

## Party with a Purpose

Who doesn't love a party, right? Now, here's a great way to host a fun gathering while helping to expand the reach of a worthwhile organization: Sponsor a **"SOCKS IN THE CITY"** event in your home for your friends, benefitting Clothes to Kids of Denver. As part of the festivities, our Executive Director Katie Jones Jadwin and our Development Director Val Lunka will take a few moments to explain the agency's mission. We'll be asking your guests for their support so that we can continue to serve the at-risk children of our community.

### EASY AS PUSHING A BUTTON

The great thing about a **SOCKS IN THE CITY** party is that we've done much of the work for you. We'll take charge of sending out and managing all of the following promotions to your guest list:

- Save the date email
- Invitation email
- Last chance email to non-respondents.
- Confirmation email to guests who RSVP
- Online registration page
- Event landing page with the details of your event. This landing page will be unique to your event so you can post it to your Facebook page, add the web address to your emails, etc. *Of course, the page is "private," so you needn't worry about the public at large dropping by unannounced!*

We use the email marketing tool, **CONSTANT CONTACT**, to promote your event and keep track of responses. You'll know the minute anyone confirms her attendance. You'll also know who hasn't responded, so you can reach out to them personally, if you like. You can also rest assured that your email list will be used only to promote your event. *We won't send emails to your list unless one of your contacts asks to be added to our mailing list.*

### PARTY IDEAS

Just like the **SEX AND THE CITY**® women, we're guessing your guests will enjoy cocktails, good music, and better conversation. We also know you're a terrific hostess who needs no help throwing a great party. But just for fun, you might . . .

- Give guests recipe cards for Cosmopolitans, Moscow Mules, etc.
- Play the sound track from the **SEX AND THE CITY**® movie.
- Host a "fancy" socks contest, with the guest bringing in the cutest or most clever pair of children's socks winning a prize.
- Require a donation of a school-aged child's new pair of socks as an "entry fee."
- Play **SEX AND THE CITY**® trivia.
- Host a **SEX AND THE CITY**® costume party, where guests come as their favorite character.
- Have a fancy shoe competition, in the spirit of Carrie Bradshaw.

### YOUR ACTION PLAN

Interested in hosting your own **SOCKS IN THE CITY** party? Here are the easy steps we recommend:

- Choose a date at least five to six weeks from now, then get in touch with Val Lunka and let her know your chosen date.
- Email Cathy Bowman with the details of your event so she can start customizing your promotional materials. She'll need this info:
  - Date and time of your event
  - Location
  - Your contact info
  - The maximum number of guests
  - You can also include a special message to

personalize the invitations for your group. Just let Cathy know what you'd like to say.

- Lastly, send Cathy your guest list in an email file such as .csv, .rtf., or .xls.

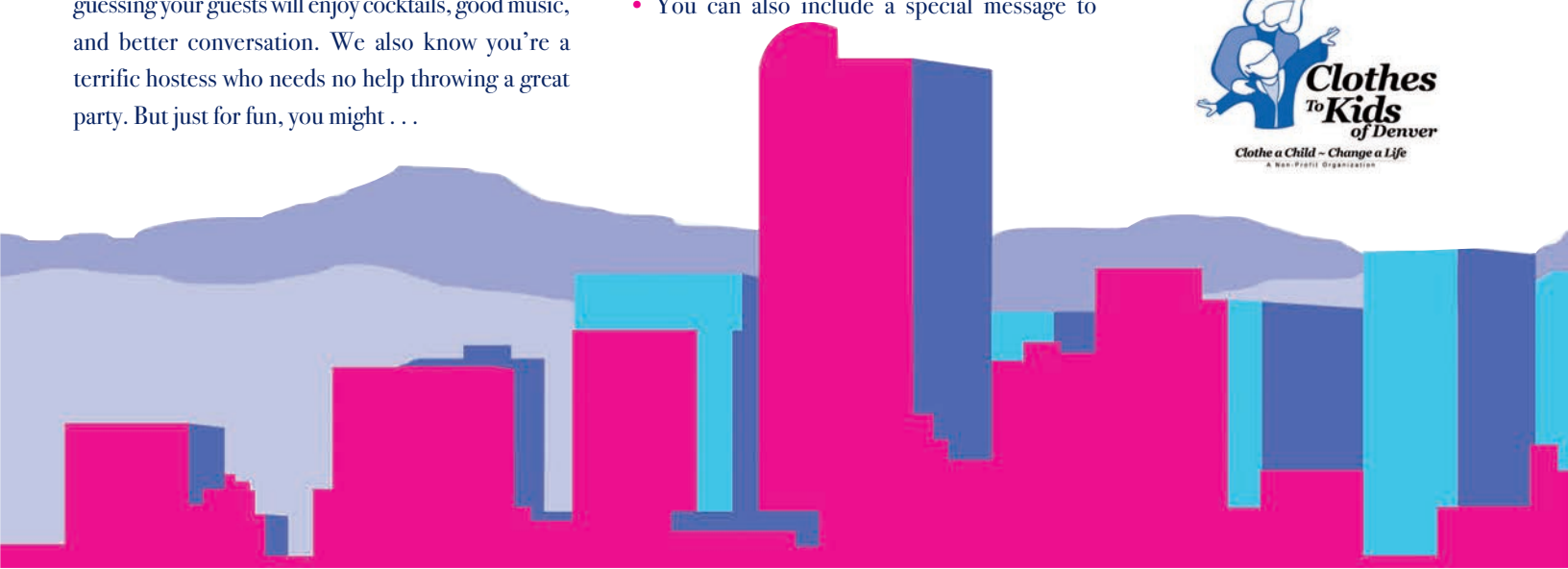
Then, sit back and relax while we promote your event:

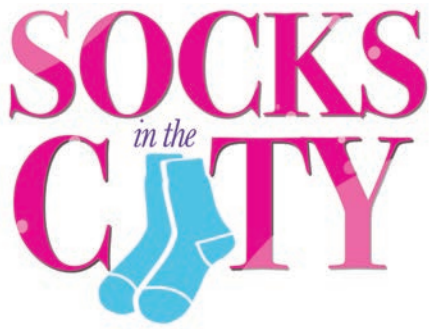
- We'll send out the "save the date" email about four weeks before your event.
- The "invitation" email will go out about three weeks before your event.
- A "Don't Miss Out" email will go out a few days before to those who have not RSVP'd yet.
- You'll get an email advising you each time a guest registers, so you'll know how many people to plan for.

Host your party and have fun!

### KEY CONTACTS

Val Lunka  
303.681.5054  
val@clothestokidsdenver.org  
Promotions: Cathy Bowman  
303.470.8882  
cbowman@supersuasion.com





## Event Personalization

YOUR NAME

EVENT DAY/DATE/TIME

MAX # OF GUESTS?

OPEN TO THE PUBLIC? ☐ YES ☐ NO

DEADLINE FOR RSVP'S

PHONE #1

OPTIONAL PHONE #2

EMAIL

LOCATION STREET/CITY/ZIP

SPECIAL INSTRUCTIONS TO GUESTS, SUCH AS FOR PARKING?

### Options

WHAT REFRESHMENTS WILL YOU BE SERVING?

SPECIAL INSTRUCTIONS TO GUESTS, SUCH AS:

- ☐ Bring a new pair of children's socks as an "entry fee."
- ☐ Come in costume as your favorite **SEX IN THE CITY**® character.
- ☐ Wear your best pair of "Carrie Bradshaw" high heels
- ☐ Other:

WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO INCLUDE IN EVENT PROMOTIONS, SUCH AS:

- ☐ Prize to the guest bringing in the cutest or most clever pair of children's socks.
- ☐ Prize for the winner of **SEX AND THE CITY**® trivia.
- ☐ Prize for the best costume.
- ☐ Prize for the best pair of high heels.
- ☐ Other:



## SOCKS IN THE CITY PROMOTIONAL EMAILS



**SOCKS**  
*in the*  
**CITY**

BENEFITING CLOTHES TO KIDS OF DENVER  
[www.clothestokidsdenver.org](http://www.clothestokidsdenver.org)

**Socks in the City, an event to benefit Clothes to Kids of Denver**

**When**  
Friday May 1, 2015 from 8:30 PM to 8:30 PM  
MST  
Add to Calendar

**Where**  
Val Lunka's home  
2055 S. Garfield  
Denver, CO 80210



**Dear Catherine,**  
Join us for a party with a purpose!

Please join me for a fun evening of wine, cocktails, and hors d'oeuvres and some "Sex and the City"-themed fun. Then, two guest speakers, Katie Jones-Jadwin and Val Lunka, will talk about how Clothes to Kids of Denver serves at risk school-aged children in the Denver Metro area.

In keeping with the theme of our party, please...

- Come dressed as your favorite "Sex and the City" character. We'll award a prize for the best costume.
- Bring a pair of children's socks as your "ticket to enter." We'll give a prize to the guest who brings the fanciest pair of socks!

While fun is definitely on the night's agenda, so is learning more about Clothes to Kids of Denver, and helping this worthwhile organization raise money. So, there will be an "ask" during the evening.

To RSVP, just click on the link below!

[Please send me info about Clothes to Kids of Denver](#)

**RSVP Now!**  
[I can't make it](#)

You know how much I love a good party, and having you join us will make the event extra special. And please feel free to bring a guest. Just be sure to let me know how many guests you'll be bringing when you RSVP.

