



MICC GALA AMBASSADOR GUIDE: HYBRID



WHAT'S A GALA AMBASSADOR?

MICC's Annual Gala has a long tradition of being casual, fast-paced, and theme-based. The tradition continues this year as we host our Hybrid Gala on **March 12, 2022**, with the theme of "**Come Together (Right Now, for MICC)**", celebrating our new Social Engagement Program and the accomplishments of our participants.

What does a hybrid event mean?

This event will be offered in-person and virtually to accommodate guest comfort levels and engage MICC supporters near and far. To attend the gala in-person, each guest must provide proof of a full course of COVID-19 vaccination or proof of a negative COVID-19 test administered by a provider within the last 72 hours. In-person guests will need to purchase a ticket online by February 20. To attend the gala virtually, each guest must register online by the start of the event on March 12.

To help us spread the word, we would like to invite you to become a Gala Ambassador!

The role of an ambassador is a critical piece to the success of our Gala. An ambassador should have a genuine passion and enthusiasm for, not only the mission of the organization but also the event. This base level of support is key to driving the energy and excitement leading up to and during the event. You'll see that as an ambassador, your impact can be exponential; inspiring others to engage and "fill the room" - in-person or virtually.

Will you be an MICC Gala Ambassador?

Within this document are the resources to support your outreach and role. As a registered Gala Ambassador, we ask that you commit to inviting 20 people to join you at this year's event.

As a bonus, all registered ambassadors will be entered into a drawing held the night of the event for a **\$150 Best Buy gift card**.

[Register as an Ambassador Today!](https://bit.ly/ambgala22)

<https://bit.ly/ambgala22>

4 TYPES OF GALA AMBASSADORS

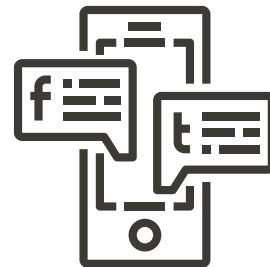
Email Campaigner

Reach out to your friends, family, and professional network using good old fashioned emails.



Social Media Marketer

Harness the power of your social media following to spread the word. Share MICC's gala posts and create your own!



Watch Party Host

There are more virtual gathering sites than ever, so take advantage of - Zoom, Facebook, Skype, Google Meet - get your crew together before, during, or after the gala!



Table Filler

Host a table filled with like-minded individuals passionate about MICC and enjoy dinner, drinks and dessert!



HOW-TO SHARE THE FUN!

1 Know Your Why

Most importantly, make sure you know and understand the organization's top messaging points and use them in your own messaging:

"What are MICC's mission and vision?"

"How is the money raised going to be used?"

"Why should guests support MICC?"

"What is the impact of my donation?"

Check out the Need To Know page in this packet.

2 Identify Networks

Identify people in your various networks you can share the gala with - family, friends, co-workers, professional contacts, clubs and groups, business owners, holiday card lists, social media networks, educators, and more.

3 Reach Out

We've made it easy for you to reach out to your networks via email or social network by creating templates for you to share - check out the Examples for Messaging page. We encourage you to add your personal connection to MICC and why this event is so important to the organization and you! We recommend following our social channels and turning on notifications to make sharing posts easier! @MICCBulldogs Icons are each linked:



NEED TO KNOW INFORMATION

Our Mission

is to transform the lives of individuals and families affected by the autism spectrum and learning differences.

Our Vision

is a world where individuals on the autism spectrum and with learning differences thrive and are valued.

How will gala donations be used?

All revenue from the gala supports growth, improvement, and program innovation to support young adults with autism and learning differences. This year, MICC has recently launched a new Social Engagement Program to broaden opportunities for both College and Community participants, provide a more person-centered program, and strengthen membership opportunities.

Why are donations important to MICC?

Our programs are currently funded through program fees and individual, foundation, and corporate contributions, which makes the role of philanthropy at MICC so very important. Each year we assess our financial needs and philanthropic priorities for the organization and make changes where and when appropriate. One in 44 children is diagnosed with an autism spectrum disorder or learning difference. Investment in MICC allows the organization to prepare to grow to accommodate more individuals who need these critical resources.

Gala Ambassador Contact

Trina Sletto, Development Manager
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EXAMPLES FOR MESSAGING

Email Sample

Dear friends/family,

The MICC Annual Gala is the best night of the year - theme-based, fast-paced, and always a night to remember. This year we're excited to 'Come Together' for MICC in celebration of our new Social Engagement Program and the successes of our incredible participants.

[Share a personal reason why you believe in MICC]

I invite you to **learn more about MICC on March 12, 2022**. [I will be attending the gala in-person at the Depot Minneapolis and would love for you to join me.]

OR

[I will be participating in the gala virtually and would love for your to join me. You can register for free at www.miccommunity.org/gala.]

Thank you for your friendship and for considering my request to learn more about MICC. You won't regret it.

Social Media Sample

MICC has served individuals and families affected by autism spectrum and learning differences for over 25 years. [Share a personal reason why you believe in MICC]

I invite you to learn more about MICC by joining me March 12, 2022 in-person or virtually for our MICC's annual gala. Register today: www.miccommunity.org/gala

HYBRID GALA

SCHEDULE OF EVENTS

Tuesday, March 8

8:00 AM CST Silent Auction is LIVE Online**

Saturday, March 12

4:00 PM CST Arrival for Sponsors and MICC Families

5:00 PM CST Arrival for All Guests, Social Hour

6:30 PM CST Dinner Seating

7:00 PM CST Silent Auction Closes**

7:05 PM CST Program, Live Auction, Giving Moment**

8:30 PM CST Dance Party, Silent Auction Pick Up

Sunday, March 20

1:00 PM CST Silent Auction Pick Up**

** Denotes virtual engagement opportunities

HEALTH AND SAFETY PROTOCOLS

We will be providing a hybrid event with the opportunity to attend in-person or engage virtually, which provides options for different comfort levels. **To attend the gala in-person, each guest must provide proof of a full course of COVID-19 vaccination or proof of a negative COVID-19 test administered by a provider within the last 72 hours.** Proof of vaccination or negative test must be shown upon arrival and must clearly match the guest's ID.

Acceptable proof of vaccination includes:

- A physical card
- A photo of a complete vaccination card
- Digital immunization records such as Docket or Clear

A variety of negative tests will be accepted, including:

- Minnesota Department of Health (Vault)
- An email from the guest's testing provider
- Please note screenshots and printouts of test results will not be accepted. Rapid at-home tests are not accepted.

We will be implementing additional measures to prioritize the health and safety of our in-person guests, such as:

- Masks are strongly encouraged when guests are not actively drinking or eating.
- Masks will be required for MICC staff, venue staff, vendor staff, and volunteers while not actively drinking or eating.
- Auction items will be displayed online and not in-person allowing for more room in the event space (items will still be available for pickup at the event).
- The ballroom will be open during the entirety of the event and tables will be spaced 6 feet apart.
- Hand sanitizer will be available throughout the event space.

We greatly appreciate your cooperation as we work to provide a safe environment for all guests, participants, and staff.