



CENTER FOR LEADERSHIP DEVELOPMENT
CORDIALLY INVITES YOU
TO ATTEND THE 41ST ANNUAL

Minority Achievers Awards
& SCHOLARSHIP GALA

THURSDAY, MARCH 18, 2021
HOSTED IN YOUR HOME
WATCH PARTY HOST PACKET




**CENTER FOR
LEADERSHIP
DEVELOPMENT**

Cultivating Character / Empowering Youth / Enriching Community

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N. Clay Robbins, Lilly
Endowment Inc.,
and Dennis E. Bland,
Center for Leadership
Development

A MISSION FOUNDED ON BLACK YOUTH

Achievement

Dear Watch Party Host,

Investing in educational opportunities for Black youth has never been more critical.

CLD has worked for 44 years to prepare African American youth for the highest levels of academic, personal, and professional achievement by equipping them with the tools, character development, values, and skills they need to flourish and enrich their communities. Our programs are effective - and growing!

CLD supporters make a powerful, public commitment to advancing Black youth achievement. To sustain our mission and ensure future generations have access to programs and services like they do today, CLD started an endowment fund. There is no more remarkable legacy to leave to future generations than the gift of knowledge, accomplishment, and community.

Lilly Endowment Inc. agrees. Lilly has committed to a challenge match, providing a 2:1 match for endowment donations. If CLD raises \$1 million, Lilly Endowment will provide up to a \$2 million match. For example, Mr. Jones provides a \$10,000 gift to CLD and designates it in writing to CLD's Endowment Fund, Lilly, in turn, will provide a match of \$20,000.

At our Minority Achievers Awards & Scholarship Gala, we honor our achievers and our scholarship recipients. What's different this year? For the first time, we are adding a fundraising component to the event to secure the matching funds from Lilly Endowment Inc.

Will you, as Watch Party hosts, join us in helping to build our endowment for future generations?

The enclosed materials share the benefits of supporting CLD's educational mission and provides the information you will need to be a successful Watch Party host. Your support will help achieve our shared vision of a bright future for African American youth in Indianapolis.

Thank you for your commitment to ensuring that CLD is here for generations to come.

Yours for the development of youth,

Dennis E. Bland, Esq. CLD '82
President

<< READY TO BECOME A WATCH PARTY HOST? CLICK HERE! >>

FREQUENTLY ASKED QUESTIONS

What is the cost for my guests to attend?

There is NO cost to you or your guests to attend. However, since the event is a fundraiser for CLD to build an endowment, please have your guests come prepared to financially partner and support if they feel led to do so.

What is the financial goal of this fundraiser? How can we help?

Your home viewing party is a vital part of helping us reach our financial goal for the evening of \$1,000,000! If your party and remote network raises \$10,000 or more, we would love to host a dinner with CLD president Dennis Bland and guests of your choosing as a gesture of appreciation for your partnership and support.

Do I have to raise \$10,000 to host a watch party?

There is no minimum commitment to host a watch party; we value and appreciate whatever financial support you can provide. We do hope you'll consider setting a goal, and working towards leading up to the event and the evening of.

How many people should I host in my home?

Our goal is to have 10 people per viewing party. Although, we do understand that your space may be limited by COVID-19 precautions, and may accommodate fewer people.

Does everybody have to RSVP?

YES. We have found that the participation rate increases significantly and the evening is more enjoyable for those who preregister. Therefore, **we ask that all attendees register themselves online** at <https://cldinc.org/achieversawards/>.

When is the RSVP deadline?

The RSVP deadline is Monday, March 15, 2021.

Is CLD providing dinner?

Unfortunately, CLD is unable to provide dinner. You may consider having dinner catered by a local restaurant and ensuring it is delivered to your home by 5:30PM on March 18, 2021, or organizing a pitch-in.

What forms of donations will you accept during the evening of the event?

On the night of the event, all gifts will be made through CLD's website and donation portal: <https://bit.ly/2LOeLHE>. We are able to accept all major credit cards; all donations are tax deductible. Prior to, or after the event, other giving options such as: checks, foundation support, corporate support, 3rd party giving, United Way, and matches will be available upon request. If these are options you would like to consider prior to the event, please email gbradford@cldinc.org. **Consider having the donation portal open prior to the start of the event so your guests may make their gifts with ease.**

What time should we begin streaming the event?

