



Desai Foundation Cocktails and Chaat – Toolkit

Join us to host a casual gathering to celebrate and learn more about the Desai Foundation with your community!

[The Desai Foundation](#) would like to thank you for hosting a 'Cocktails and Chaat'! This manual takes you through all of the necessary details that will help you to plan and execute the event. This is a fun filled event where people eat, drink, and learn more about the organization's work.

What is 'Cocktails and Chaat'?

It's an opportunity to have an intimate gathering of people interested in learning more about the Desai Foundations' work while enjoying some delicious cocktails and appetizers.

Chaat is any savory snack/appetizer that originated in India. It's usually food served by the roadside stalls on the streets of India. It can be anything - Papri Chaat, Samosas, Idli, Pani Puri, Pau Bhaji, etc. However, you are also welcome to organize the event with any food you choose! It's your event!





Planning the Event

1. CONTACT US SO WE CAN GET YOU STARTED

- a. Contact our DF team member [Colby](#) to choose a date. We will work with you to plan the event and send a representative to help you host when possible! We can also send you some printed materials to hand out.

2. GUEST LIST

- a. Put together a guest list of friends, relatives, neighbors, co-workers, and acquaintances who you think would be interested in humanitarian work and are passionate about helping the women and girls we serve.

3. THE INVITE

- a. Send details of the date, location, time, and anything else you'd like to include to [Colby](#), who can help put together an invitation on GiveSmart (our online invite platform) to help track RSVPs. Make sure to share guest list email addresses so the invites can go out!
- b. Location & Size: The events are typically 20-30 person gatherings. In the past, host committees have organized the events at their homes, offices, restaurants, yoga studios, and even vineyards!
- c. Date: These events don't necessarily have to be on the weekend! In fact, we encourage you to keep it casual and host it during the week too. The events need not be longer than 2.5 hours - but again, you know your guests best!

Sample Invite:

You're invited to Cocktails and Chaat, hosted by (insert: host!), in support of the Desai Foundation! Join friends passionate about empowering women and children in rural India for a wine tasting celebrating the work of the Desai Foundation.

As guests arrive, please have them check in - it can be as simple as writing their name and email. This way, we can follow up and thank them!





4. THE EVENT

- a. Please provide chaat and drinks for your guests! Some of the best food options are heavy appetizers, a buffet dinner, or even a sit-down dinner. For drinks, we recommend a bar-style setup!
- b. You'll also need an AV component for the gathering so that we can play a digital file or a file from a laptop!

5. PICS OR IT DIDN'T HAPPEN!

- a. Please take pictures and videos for us to use in our social media and newsletters! It's a great way to encourage more people to host 'Cocktails and Chaat'. When posting on social media, please tag us @desaifoundation.

6. THE FUNDRAISER:

- a. You know your audience better than we do, we will work together to decide whether to charge tickets for the event or free of charge!
- b. Most events simply encourage their guests to consider a donation at the end of the evening, right after the presentation. People often ask for a fundraising goal - and again, we can help brainstorm this with you! Of course, we do rely on donations to serve. Typically the goal should be anywhere between \$2,000 and \$15,000 - again, you know your community best!

7. THE PRESENTATION:

- a. We invite the hosts to introduce the evening, the setting and the stage. The surrogate from the Desai Foundation will make a short presentation about our work, show a short video. And if you want, you can invite a friend to sing a song, or do a dance to add a bit of spice to the evening! Again, totally up to you. And then simply enjoy the evening.

THANK YOU! You're now a member of the Desai Foundation family and a leader and advocate for cultivating dignity so that everyone we serve can dream beyond their circumstances.

Contact Colby: colby@thedesaifoundation.org