify prospect volunteers 	<ul style="list-style-type: none"> • Centralized location • Intimate setting 	<ul style="list-style-type: none"> • 9 months prior to Friendship Walk



Purpose

The purpose of a Leadership Luncheon is to ask key community leaders who they know and would recommend to serve as a Friendship Walk Event Chair. You are not asking these community leaders to be on the Friendship Walk Committee, because chances are, they are too busy. However, if they have interest in joining the committee, that is great! The hope is to get individuals who have been identified as community leaders to give you more insight into who they know that may be a good fit.

Despite being called a “Leadership Luncheon,” this event can be a breakfast, lunch or dinner with a small group of people (even less than ten!). The individuals you will have sitting at your table should have a vast amount of contacts that they are willing to share and help you make connections with them.

Asking a volunteer to lead this small gathering of community leaders is a best practice. A board member or other high-level volunteer would be a great option. However, if a volunteer is unavailable, it is the responsibility of the staff partner to facilitate this supporting event.

Invitees

The community leaders you invite to the Leadership Luncheon are those who have a proven track record of success, have a large network of people, and a wide sphere of influence in your community.

The number of Leadership Luncheon invitees can range anywhere from two to nine people. It’s recommended to not go over nine invitees as this may take away from everyone being able to contribute. If you have more people in mind, that’s fantastic! Simply plan an additional Leadership Luncheon or meet with them individually to talk through their connections. The Leadership Luncheon model should reveal the best possible Event Chair to set your Friendship Walk event up for success. The more information you can gather from these individuals, the better.

Potential Invitee suggestions:

- Advisory Board members
- Influential community members
- Sponsors contacts
- Corporate contacts
- Civic leaders
 - Mayor
 - City Commissioners
 - Chamber of Commerce president



When

The Leadership Luncheon should take place 9 months prior to your Friendship Walk. You want to have it well before the Volunteer Kickoff Party so you'll have time to work with the Event Chair to build up the invitation list to the Volunteer Kickoff Party. If you still have an important position to fill after the Volunteer Kickoff Party, another Leadership Luncheon may help you find that right person. (The same principles that apply to finding a great Event Chair via the Leadership Luncheon can be applied to other Chair positions as well.)

Although this supporting event is titled "Leadership Luncheon," we recommend that you time it for when you believe it will yield the best results. If a lunch is not conducive, feel free to change the event to a breakfast, brunch, happy hour, dinner, dessert, etc.

If a breakfast is favorable, we suggest holding a one-hour breakfast between 7am and 10am. If a lunch favorable, we suggest holding a one-hour luncheon between 11am and 2pm. If a happy hour is more favorable, we suggest holding a one hour get together between 4pm and 6pm. These times tend to be more accommodating to work schedules.

Because these individuals are usually very busy, this event should be no longer than one hour. Please be mindful of time during the event and ensure you conclude on time or earlier. If things go well, you can always schedule a follow-up meeting as needed.

Where

The Leadership Luncheon should be held in a central location that is easily accessible to the invitees. The venue should be one where you can talk and hear each other clearly. A place with loud music or entertainment should be avoided. If your chapter has a relationship with a restaurant that is willing to donate food or give a discount, please use this connection. If not, this is a meeting worth investing in. Recruiting a quality Event Chair is key to growing your committee and Walk.

The most expensive restaurant in town is not necessary, but it should be a venue that is business casual with quality food. A local board room with catered food is another option. If you are unsure where to hold the event, brainstorm some possible locations with your staff and/or other key volunteers. If you are planning to hold it at a restaurant, request a quiet spot and make sure you call ahead to reserve a table and/or space.

Venue Suggestions:

- Local restaurant
- Local club or meeting facility
- Corporate board room (Use connections through Sponsorship contacts and board members)



Inviting Leaders

After you have identified the key leaders you would like to invite, invite them personally on the phone. If a local board member or other volunteer is hosting this meeting, encourage him/her to personally invite leaders to the event. The ask is stronger when it comes from a volunteer. While extending an invitation to the Leadership Luncheon, make sure to explain we are not asking them to chair the event, but we value their feedback on how we can grow the Friendship Walk in their community. Ensure the invitees understand it will only be approximately an hour of their time.

Sample Call Script for Inviting Attendees

- You have been handpicked as an influential leader in the (insert community name) community.
- We want to invite you to be a part of a small team of community leaders to help us grow our Best Buddies Friendship in (insert community name).
- We are not asking you to serve on the Friendship Walk Committee, but would like to take this opportunity to gather your feedback on who you think may be a good leader.
- Would you be willing to join us for an hour long (insert breakfast/lunch) to help out?
- The (luncheon/breakfast) will take place on (insert details).
- Can we count on you?
- Do you have any special dietary restrictions?

Materials to Bring

- Friendship Walk Committee Organizational Chart
- Friendship Walk Committee Positions Quick Glance
- Friendship Walk brochures (if you only have last year's available, no problem It's just to give them a glimpse of the Friendship Walk)
- Photobook or Photo Album of Walk day
- Brochures and/or pamphlets on programs and services offered by Best Buddies
- Flip charts or pads of paper to document brainstorming
- A copy of the agenda for everyone
- Last year's Walk data and this year's Walk goals – sponsorship, number of teams, overall raised, etc.
- Small thank you gift for attendees



Sample Agenda Items

- Welcome
- Friendship Walk overview
- Review of last year's Friendship Walk accomplishments
- Goals for this year's Friendship Walk
- Role of this task force/team/group
- Committee position vacancies
- Brainstorming
- Prioritize and narrow down contacts
- Next steps and follow-up plan

Sample Leadership Luncheon Script Lead by a High Level Volunteer

Welcome and Introductions

Welcome everyone! Thank you so much for coming. I know it is difficult to take time out of busy schedules and I appreciate you all being here today. You have been identified as a key person in the community that has proven success, exceptional relationship building skills, and are viewed as a leader in this community. It is people like you that enhance our communities through your work. Best Buddies is fortunate to have your support not only by you being here today, but through your continued efforts to help us foster a world of inclusion.

