



HOW TO *Poinsettia*



A Practical Guide to the Junior League of Reno's
Annual Poinsettia Luncheon Fundraiser



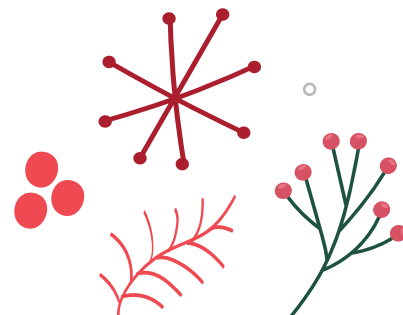
History & Overview



The Junior League of Reno's Annual Poinsettia Luncheon Fundraiser is an unforgettable event that began in 1970 as a warm thank you from our Sustaining Members for the hard work by our Active Members. Since then, Poinsettia has grown into our signature fundraiser and the community's premier holiday dining and shopping event.

Poinsettia is JLR's signature fundraising event of the year and our area's kick-off to the holidays!

Thank you for your involvement in Poinsettia, your generosity helps us do more.

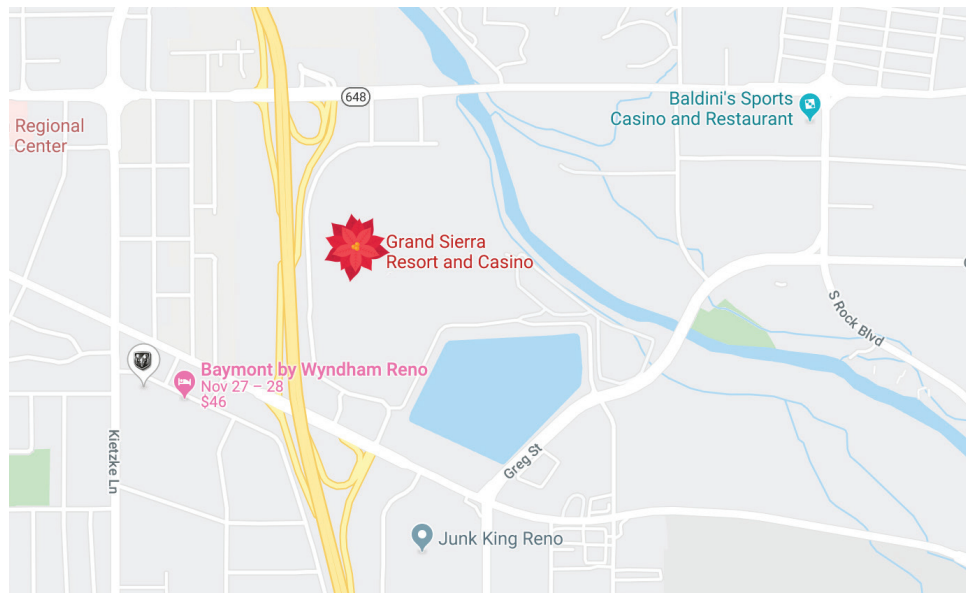


Poinsettia Location

Poinsettia 2021 is at the Grand Sierra Resort:

The **Grand Sierra Resort:**
2500 East 2nd Street
Reno, NV 89595

Stay tuned for updates on
future locations, the venue
for the Poinsettia Luncheon
shifts periodically.



When



Traditionally, Poinsettia Luncheon is held on the first Thursday of December. Doors open at 10 a.m. The holiday boutique opens at 10 a.m. and closes at 3 p.m. Lunch and the event program begins at 12:15 p.m. Tickets for our featured prize drawings are available to purchase until 12:30 p.m.