To accommodate possible dinner plans, networking and seating arrangements, please ask your guests to arrive by 5:30PM; the presentation will begin at 7:00PM.

BEST PRACTICES FOR INVITING GUESTS

1. **Cast vision:** Share with your friends and family *your* experiences with CLD and the opportunity for them to be a part of something big. Connect them with the mission of CLD, and the impact their support will have on the city of Indianapolis.
2. **Select guests with the ability to donate:** This inspiring evening of achievement is CLD's primary fundraising event. Let them know our goal is to raise \$1,000,000 which will enable CLD to sustain operations for years to come, and increase the number of services and programs provided to minority youth.
3. **Set the right expectation:** It is our hope that all guests will come prepared to financially support our important mission; we cannot sustain and grow without strong financial backers like you.
4. **Compile your network:** Create a working list of names from your cellphone, social networks and groups, colleagues, church groups, etc. and track their RSVP status. Remind them that this event may come at a cost to you (because of dinner plans), and encourage them to attend after RSVPing.
5. **Person to person:** One-on-one contact has the best return; invite your contacts with a personal message, phone call, email or in-person request. Consider inviting more people than your space can accommodate; **some will say no.**
6. **Follow-up:** Once your guest has confirmed, follow-up with a personalized email with the electronic invitation, which includes the registration link. Reinforce that this is a charitable ask, and invite them to partner with you in something near and dear to your heart.
7. **Follow-up (again):** 24 hours after sending your invitation, consider following-up again to confirm receipt and offer to answer any questions they may have. The more persistent and passionate you are, the more likely they are to understand how important this opportunity is to you and will participate generously.
8. **Ask to donate:** If a guest cannot attend, offer the opportunity to stream the live event from their own home and donate as they feel led. Remote participants should still register, and indicate they heard about the event from you.
9. **Register online:** Guests should register themselves online and commit to attend: <https://cldinc.org/achieversawards/>.
10. **Build on the excitement:** Stay connected with your guests in the weeks leading up to the event, and hold them to their promise to attend. Consider organizing virtual meet and greets via group text or email, sharing facts about CLD or posting on your social networks about the event.
11. **Invite folks to attend remotely:** for friends and family unable to attend your home viewing party, invite them to participate remotely and Facetime, Skype or call for a "live" experience with your party. Ensure they register, too.

SAMPLE EMAIL INVITATION

These personalized email templates below should be paired with the electronic invitation that we sent you previously, and include the registration link.

Former Achievers Awards Attendee:

Dear _____,

I hope this email finds you well! I am excited to let you know that Center for Leadership Development will be hosting their live Virtual Minority Achievers Awards & Scholarship Gala fundraiser on Thursday, March 18, and I will be hosting a home viewing party! I know you may have previously experienced this event in person; it would be wonderful if you could continue your partnership in CLD's extraordinary mission by attending this year as my guest and coming prepared to financially contribute if you feel led.

Your generosity will allow CLD to continue their work of investing in and transforming the lives of African American youth in Central Indiana. Please let me know if I can count on you to join me!

If so, please register here: <https://cldinc.org/achieversawards/> and let me know you'll be in attendance. I look forward to welcoming you virtually or in my home on March 18!

Please note, if for any reason you would like to participate in your own accommodations – we can do that too! You will still need to register to receive the information necessary for streaming.

New introduction to Center for Leadership Development:

Dear _____,

I hope this email finds you well! The organization that I mentioned to you, Center for Leadership Development, will be hosting their live Virtual Minority Achievers Awards & Scholarship Gala on Thursday, March 18, and I will be hosting a home viewing party! This is a truly extraordinary mission, and I would be honored if you would attend as my guest and come prepared to financially contribute if you feel led.

This event is their primary fundraiser for the year, and will give you the opportunity to support their work of transforming the lives of African American youth in Central Indiana. Please let me know if I can count on you to join me!