Let's take a moment to go around the table and introduce ourselves. I think you all know me. My name is *(share your name and how you got involved with to the Best Buddies)*. My favorite thing about the Friendship Walk is *(describe your favorite part. Here's an example: My favorite aspect of Walk is walking with my buddy. We have such an amazing time dancing together and meeting all the other buddy pairs on the walk route.*

Next, I would like to ensure that we all learn who has joined us here today championing for inclusion.

Please introduce yourself by telling us your name, the organization you work for, your role, and possibly some of your volunteer experience (with Best Buddies if appropriate). If you have a connection to our mission and would like to share, please do so. Have you attended a Friendship Walk event? If so, what's your favorite part?



Tell them about Walk

Thank you! Now that we all know each other, let's talk about Best Buddies signature fundraising event, Friendship Walk.

The Best Buddies Friendship Walk is the leading walk in the country supporting inclusion for people with intellectual and developmental disabilities (also known as IDD). Since 2009, more than 150,000 participants in 60 cities have walked to raise awareness for inclusion, friendship, leadership development, and integrated job opportunities for people with IDD.

Funds raised at the walks help move our mission forward by funding local Best Buddies programs. Each walk provides a unique opportunity to see our mission in action at a local level. Every dollar raised goes towards making the world a more inclusive, accepting place.

Explain why they are there – Paint the vision for your Walk

In our community, this year's Friendship Walk will be held on *(insert date)*. Last year, we had over *(insert number)* registered teams. We were able to raise *(insert revenue)* through sponsorships and *(insert revenue)* through participant fundraising efforts which totaled more than *(insert revenue)*. But we truly believe this event could reach *(insert monetary goal)* with the right volunteer leadership in place. This event and these funds would not be possible without hard working volunteers, which is why we have asked you here today. You have been identified as a key community leader who we believe can help us determine who the right volunteer leaders are to help us achieve our vision of a world with inclusion.

Brainstorming Section

- We are looking for someone that can recruit and lead a team of volunteers focused in areas like sponsorship, team recruitment, and team retention. They would recruit and lead chairs in each of these areas as well as mission activities, marketing and outreach and volunteers focused on day of logistics. (Utilize Walk Organizational Chart and Walk Committee Job Descriptions as needed).
- Share characteristics, attributes and key qualities of the ideal Event Chair.
- We have all the tools, training and resources as well as an onboarding plan for this leadership position so they can be successful in their role.
- But we need your help in brainstorming who could be the right leader to serve as the Event Chair for the Friendship Walk Committee.
- What questions can I answer about this position?
- Who comes to mind? Please share.
 - *Now is a great time to open the table up for an informal discussion. This is the most important part of the meeting so be sure to listen carefully and take notes. Let them think and "talk out loud" about people they are considering for certain positions.*



- Take notes on a flip chart or a pad of paper of who they talk about and let them ask questions and list names.
- Don't take someone off the list yet due to them being too busy, etc. During brainstorming, there is no right or wrong – just a list.
- Don't let them go into too much detail on people yet. This is just the initial brainstorming phase.

Final Brainstorming

- Now that we have a good list of potential Event Chairs listed, we can begin to review them.
- Do they have the time to commit; do any of the others know them and agree that they would make a good prospect? *Let them chat while you listen and take notes.*
- Any people we should take off the list? *(this step is to narrow down the list and end up with three to four top prospects)*
- Now that we have narrowed down the list, can you help us prioritize them?
 - *Many times the group has a clear top candidate, so if so acknowledge them – if not, it's ok, ask the group to rank or identify who they think should be the top candidate.*
- Now that we have our top candidates, who is the best person or team to make the ask?
 - *Who identified them from conversation in the meeting and who knows them best?*
 - *Remember, the ask is always best coming from a volunteer to volunteer with staff support.*

Closing

- Let's set a deadline for this ask so we can move forward with getting great leadership in place. *(Have a contingency plan with your number two through four candidates who would make the ask. We don't always get a yes on the first ask.)*
- We truly cannot thank you enough for attending today and sharing your expertise and contacts. Thank you for supporting our vision of Friendship Walk in *(insert community)*.
- We will keep you posted on our progress and hope you can join us at Friendship Walk this year. *(if you have a small thank you gift at their place setting, ask them to take it with them or you could give them a small thank you gift at this time.)*



Thank You and Next Steps

A timely follow-up with each attendee is very important. Take the time to mail a personalized thank you note the following day. Each thank you note should thank them for their time, expertise, and support.

Confirm and remind the group of any follow-up information such as: sending you a prospect's contact information and/or any upcoming appointments you have scheduled together.

After a decision has been made on who is making the ask to the potential Event Chair, set a follow-up reminder call or meeting immediately with the attendee(s) that are going to be making the ask. The team that is going to make the ask can decide who can best to set up the appointment and who is going to say what during the ask.

Follow-Up

Proper follow-up with Leadership Luncheon attendees and the new contacts you got at the event is crucial. The attendees may be busy and you may need to be persistent with your follow-up. Whether or not the attendee has provided a committee volunteer, it is important that you continue to build a good relationship with him/her. Remember, you identified the attendee as a key community leader so fostering your relationship with him/her will only benefit both of you for years to come.