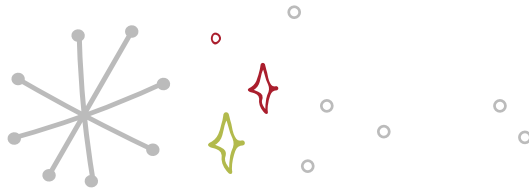
Please save the following dates:

Thursday, December 2, 2021
Thursday, December 1, 2022
Thursday, December 7, 2023
Thursday, December 5, 2024

If you have questions, do not call the Grand Sierra Resort, please reach out to the Junior League of Reno at 775-826-0445.



Pro Tip



Our boutique features carefully curated, hand-selected items of limited quantities. If you would like to shop from the full selection of holiday and unique gifts, arrive early (boutique opens at 10 a.m.).

Please bring a gift card. Any dollar amount is appreciated! The gift cards collected at Poinsettia go directly to Sierra Association of Foster Families. Gift card ideas: Smiths, Target, Walmart, etc.

Bring cash, credit card or checks and especially, your holiday spirit! This year we are so thrilled to announce that **Blackbeach Wheeler Family Foundation is matching your monetary contributions** up to \$25,000. Your generosity paired with this match means your contributions go further and our community projects can transform the lives of more of our area's women and children in need!



What to Bring

What to Wear



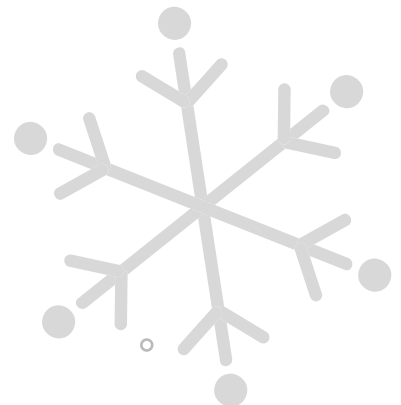
Daytime cocktail, business or holiday fun and flair (see photos at JLReno.org or on JLR's Facebook page, [@JuniorLeagueReno](https://www.facebook.com/JuniorLeagueReno)). Attendees wear a broad variety of attire from sparkly to business casual.

Poinsettia is a special event. This is not your typical fundraiser! Poinsettia features an abbreviated program, a fabulous lunch paired with a show-stopping dessert, a signature cocktail and one of a kind shopping. Poinsettia includes:

- Shopping that makes you say "ooooooo, I just love it!"
- Cocktails
- Dining
- Photobooths
- Extraordinary Prize Drawings
- Charitable Giving
- Carolers Making Spirits Bright
- Socializing
- Topped with a Decadent Dessert



What to Expect



Yearly Theme

Poinsettia has a yearly theme to spice up the holidays. For example, the 2021 theme is “**Shining Brighter Together!**” The theme sets the tone and guides the spirit of that year’s Poinsettia.

Poinsettia Program of Events



Doors Open 10 a.m.

Prize Drawing Ticket Purchases (Available until 12:30 p.m.)

Signature Cocktail Served 10 a.m. – 11 a.m.

Boutique Open: 10 a.m. until 12:15 p.m.

Lunch and Event Program Begins at 12:15 p.m.

Boutique reopens after lunch and remains open until 3 p.m.

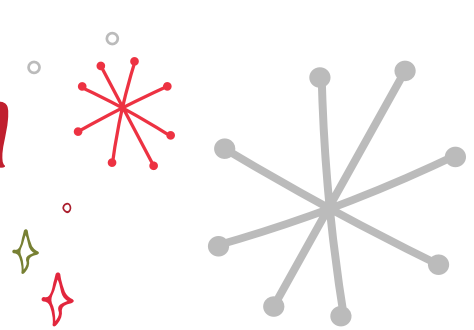
The Signature Complimentary Cocktail *Pro Tip*



The signature cocktail changes every year and is served for one hour (typically from 10 a.m. until 11 a.m.). After that, the signature cocktails are available for purchase at the bar. (Please limit your complimentary cocktail to one.) Two bottles of champagne are included for our Bubbly Level and higher table sponsors. A full no-host bar is also available. And as always, please enjoy your holiday spirits responsibly.



