



## **Event Planning: Frequently Asked Questions** **Wine Tasting Event**

### **1. How do I get started?**

It is surprisingly easy, as well as effective, to host an event. There is not a set "formula" that a host is required to follow. In fact, we have been a part of many different styles of events including private home wine tastings, cocktail events, themed disco parties, and even a movie premier in New York City. The primary goal of any event is to raise awareness and support for a good cause, all while having a fun time.

We do have several useful resources available to you online that can be used as a general guideline for your event. Our website has materials for download such as invitation templates, a checklist, guest sign-in sheets, brochures, water fact sheets, and donation cards. (For more information see question #3, #5, #6, and #8.) Also available online are videos that further explain Wine To Water's mission, as well as our projects.

### **2. Do I have to do a wine tasting? Can I raise money in a different way?**

Of course! Not all Wine To Water events have to include wine. There are several other options for raising money such as silent auctions involving donated items, dinners, an awareness walk through your community, an educational movement (lack of access to clean water is killing millions of people annually, and yet few people in the developed world are aware of this catastrophe. Consider inviting a guest speaker to present on the subject at your local university), post an article in your local paper... even a car wash! Be as creative as you can be in your fundraising efforts.

### **3. Will information about Wine To Water be provided?**

Brochures, donation sheets, an invitation template, a water "fact sheet", and a short DVD can all be downloaded on our website. This information should be displayed for guest to see and pick-up. If you are serving Wine To Water wines and would like more information, please check our wine page for wine order forms and wine tasting notes. (If you are having trouble downloading any materials, contact us and we will send you copies.)

**4. Please explain the agenda for the evening. How long will the event last? Do I ask for donations at the end of the evening?**

The agenda for the evening depends on the type of event that you are hosting. Typically, whether the event is a small home event or a large wine tasting at a local restaurant, the evening will start with the wine tasting, offering your guests the opportunity to mingle. Once everyone has had a chance to taste the wine and chat with each other, it is important to remind the guests of why they came and to tell them a bit about the organization. The water "fact sheet" (available for download online) provides important information that can be read to the guests and our short DVD/videos can be played to stir interest. Events usually last anywhere from an hour to three hours. Donations are not typically "asked" for, but donation baskets should be placed around the room for those who feel led to donate. The purpose for the event is not only to raise funds for water projects, but also to create awareness about the need for clean water around the world.

**5. How should the room be set up?**

The room/house/restaurant can be set up according to the host's preference. If there will be a large number of people, be sure that the room is open so people have room to move around. It is also a good idea to have an "entrance" area where people can sign in and put on name tags. New contacts are important for our organization's growth, so have a sign-up sheet where people can give their contact information. IDs should always be checked at the door. There should be a wine tasting table set up apart from the crowd (as a long line usual forms) as well as a separate area set up with Wine To Water literature and donation baskets. Brochures, donation cards, sign-up sheets, etc. can be downloaded from our website.

**6. Should I send invitations?**

Whether or not you send invitations should be determined by the size of your event. With smaller events, sending an invitation will feel more personal to attendees and may encourage them to contribute more. Larger events that are open to the public may be better publicized through a press release or using online resources such as Facebook and Twitter. (For more information, see question #8 or e-mail [info@winetowater.org](mailto:info@winetowater.org) for a press release template.)

**7. Do you have a press release so we can put a story in the local paper?**

We can provide event hosts with a press release template. Or, feel free to e-mail us at [info@winetowater.org](mailto:info@winetowater.org) and we will be happy to help you write the press release. If you prefer writing your own press release, please make sure to send it to us for approval before distributing it to your local paper.

**8. Should I charge for the event?**

Smaller events should be free of charge. For larger events, some hosts choose to charge an "entry fee" to help cover costs. (Any money left over should be sent to Wine To Water as a donation.) However, it is important to find sponsors to help cover the cost of food, wine, and venue so that all money raised can go directly to Wine To Water's projects. All donations made to Wine To Water are tax deductible.

### **9. Who will provide the wine?**

If you are doing a private tasting at your home we suggest and hope that you will select our Wine To Water wines for your tasting. By doing so, additional funds are raised, allowing us yet another avenue to grow awareness and support for our cause. For partnering with us in using our wines at your event, a discount will be provided. (For information on the wines, please visit our wine page on the Wine To Water website.) Otherwise, wines can be donated by local wineries, restaurants, or individuals. **If you are planning a larger event at a local restaurant please contact us for information on how to use Wine To Water wine at your event. Various laws and regulations apply.**

### **10. How much food is needed per person?**

The type of food that is served at the event is up to the host to decided. We have done events with various types of foods ranging from wine pairings with full course dinner menus, to simple cheese and wine events, to heavy finger foods and hors d'oeuvres. If purchasing the food from a restaurant, plan on it costing approximately \$10/person. Be sure to ask the restaurant about events such as this: usually the restaurant is willing to donate some if not all of the food.

### **11. How many types of wine will be served? How many glasses are needed per person?**

We usually suggest serving at least one white wine and one red wine. A bottle of wine has sixteen ounces in it. If you are hosting a home event, it is up to you to determine how much wine should be served. We typically recommend 1-2 glasses per person. For a larger event at a restaurant, we suggest doing a one ounce pour. Over the course of an evening this will typically amount to two full glasses per person. Each person should receive one wine glass when they arrive at the party and they are responsible for holding on to their glass throughout the evening. This glass can be used for red and/or white wines.

### **12. Who will serve the wine?**

We recommend having a trustworthy adult serve the wine to guests. If the event is at a restaurant or other public venue, a staff member may be available to serve your guests.

### **13. Do I need a wine permit to serve wine?**

Typically if an event is held at a restaurant, the restaurant should already have all required permits for a wine tasting. Home events and private parties do not require permits. However, if you plan a large event, outside your home or restaurant, a permit should be sought. If you are unsure about any of this, please be sure to check with your state's ABC commission to find out more about permits.

### **14. What foods pair best with Wine To Water's wines?**

Generally speaking, pair the 2007 Old Vine Zinfandel with cherries, blackberries, spicy cheeses such as pepperjack, swiss, and havarti, and red meats. Pair the 2008 Chardonnay with fruits such as melons and apples, sharp cheeses such as cheddar and fontina, and meats such as fish and/or pork.

**15. What is needed for the wine station?**

The wine station should be equipped with wine, an ice bucket for white wine, a corkscrew, a dump bucket, and a water jar. Wine glasses can also be placed here, depending where guests pick up their wine glass for the evening. You may also want small wine notes and order forms nearby.

**16. What about donations? Who should checks be made out to? Are items donated tax deductible?**

In order for Wine To Water to best keep track of donations and donor information, a donation slip should be filled out for all cash, check, and credit card donations. Checks should be made out to Wine To Water. Any items donated (such as food, wine, silent auction items, etc.) can be made tax-deductible by filling out a Gift-In-Kind form. (Please contact us if a Gift-In-Kind form is needed.)

**17. What needs to be done after the event/wine tasting?**

Thanks for supporting Wine To Water! Because of events like yours, we are able to continue our work in other countries, supplying clean water to those in need around the world. Please send all donations, donor information, and guest lists to us at PO Box 2567, Boone, NC 28607.