If so, please register here: <https://cldinc.org/achieversawards/> and let me know you'll be in attendance. I look forward to welcoming you virtually or in my home on March 18!

Please note, if for any reason you would like to participate in your own accommodations – we can do that too! You will still need to register to receive the information necessary for streaming.

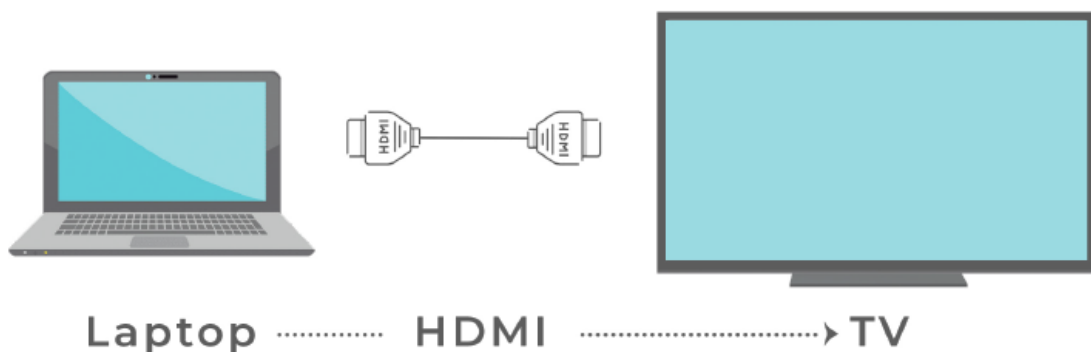
SETTING UP YOUR HOME FOR SUCCESS

Food and Flow

It will be a priority for you to be attentive to your guests and the flow of the evening. If you decide to feed your guests, we recommend that you consider having food catered and delivered by a local restaurant, or that you organize a pitch-in.

Technology and Streaming: Technological Recommendations

We will be hosting a live stream test on Wednesday, March 17 from 8AM-7PM. You can log on to test the live stream at any time during that window to ensure your technology is working properly. If you run into any problems, or have questions, you can call us at 317-923-8111 and we will help you troubleshoot. More details coming soon!



1. Make sure you have a laptop with HDMI capability to connect to your TV.
2. After connecting your laptop to your TV via HDMI, from the list of inputs – select the one that shows your laptop screen on your TV. For many TVs, this will be called HDMI 1 or HDMI 2.
3. If after following these instructions you still do not see your laptop screen on your television, please [click here](#) for more detailed instructions about connecting a PC to a television. If you are on a Mac, please [click here](#) for more detailed instructions.
4. Next, you must test the audio. After a successful setup, you should be able to hear your laptop audio coming from your television.
5. If after connecting your laptop to your television, you cannot hear your laptop audio from your television, then open your audio settings/preferences and change the audio source to your television.
6. After you have successfully connected your laptop to your television, click the live stream link in your email that we will be sending to you soon. If for any reason you cannot find the live stream link, just navigate to <https://cldinc.org/achieversawards/> and the live stream will be accessible from that page.
7. After you begin playing the live stream, click the “Full Screen” button on the video player.

SUGGESTED TIMELINE GUIDELINES

1. If you are going to host food, order it earlier in the week to ensure it arrives on time. We recommend that you have the food delivered and ready to enjoy by 5:30PM.
2. If you decide to serve a meal, we suggest that dinner begins by 6:00PM. This will give your guests time to eat and transition to the viewing area comfortably.
3. By 6:50PM, have your guests move to the watch party location. Dessert, drinks and snacks should be ready, if applicable, for after the broadcast. Discourage eating while viewing, it may be distracting to other partygoers.
4. The program will begin at 7:00PM sharp. There will be a pre-program slideshow broadcasting at 6:30PM. This will make for a great conversation piece and background while you eat and gather.



HELPING US REACH OUR GOAL!

Your home viewing party is vital to helping us reach our financial goal for the evening of \$1,000,000! If your home viewing party and remote network is successful at raising \$10,000 or more, we would love to host a dinner with CLD president Dennis Bland and guests of your choosing as a gesture of appreciation for your partnership and support.

