



SOE Friend-raiser

As a School of Economics Advocate you are an integral part of who we are! This means that we count on you to help us spread the word about SOE's programs, events, and initiatives. A Friend-raiser is very simple way to spread the word about our mission.

What is a Friend-raiser?

It is a small event or individual interaction where you personally introduce your friends to SOE. Through your efforts, we hope your friends will become friends of SOE in some way, whether through time commitment, asset sharing or financial support, volunteering, or hosting their own Friend-raiser.

Type of Friend-raiser Events:

- Private Party / In-home Dinner: Audience: 5-10 friends, family and/or individuals who may be interested in SOE
- Individual interaction: Audience: 1 person + yourself and a SOE staff person
- Taste of SOE event: Audience: 5-10 friends, family and/or individuals that you invite to SOE

First Step:

- Select a date for your event and email taylor.westbrook@schoolofecon.org
- One week after your submission, your 'Friend-raiser Kit' will arrive. Invite your friends/family to the event. Some great ways to invite guests include Facebook, evites and traditional invitations.

For your promotion, feel free to use this paragraph to explain what we do: "School of Economics provides high-quality, real world education experiences that prepare young people to understand and apply basic marketplace and financial concepts and skills, as well as expose them to business related careers."

During the Event:

- Share your personal experience with School of Economics
- Share information about SOE with your guests
- If they would like to learn more, have your guests sign up for additional information using the "sign-up" form
- If desired, send your guests home with a goody bag

If you are interested in hosting a Friend-raiser, please contact taylor.westbrook@schoolofecon.org.

**Thank you for being our ambassador!
We could not do it without you!**

Blue Springs Location: 200 NW 14 St., Blue Springs, MO 64015

Downtown Location: 928 Grand Blvd., Kansas City, MO 64106

816.224.8171 | www.schoolofecon.org