

Kids Auction 2018

Welcome

Dear Table Captain,

Thank you for believing in our Club Kids! Hosting a table at Kids Auction 2018 is an impactful way to ensure our kids have a positive and productive place to be when school is out. Because of your commitment, we're off to a great start in making this our **biggest and best auction yet**. We can't thank you enough for your dedication to Boys & Girls Clubs of King County and the kids we serve.

Your work as a table captain is vital to guest attendance and participation at Kids Auction. We ask that you fill a table of 10 by inviting contacts to join you at the event and learn more about our mission. Table captains also send event reminders, track attendance for their table, and assist in thanking their guests after the event.

Our goal for Kids Auction is three-fold. Throughout our event program and activities, we aspire to:

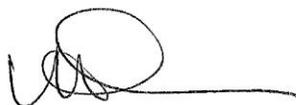
1. Improve and broaden our programs and services for kids, teens, and families in King County;
2. Share the Boys & Girls Club story with our community; and
3. Build a broad base of support through the individuals and businesses who believe in our mission.

Your participation in Kids Auction helps us achieve these goals. More importantly, you are enabling young people in your community to enjoy a safe, supportive environment and guidance from adult mentors whose passion for their work translates into changed lives for youth and their families.

The following handbook offers some helpful information to make your role easy and fun! Read on for event details, important dates, sample emails, and other essential resources. As always, if you have any questions, please don't hesitate to reach out!

We're so excited for Kids Auction! Thank you, in advance, for helping to make this event a huge success. We couldn't do it without you!

Sincerely,



Lisa H. Chin
President/CEO
Boys & Girls Clubs of King County

Kids Auction 2018

About the Event

Step right up for the most spectacular auction in Seattle! Get ready to witness breathtaking acrobatics, try your luck at carnival games, and bid on one-of-a-kind auction items while supporting local kids!

Kids Auction is our annual gala and auction supporting all of our Club sites across King County. Every year, local community members come together to network with guests and learn more about the organization's mission. Guests also have the chance to win fabulous items in our silent and live auctions.

This event raises essential funds to sustain and improve youth development programs in the Greater Seattle Area, allowing kids of all backgrounds to learn, grow, and be themselves. Boys & Girls Clubs teach kids about healthy lifestyles, drive home the importance of academic success, and develop the future leaders of our community. Thank you for helping to make this work possible!

This year, we're transporting guests back to their childhood with a glamorous carnival experience! See below for details on Kids Auction 2018. (Don't worry; no clowns will be present at this year's event!)

Date: Saturday, October 6, 2018

Location: Seattle Sheraton Hotel – Grand Ballroom
1400 6th Avenue, Seattle, WA 98101

Schedule: 5:00pm – Registration, silent auction, games & more!
7:00pm – Dinner & program
7:20pm – Live auction
9:00pm – After-party & auction item check-out

Thank you to the Kids Auction Committee for your leadership!

Co-Chair: Ryan Gustafson

Co-Chair: Leni Preciado

Chad Cabigting

Darci Cascioppo

Jessica Birkliid

Tiffany Hanzo

Tom Herche

Nick King

Michelle Lancaster

Connor McClain

Amish Patel

Lisa Price

Sue Schroder

Sue Verduin

Wilson Wu

Kids Auction 2018

Table Captain Checklist

☐ STARTING NOW

- Create your guest list! Come up with a list of 15-20 people in your network who might like to attend Kids Auction. Think about their potential connection to the mission, as well as their capacity to give.
- Send a personal invitation to everyone on your list. You can find some helpful email templates beginning on page 5.
- Start compiling guest names and information, including cell phone numbers for mobile bidding, email addresses, and dietary restrictions. You can track this information using the sign-up form on page 8.

☐ JULY

- Check back in with your potential guests. Find out if they have questions about the event, and ask them if they'd like to RSVP!
- Invite those who can't attend to make a gift online or, better yet, [host a virtual "table"](#)!

☐ AUGUST

- Reach out again to potential guests and ask them to confirm their attendance. Remind them why the organization is important to you. Whether they attend the event, donate online, or give through a corporate sponsorship, they are making an impact in the lives of local kids!

☐ BY SEPTEMBER 17TH

- Submit your final guest list to the BGCKC Events Team so that seating arrangements can be made. Be sure to include all guest names, contact details, and dietary restrictions.

☐ BY OCTOBER 2ND

- Online bidding is now open! Spread the word to your network, and encourage people to start bidding on our exciting auction items!
- Call or email all confirmed guests to remind them about the event. Contact the Events Team with any questions or changes.

☐ OCTOBER 6TH – EVENT DAY!

- Arrive at the Sheraton by 5:00pm to greet your guests and mingle with other supporters.
- Most importantly, have a great time!

☐ AFTER THE EVENT

- Call your guests or send them a quick note thanking them for their generous support!
- Introduce guests who are interested in learning more to BGCKC staff. We're happy to arrange an informational coffee or a Club tour!

Kids Auction 2018

Sample Email: Guest Recruitment



Dear [Guest Name],

I'd like to invite you to an exciting event supporting an organization that means a lot to me.

Boys & Girls Clubs of King County has been serving young people in our community for 75 years. With more than 26,000 youth served at 29 locations, the Clubs offer programs that enhance academic performance, foster healthy lifestyles, and build leadership skills in kids and teens. Every Club member is given a safe space and access to caring adult mentors, ensuring great futures are never out of reach.

