



**NEVER  
GIVE UP**

**Breakthrough**  
VIRTUAL BENEFIT  
THU OCT 29 7-8PM CST LIVE

## VIRTUAL WATCH PARTY INSTRUCTIONS

### #1 – Invite Your Friends

The best way to host a successful Virtual Watch Party is to invite your friends ahead of time. Ask your friends to save the date and to visit [breakthrough.org/benefit](https://breakthrough.org/benefit) for more information on the event. Once you determine who you want to invite, you can do one of the following:

#### 1. Host on Facebook with a Group or Live Watch Party

Create a Facebook **Group** early and invite your friends to the group. Share updates along the way to get them excited about the event. On the day of the event, post the Breakthrough Benefit live video to your Group Page following [these instructions](#). It might be helpful to post the video 10 minutes before start time for guests who may log on early.

On the day of the event, start a **live watch party** from your Facebook feed following [these instructions](#) and invite your friends through Facebook.

#### 2. Host a Zoom Call

Use your Zoom Account to host a meeting for you and your friends. Check out [this video](#) from Wilonda about how she set it up. Be sure to share the meeting link, password (if applicable), and other login details with your guests. It might be helpful to post the video 10 minutes before start time for guests who may log on early.

When you share your screen from Zoom, your guests can watch the Benefit with you and interact with video chat or the chat function.

### ***Here is a sample invitation post you could make:***

An organization I love and support on the west side of Chicago is hosting a virtual Annual Benefit, and I'd like to invite you to join me for a Virtual Watch Party. Come learn about the impactful work Breakthrough is doing in East Garfield Park, a community disproportionately impacted by COVID-19. The Benefit, themed "Never Give Up", will be held **Thursday, October 29th from 7-8pm**. Please let me know if you can join me virtually. For more information about the Breakthrough benefit, visit [breakthrough.org/benefit](https://breakthrough.org/benefit).

## **#2 – Share Your Passion**

Leading up to and on the night of the Benefit, post on your Facebook page, or in the group you created, to let your friends know why you are passionate about supporting Breakthrough. Which of our programs inspires you most? Do you have a personal experience of volunteering to share? Why do you believe Breakthrough's work is more important than ever? You can also post the Breakthrough Overview Video ([breakthrough.org/overview](https://breakthrough.org/overview)) to your Facebook page or group.

## **#3 – Engage With Your Guests**

Take advantage of the chat feature within Facebook to engage with your guests throughout the event. Share your reactions to what is happening on the screen, things you are learning, or ways you and your group could get more involved with Breakthrough.

## **#4 – Facilitate Generosity**

In a typical year, Breakthrough works to raise \$1M through the Annual Benefit. This is not a typical year, so we need you to help inspire your online guests to give generously to Breakthrough's work. During the event, post on your Facebook page or in the group the link to donate - [breakthrough.org/benefit](https://breakthrough.org/benefit).

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**GIVING  
OPTIONS**

Thank you for your generous support of Breakthrough through the 2020 Annual Benefit. We know this year is different, so here are some ways to give to support our work. By planning ahead for your generosity, you can ensure an impact in East Garfield Park.

***All new or increased monthly contributions will be matched!***

## **Online**

We are encouraging online donations for this event, so you can give a gift online by clicking the Donate button at [breakthrough.org/benefit](https://breakthrough.org/benefit). Please note, the maximum amount per eCheck transaction is \$5,000. ***There is no limit for credit or debit card transactions.***

## **Check**

To make a gift by mail, send your check made out to Breakthrough Urban Ministries to P.O. Box 47200, Chicago, IL 60647.

## **Stock**

If you are interested in giving a gift of stock to Breakthrough, our staff can help walk you through the process and provide all the details you will need. Please contact John Smith at [jsmith@breakthrough.org](mailto:jsmith@breakthrough.org) or (773) 346-1730

## **Would you like Giving Cards?**

We would love to mail you a donation card that you can send back to us. Please let us know if you would like a mailed card by October 20.

## **Questions?**

If you need support making your donation, please contact Kirsten Strand at [kstrand@breakthrough.org](mailto:kstrand@breakthrough.org) or (630) 842-6217