Can't wait to see you!

Sincerely,  
Val Lunka  
Clothes to Kids of Denver  
[catherine.bowman2@icloud.com](mailto:catherine.bowman2@icloud.com)  
303-681-5054

**Clothes to Kids of Denver**  
*Change a Child - Change a Life*

### SAVE THE DATE EMAIL

**Socks in the City, an event to benefit Clothes to Kids of Denver**

**Dear Catherine,**  
Miranda, Carrie, Samantha or Charlotte? Time to channel your favorite Sex and the City character.

Soon you'll have the chance to sip Cosmos, snack on hors d'oeuvres, all while listening to the soundtrack from the Sex and the City movie...

There's more info to come, but for now, mark your calendar for my upcoming Socks in the City party!

**Can't wait to see you!**  
Val Lunka  
Clothes to Kids of Denver  
[catherine.bowman2@icloud.com](mailto:catherine.bowman2@icloud.com)  
303-681-5054

**Socks in the City, an event to benefit Clothes to Kids of Denver**

**Dear Catherine,**  
Can you imagine Carrie without Samantha?  
Or Miranda without Charlotte?

Neither can I. That's because everything's better when shared with girlfriends!

That's why I'm hoping you'll be able to attend my Socks in the City party! There's still time to RSVP. Just click the link below. And please feel free to bring a friend... or two or four. Just let me know how many when you register!

**RSVP Now!**  
[Bummer, I can't make it](#)

**Can't wait to see you!**  
Val Lunka  
Clothes to Kids of Denver

### DON'T MISS OUT EMAIL

### INVITATION EMAIL

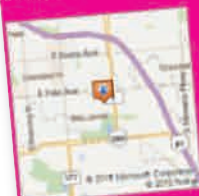


## EVENT LANDING PAGE AND ONLINE REGISTRATION FORM



**When**  
Friday May 1, 2015 from 6:30 PM to 8:30 PM MDT  
[Add to Calendar](#)

**Where**  
Val Lunka's home  
2955 S. Garfield  
Denver, CO 80210



[Driving Directions](#)

**Contact**  
Val Lunka  
Clothes to Kids of Denver  
303-681-5054  
[catherine.bowman2@cdoud.com](mailto:catherine.bowman2@cdoud.com)

### Socks in the City, an event to benefit Clothes to Kids of Denver

Join us for a party with a purpose! Enjoy wine, cocktails, and hors d'oeuvres as well as great conversation and some "Sex and the City"-themed fun. Then, our two guest speakers, Katie Jones-Jadwin and Val Lunka, will spend a few minutes explaining how Clothes to Kids of Denver serves at risk school-aged children in the Denver Metro area by providing them with the clothing they need to succeed in school.

In keeping with the theme of our party, please ...

- Come dressed as your favorite "Sex and the City" character. We'll award a prize for the best costume.
- Bring a pair of children's socks as your "ticket to enter." We'll give a prize to the guest who brings the fanciest pair of socks!
- Wear your best "Carrie Bradshaw" high heels.

While fun is definitely on the night's agenda, so is learning more about Clothes to Kids of Denver, and helping this worthwhile organization raise money. So, there will be an "ask" during the evening.

[Register Now!](#)

### About Clothes to Kids of Denver

Clothes To Kids of Denver, Inc. provides free new and quality used clothing to students in need in a store-like setting. Our volunteers and staff strive to create a warm, welcoming environment. By providing this service, Clothes To Kids hopes to ease the financial burden on low-income families, build self-esteem in children and improve their readiness to learn at school.

Visit us online at [www.clothestokidsdenver.org](http://www.clothestokidsdenver.org)

# SOCKS *in the* CITY

6:30 PM MDT

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[Required information](#)

### Personal Information

\* First Name:

\* Last Name:

\* Email Address:

\* Confirm Email Address:

\* Address 1:

\* Address 2:

\* City:

\* State:

\* ZIP Code:

\* Phone:

### Guest Information

You may add a maximum of 25

[Add](#)

- ☒ Allow others to see that I have registered. (Note: only your name, title, and company information will be shared.)
- ☒ Yes, I would like to receive your email newsletters

[Register](#)

[Go back to Event Page](#)

By submitting this form, you're granting: Clothes to Kids of Denver, 2955 S. Garfield, Denver, CO 80210, United States permission to email you. You can revoke permission to mail to your email address at any time using the "SafeUnsubscribe" found at the bottom of every email. Constant Contact takes your privacy seriously (to see for yourself, please read the Constant Contact [Email Privacy Policy](#)). Emails are serviced by Constant Contact.

[Mobile View](#)