I want to invite you to sit at my table at BGCKC's Kids Auction event on October 6th. You will have an opportunity to bid on exciting auction items, network with guests, and learn more about the organization's mission. The event raises essential funds to sustain and improve our youth development programs, making it possible for kids of all backgrounds to succeed.

This year's event will allow guests to relive their childhood through exciting carnival games and activities! Please let me know by September 17th if you can make it. You can also [register here](#).

Kids Auction

Saturday, October 6th, 2018

Sheraton Seattle Hotel – Grand Ballroom, 1400 6th Avenue

5:00pm – Registration, games & silent auction

7:00pm – Dinner, program & live auction

9:00pm – After-party

Great futures start here, with a generous community of donors, volunteers, and advocates working together for positive change. I hope you'll join me for this year's Kids Auction in support of kids in King County.

Sincerely,

[Your Name]

Kids Auction 2018

Sample Email: Reminder to RSVP



Dear [Guest Name],

You should have received an email from me recently about Kids Auction, an event supporting Boys & Girls Clubs of King County. I'd love it if you would join me to learn more about this great organization.

This year's event will allow guests to relive their childhood through exciting carnival games and activities! Please RSVP to me at your earliest convenience so I can save a place for you at my table.

Kids Auction

Saturday, October 6th, 2018

Sheraton Seattle Hotel – Grand Ballroom, 1400 6th Avenue

5:00pm – Registration, games & silent auction

7:00pm – Dinner, program & live auction

9:00pm – After-party

If you are interested in supporting Boys & Girls Clubs but are unable to attend the event, I am happy to connect you with a staff member so you can take a tour and learn more. You can also make a gift online [here](#).

Thank you, and I look forward to hearing from you soon.

Sincerely,

[Your Name]

Kids Auction 2018

Sample Email: Invitation to Give (Non-Attendees)



Dear [Guest Name],

I'm sorry that you're unable to join me for Kids Auction. In lieu of attending the event, I hope that you will consider making a financial gift to Boys & Girls Clubs of King County to help further their mission.

Boys & Girls Clubs is the premier youth development organization in our area, serving more than 26,000 young people throughout Greater Seattle. Their nationally recognized programs promote academic success, good character, and healthy lifestyles among children and teens, many of whom are at-risk or economically disadvantaged.

Boys & Girls Clubs could not offer these vital services without the generosity of community leaders. I am proud to support this organization, and I hope you'll join me by considering a donation or learning more.

You can donate online or host your own fundraiser by visiting the [Kids Auction FirstGiving page](#).

Thank you for your support!

Sincerely,

[Your Name]

Kids Auction 2018

Guest Sign-Up Form

Please fill out the form below and return to Christina Ratkus, Events Manager, at cratkus@positiveplace.org or by mail to 603 Stewart Street, Suite 300, Seattle, WA 98101. You can also register online [here](#).

The deadline to submit guest names is September 17, 2018. Thank you for your dedication to our Club Kids!

Club Affiliation: _____

	Name	Email	Mobile Number*	Address	Beef, Fish or Veggie?	Dietary Restrictions
TABLE CAPTAIN						
	Guest Name	Email	Mobile Number*	Address	Beef, Fish or Veggie?	Dietary Restrictions
2						
3						
4						
5						
6						
7						
8						
9						
10						

Empty seats? *Let us know your preference:*

*Mobile number needed for mobile bidding access

- Please fill the empty seats.
- I will fill the remaining seats.

Kids Auction 2018

Peer-to-Peer Giving Instructions

Peer-to-peer fundraising is a great way to engage your contacts in Kids Auction, especially if they can't attend the event! Our peer-to-peer fundraising platform, FirstGiving, allows you to set up a fundraising page, share your reason for supporting the Clubs, and invite others to donate.

Are you new to FirstGiving? Here's how you can build your own peer-to-peer fundraising page!

1. Go to <https://www.firstgiving.com/event/positiveplace/Kids-Auction-2018>.
2. Click "Fundraise" on the right-hand side of the page.
3. Create a FirstGiving account by filling in the request information. Click "Next".
4. Select "I want to join an existing team". Click "Next".
5. Find your Club or affiliation and click "Join This Team".
6. Click "Next".
7. Create your personal fundraising page:
 - a. Choose a title for your page. This will default to "[Your Name]'s Page", but you can edit this to be whatever you feel is most compelling to your audience!
 - b. Upload a photo for your page. ("Upload new photo")
 - c. Edit the "Your story" section to include your personal story of why you support Boys & Girls Clubs, a menu of giving levels (see next page), or any message you think will inspire donors to give.
 - d. Enter a goal for how much you hope to raise.
 - e. *Optional:* Consider choosing to "Make first donation to your page". This is a great way to kick-start your fundraising efforts and show other supporters that you're committed to the cause.
8. Click "Next".
9. Click "Submit". Congrats – your page is now live!
10. Edit your page further by clicking "Your Account", then "Edit". Further edit options found in the "Edit Page" tab include:
 - a. Adding a caption to your photo
 - b. Adding a YouTube video
 - c. Editing which donor information is viewable
 - d. Writing a thank-you message to people who donate
11. Remember to click "Save" at the bottom of the page when making edits to your profile and account.
12. After you are finished editing your page, you can send an email via FirstGiving to your address book asking people to contribute. You can also share your page on Facebook, Twitter, or other social media platforms!
13. When in doubt, contact FirstGiving or the BGCKC events team for assistance (see cover page).