

What Matters
MOST!



110th

Anniversary Breakfast

Wednesday,
March 28, 2018

Table Captain Packet

What Matters Most

Strong Families. Strong Communities. Since 1906!

DEAR TABLE CAPTAIN

We're thrilled that you have chosen to be a table captain for our 112th Anniversary Breakfast on March 28th! The theme of our breakfast is "What Matters Most," and frankly, it's YOU and your willingness to bring friends, family, and colleagues to the table to support Neighborhood House!

ABOUT THE BREAKFAST

Our What Matters Most Breakfast is Neighborhood House's largest fundraising event of the year. Over 500 people gather for breakfast at the Washington State Convention Center to support our mission of partnering with diverse individuals and families to build community and achieve their goals for health, education and self-sufficiency. Funds raised at the breakfast support our programs and the communities we serve.

ABOUT NEIGHBORHOOD HOUSE

The mission of Neighborhood House is to partner with diverse individuals and families to build community and achieve their goals for health, education and self-sufficiency. Serving over 12,000 people annually, Neighborhood House provides programs and services that meet the needs of entire families throughout Seattle and King County.

Our major program areas include: early learning, youth education, family & social services, employment & adult education, housing stability, community health, and aging & disability services. Collectively, our staff speaks 35 languages enhancing our efforts to communicate with clients in their first language and with a high level of cultural awareness.

DETAILS AT A GLANCE

Date

Wednesday, March 28th, 2018

7:30-9 a.m.

Location

Washington State Convention Center
705 Pike Street Seattle, WA 98101-2310

REGISTRATION

You may register yourself and your guests directly online using the form found at www.nhwa.org/112thbreakfast/. Please register your guests or have them register themselves **before March 20th**.

If your table is full and you still have guests that would like to come, let us know! We are happy to find seats for all our supporters.

We hope this packet will provide you with everything you need to make your job easier and more enjoyable. Please feel free to contact Ward Wright at wardw@nhwa.org or (206) 461-8430 ext. 2053 at any time should you have any questions or need additional materials.

What Matter's Most Table Captain Guide

FILLING YOUR TABLE

- **Create your guest list!** Think of family, friends, colleagues, neighbors, etc. who shares your support for Neighborhood House or would be interested in learning more about our work! To fill a table of 10, please try to have 12 guests confirmed. In the past, we've had guests drop out at the last minute, and our goal is to fill up seats and avoid paying for empty ones.
 - **Start inviting!** See our template in our packet to help you get started. Don't forget to add your own personal touch!
 - **Be persistent!** Don't be discouraged if your invitees don't respond or decline. Some people aren't keen on morning events but may still be willing to support. Encourage them to donate online! If they mention you're responsible for prompting their donation we will count it towards your table!
 - **Communicate effectively and enthusiastically!**
 - Be clear about expectations. The breakfast is a fundraiser and while there is no cost to attend, a recommended minimum donation of \$125 or more will help us meet our goal. We also offer a variety of payment methods and schedules.
 - Confirm. Reconfirm. Follow-up. Avoid empty seats by making sure all guests are able to attend. Send out reminders in the days leading up to the breakfast. Post-event, don't forget to thank each of your guests for their attendance and generous contributions. Communicate in the way that works best for your relationship with them (e.g. email, phone, in-person).
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ROLES & DUE DATES

- Start now!** Identify and invite potential guests. Remember, they must also have the capacity to donate a minimum of \$125 or more.
- Register your guests by March 20, 2018.**
 - Register your guests online at www.nhwa.org/112thbreakfast/ or fill out the Guest Tracking form found at the end of this packet.
 - If you cannot register your guests online, email your guest list to Ward Wright wardw@nhwa.org.
 - If you have guests drop out, invite other guests to fill their spot and email Ward with any changes.
 - Please reconfirm the spelling of names as we will print name tags for everyone.
- Reconfirm everyone!**
 - Contact and remind your guests the week before the event.
 - Email or call Ward with any guest changes.
- Event Day—Arrive at the venue by 7:15 a.m.**
 - Have some coffee and mingle with guests. Your Table Captain packet will be at your table.
 - The speaker will tell you when to distribute the pledge cards.
 - Enjoy the event!
- Post-event—Thank your guests!** A quick call or thank you note will be greatly appreciated.

Sample Invitation

TALKING POINTS—MAKING AN INVITATION TO THE BREAKFAST

Things to Remember:

- Think about the people around you - family members, friends and neighbors that are interested in helping the community.
- Communicate in the method you usually use with your potential guest. Make sure **your invitations are personal** AND share what YOU love about Neighborhood House.
- It is important to confirm their attendance and to follow up with reminders about the event. There are always no-shows for various reasons, so plan accordingly to avoid empty seats. We hope to fill as many seats as possible and to avoid paying for empty seats.
- Be clear with guests that while there is no cost to attend, there will be an opportunity to donate during the event. The recommended minimum donation is \$125. There are a variety of payment methods and schedules; donations can be easily spread throughout the year in smaller, monthly payments.

Sample email or letter invitation:

Dear NAME,

I am serving as a Table Captain for Neighborhood House's 112th Anniversary Breakfast, and I would love for you to join me at my table. Neighborhood House is a nonprofit organization that partners with diverse individuals and families to build community and achieve their goals for health, education and self-sufficiency. (Share your personal connection to Neighborhood House and reasons for supporting.)*

The breakfast will be held at the Washington State Convention Center on Wednesday, March 28th from 7:30 – 9 a.m. It will be a great opportunity to learn more about the work that Neighborhood House is doing to make a real impact on poverty in our region.

While there is no cost to attend, the 112th Anniversary Breakfast is Neighborhood House's biggest fundraiser – it helps support all of their programs and services. There will be a recommended donation of \$125 with variety of payment methods and schedules available.

Please join me at my table! Please RSVP at www.nhwa.org/112thbreakfast/ by March 20th so I can get my guest list to Neighborhood House.

Warm regards,
YOUR NAME

*If you are a Neighborhood House staff member, consider reaching out to Neighborhood House partners and including a quick note about our connection to them and vice versa!

Guest Tracking List

Table Captain Name:

To fill a table of 10 you will need to have 12 guests confirmed. Complete all information for all guests and reconfirm spelling of names for name tags.

You can register your guests at www.nhwa.org/112thbreakfast/ or email your guest list to Ward Wright at wardw@nhwa.org. Email or call Ward at 206-461-8430, ext. 2053 if you have any questions.

	Name	Address	Company & Title	Telephone	Email (required)
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