A Taste of What You Can Find in the Boutique



The Poinsettia Boutique boasts unique holiday gear, jewelry, decor, baby gifts and baby wear, sports themed gear, amazingly cute pet gear, gifts for him and her, and fabulous home goods. *Remember, the best time to shop is 10 a.m. There are limited quantities of each item; come early for the best selection.*

SIDE NOTE: While we will have multiple check-out lines and other methods to expedite checkout. There are a thousand ladies shopping at once, please be patient. We are volunteers doing this because we love the League and our community, so please be kind and remember, Santa's watching!

Tickets & Pricing (SUBJECT TO CHANGE)

Individual tickets are \$75. Please refer to the website for current table pricing and availability. Ticket sales are capped at 1000. Table sponsorships are available, refer to Poinsettia Sponsorship Packet. Preferred seating is also available!

Tickets must be purchased through a Junior League Member. **You do not need to be a member to attend**, but must have a referring Member in order to purchase a ticket/table. Please rely on your table hostess to share more, valuable information. Questions may also be directed to poinsettia@jlreno.org.

Special thanks to this year's sponsor:
PLUMB+PINE! Reno's luxury skin care experience.



Duties for our JLR Hostesses



You are the only person at your table that receives a postcard in the mail, please share information with your guests!



Let your guests know the table number along with all other basic information.

Please encourage your guests to bring a gift card to support Sierra Association of Foster Families.



You are inviting them; help your guests feel welcome and appreciated! Remind them that this year, we'll be rallying for monetary donations that go to support the Junior League of Reno and our projects. These donations will be matched!

What do the Funds Raised at Poinsettia Support?

The Poinsettia Luncheon helps our issue-based community impact programs, community grants, done-in-a-day volunteer initiatives and our women's leadership development trainings.

A Few Examples of our Past Projects



Ronald McDonald House
Inspiration Station (Reno's First Universally Accessible Playground)
Safe Embrace Purple Rose Boutique
Campaign Against Human Trafficking
Court Appointed Special Advocates (CASA)
Playground at Volunteers of America (pictured)
Kids In The Kitchen
Lexie's Gift

About the Junior League of Reno

The Junior League of Reno (a 501(c) 3 not-for-profit organization) is **women building better communities**. We are a strong collective that develops leaders, promotes voluntarism and positively impacts our community. We empower women and identify our community's most pressing needs and address them with meaningful and relevant local projects, programs and initiatives.

Since our early roots as the Junior Service League established in 1969, our commitment to improving the lives of women and children through our programs has remained unwavering. From building the area's first universally accessible playground, to the Ronald McDonald House, to helping launch non-profits through our grants program, we put our skills to work, lifting our community. We build leaders and transform communities. For more information about Junior League of Reno, visit www.jlreno.org.

CoVid-19 Protocol for Poinsettia

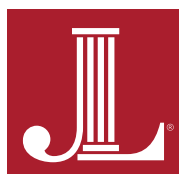
The Junior League of Reno (JLR) acknowledges the risk of hosting a gathering amidst a pandemic. It is with measured caution that we move forward with Poinsettia. JLR is following all state guidelines for CoVid prevention. Your attendance implies that you understand the inherent risk of attending a group function. We are all responsible for the safety of our attendees and the community at large. Do not attend Poinsettia if you are feeling unwell or if you have a known exposure to CoVid19. Further, all attendees will be required to sign a CoVid waiver. Let's move forward and shine brighter, together.

Connect With Us!

Twitter: @JLRenoNV
Facebook: JuniorLeagueReno
Instagram: JuniorLeagueReno

When tagging your photos and posts, please use **#JLRpoinsettia**

Web: JLReno.org
Event Website: www.jlreno.com/poinsettia
HQ: 190 W. Huffaker Lane, Suite 407
Reno, NV 89511
Phone: 775-826-0445
Email: jlr@jlreno.org



JUNIOR LEAGUE OF
RENO