This evening is a special opportunity for us to get to know and build deeper relationships with those who are investing in our youth. Dennis and team will partner with you to host an amazing evening filled with philanthropy, fellowship and your friends!

[READY TO BECOME A HOST? CLICK HERE](#)

Why Support CLD?

JOIN CLD AND TRANSFORM AFRICAN AMERICAN YOUTH TOGETHER

The Center for Leadership Development is superbly positioned to impact youth in an extraordinary way. Motivated by mounting academic and social challenges and inspired by a belief CLD has real answers to overcome these challenges, CLD aspires to establish an exemplary youth organization of unparalleled distinction. You are invited to team-up with CLD to help us drive impact and change.

CLD is asset-rich and primed for collaborative impact. We have answers for youth.

Delivering Solutions Through Shared Values

- Strong mission focus
- CLD Principles for Success
- 44 years of youth development
- 17 enriching programs and experiences
- Logic Model, benchmarks and metrics driven
- Minority Achievers Award & Scholarship Gala
- College Prep Conference
- Golf Outing
- Free Tutoring and Counseling services
- 25 Higher education partners – scholarships
- Diverse stakeholder connection
- High impact and reach - city and state
- Positioned for growth and capacity building
- Longstanding partnerships
- Respected community asset
- Strong public goodwill
- Strong position for scaling and growth
- Influential board of directors

For information about deepening your relationship with CLD through a partnership, please contact one of the following:

Dennis Bland at dbland@cldinc.org
Melanie Frazier at mfrazier@cldinc.org
Ronald Brown at rbrown@cldinc.org

Thank you.

BENEFITS OF COLLABORATION

Ways through which we leverage our partnership to achieve your corporate social responsibility goals.



Marketing and Visibility

Partnership allows a variety of high impact marketing and visibility opportunities through major events, social media and more.

Overall Reach:

- Programs 6500 by 2024 (post COVID-19) and Services 15,000*
- Website visits annually: 76,242
- Social Media: 8,235
- Collateral: Invitation/ Program Book 11,262
- Active email addresses 7,575
- Annual Report mention: 2,000
- Minority Achievers Award and Scholarship Gala 1,000+



Access to Participants

Opportunity to directly impact over 50,000 students and families impacted by CLD, access to our participants is an ideal opportunity to connect with a historically underserved population. Access to a pipeline of future talent.

- College Prep Conference 1,000
- Workshops and Initiatives



Strong Community Presence

Provides strong corporate/community presence by partnering with CLD that has over 43 year history of helping African American youth and families.



Corporate Benefits and Employee Engagement

- Tax deductible contribution
- Employee engagement opportunities are ideal for partners who require or desire employee volunteerism to make a difference. CLD has many volunteer opportunities to advance youth in the community.
- Golf Outing



Thank You Watch Party Hosts

Thank you so much for hosting a fundraising Watch Party in your home for Center for Leadership Development's fundraiser during the 41st Minority Achievers Awards & Scholarship Gala on Thursday, March 18, 2021. We can't do it without your support. Thank you. Enjoy the following quotes from some of our CLD Alumni.

"CLD was my most memorable activity from high school, and that is proven by the fact that it is the only organization I'm still involved with 30+ years later. I have frequently run into CLD alums over the years who have been a great support system and great role models. I go back to the principles I learned in CLD in my personal and professional life, and they have never steered me wrong. CLD got me prepared, polished and put me above others, and today I am a proud CLD!"

– Marva Hunt CLD '82

"In time, on time, every time, accept when ahead of time, and that's better time - has guided me in all aspects of my life."

– Qiana Hayes CLD '93

"CLD was a great guide in preparing me for not only the college experience but also in developing a career path and creating goals that I wanted to achieve in life."

– Lillian Penn CLD '93

"CLD helped prepare me for college application submissions and better my social skills amongst people I was not familiar with. I enjoyed being forced out of my comfort zone so that I could better my oral communication amongst my peers and other adults."

– Shavonn Blueitt CLD '12

"The CLD organization had been profound and instrumental to my positive growth as a human being and working professional. I hope and pray you all continue the good fight to educate and shape our community's youth."

– Terrell Bellamy CLD '84

