

ONE HOPE

WORDS TO SAY:

Reach-Outs

Having the words to say to Reach Out and quickly follow up is key in helping you create conversations to invite your contacts to host a fundraiser with you, shop with you, or join your team as a Cause Entrepreneur.

HOST

Hosting a fundraising event can be done in-person, virtually, or by simply sharing the fundraiser link online!

PRO TIP - Hosts are key to your success. Treat them like your partners in the business because the number of guests they invite and encourage to attend helps you to expand your contact list faster. Guests become your future customers, hosts, and even team members, so the more you reach at your events, the larger your prospecting pool becomes.

A simple “Host Reach Out” follow up text can go like this:

Hey! I thought you might want to be one of the FIRST of my friends to host a ONEHOPE fundraising event! There some great perks for you to Host AND we can raise \$\$\$ for your cause of choice! I have two dates open – June 29th or July 7th – which works best for you?

Another simple text could be:

Thanks for placing your order and giving back to XYZ charity – what a worthy cause that is meaningful to so many! What do you think about hosting a ONEHOPE fundraising event to continue to give back even more to XYZ charity! I’ve have two dates open – June 29th or July 7th – would either work for you?

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SHOP

The most common way for your contacts to make an impact is by being a customer! If you've reached out about Hosting and got a "No" follow it up with the opportunity to shop and support.

A simple "Host Reach Out" follow up text can go like this:

I totally understand if the timing isn't right to host a fundraiser right now. Wanted to be sure you have access to restock your wine though! You can pick any nonprofit to support at checkout so ONEHOPE can donate 10% from your purchase to your cause of choice! [Share your link]

Another simple text could be:

Hey! I know we share a love for wine, so I wanted to let you know you can drink wine and give back when you buy ONEHOPE wines! You'll get to choose your cause of choice to support and we donate 10% to that cause! If you're like me and enjoy drinking wine regularly, you'll want to check out the Wine Club. You get access to exclusive wines, FREE shipping on any 4+ bottle order, and up to 20% off!

WORDS TO SAY: *Reach-Out's*

ONE HOPE

JOIN

Joining ONEHOPE as a Cause Entrepreneur is the most impactful way to be a part of our Community!

You have a business to offer that literally changes people's lives through our giving program. Think about who you know that's into entertaining, loves wine, or is always involved in activities and community causes. They could be that "life of the party" person, or maybe that friend who you've always dreamed of going into business with!

A simple follow up text to customers or hosts can go like this:

I'm so glad you've been able to experience ONEHOPE with me.

I think you're going to love ONEHOPE as much as I do! I'd love to chat this week and see if having your own wine business and making an impact for your causes of choice is something you'd want to do with me!

Another simple text could be:

Hey!! Thank you for placing your wine order! I loved getting the alert! You have great taste in wine, by the way. I'm building my "dream" team right now and I want you to get in on the fun and come sip with us! What do you think about sharing wine and making an income?

Still not sure what to say when reaching out?

We have videos to share that give a quick overview of who we are and what we are about. It's an easy introduction that saves you time and makes it simple to tell our story.

You can text a quick message like:

Love wine? Love helping others? I've got something you need to hear!
[Link to video]

Include one of our videos and then say when you will follow up to check their interest. You can find these videos listed in the Help Center Index.