Host Roles

Thank you for considering hosting an event for Lahey Clinic. Your commitment to Lahey as a grateful patient and ambassador will allow Lahey to better accomplish our mission of treating people right and advancing medical care. Lahey Clinic was founded on a principle of collaboration: multiple specialists working together to achieve the best possible outcomes for our patients. Our collaboration with you as an event host will allow us to introduce your friends, neighbors and business associates to Lahey Clinic. We hope that through this endeavor, we will have the opportunity to welcome your guests as new patients and friends of Lahey Clinic.

<u>What is the role of a Host?</u>
The primary role of the host is to introduce friends, family, neighbors and business associates to Lahey Clinic. The most successful events have followed this suggested format.

PRE-EVENT

- Work with your Philanthropy partner to pick a date and a topic of interest.
- Create a list of friends and family to invite; aim to have 30-40 guests at the event, invite at least double that number.
- Provide your guest list to your Philanthropy partner complete with addresses at least six weeks in advance.
- Get the word out! Talk about the event and why you're hosting it, or prepare a brief letter that can be sent out prior to the invitation.
- Determine if you will cater the event or handle on your own. Philanthropy can assist you with this at your request.
- Hire a caterer if necessary.
- Participate in a pre-event meeting at the event location with Philanthropy staff.
- Follow up with phone calls to your guests 2-3 weeks in advance. Provide RSVPs to your Philanthropy partner.

DURING THE EVENT

- Provide light refreshments and snacks for your guests.
- Meet and greet your guests.
- Facilitate introductions between your friends/family and Lahey Clinic colleagues.
- Speak to the group for approximately five minutes: Formally welcome the group, explain why Lahey is important to you, introduce the guest speaker, and provide closing remarks.

POST-EVENT

- Meet with your Philanthropy partner to review who attended the event, who didn't, and the best way to follow-up with certain guests.

What is the role of the Philanthropy Office?

- Provide the topic, guest speaker and any hand outs necessary.
- Design, print and mail invitations, as well as any pre-event or post-event letters.
- Manage the RSVPs for the event.
- Develop the agenda for the event.
- Suggest caterers and/or plan a menu, if necessary.
- Provide event coordination with your choice of caterer and/or florist at your request.
- Arrive one hour prior to the event to assist in welcoming guests.
- Remain until all guests leave.
- Partner with host in determining best ways to follow up with guests post-event.

Suggested format for a hosted party

- Typically 2 – 2 ½ hours in length
- First 30-45 minutes guests arrive, mingle and eat.
- Host gathers and welcomes guests, explains why Lahey is important, and introduces guest speaker.
- Speaker presents for approximately 20 minutes, question and answer period.
- Remaining time to mingle, ask questions, depart.

When you are ready to discuss this opportunity further, please contact your Philanthropy Partner or call the Philanthropy Office at 781-744-3333.

Thank you again for your consideration.