



# LunchBreak 2019 Table Captain Handbook

## **Staff Contacts:**

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# LunchBreak 2019

## Welcome!

Dear Table Captain,

**Thank you for making great futures possible for our Club kids!** I am thrilled you will be joining us as a table captain at our 2019 LunchBreak event supporting Boys & Girls Clubs of King County!

By hosting a table at LunchBreak, you are helping to inform and inspire fellow community members, building a greater network of support for young people who benefit from Club programs. As you probably know, we rely on charitable giving to ensure every child can enjoy a safe, supportive environment during out-of-school time. I can't say enough how grateful we are for your dedication to this important work!

The following handbook offers some helpful resources to make your role as easy, rewarding, and fun as possible. Read on for event details, a table captain checklist, sample emails to guests, and more! As always, please reach out if you have any questions.

Thank you, again! I'm excited to work with you to make this our biggest, most successful LunchBreak yet. We truly couldn't do it without you!

With gratitude,

Taylor VanTol  
Special Events Manager  
Boys & Girls Clubs of King County



# LunchBreak 2019

## About the Event

Break for lunch and make a difference in the lives of local kids!

LunchBreak is a premier fundraising event that helps support more than 26,000 youth served by Boys & Girls Clubs of King County. There is no cost to attend the lunch, but we encourage guests to make a personally significant gift to help keep programs fun, accessible, and low-cost. Better yet, all gifts of \$250 or more will be matched, thanks to the generosity of our matching pool donors!

With the support of sponsors, every dollar raised at the event will directly impact the lives of young people in our community. Studies show that youth who participate in Club programs lead healthier lives, avoid risky behaviors, are more likely to graduate from high school, and have the social-emotional skills to achieve success. Your support enables our organization to offer comprehensive, affordable programs and services to every child who walks through our doors.

From the bottom of our hearts, thank you for being part of LunchBreak 2019!

**Date:** Thursday, March 7, 2019

**Location:** The Westin Seattle – Grand Ballroom  
1900 5<sup>th</sup> Ave, Seattle, WA 98101

**Schedule:** 10:30am – Registration & social hour  
11:00am – Ballroom doors open  
12:00pm – Lunch & program  
                    Keynote by Alisha Valavanis,  
                    *President & General Manager, Seattle Storm & Force 10 Sports Management*  
1:00pm – Closing



# LunchBreak 2019

## Table Captain Checklist

### ▪ **STARTING NOW**

- Create your guest list! Come up with a list of at least 15-20 people in your network who may like to learn more about Boys & Girls Clubs. 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 8 of this handbook.
- Start compiling guest names and information. By gathering these details ahead of the luncheon, you are ensuring the best possible experience for everyone at your table! Please email your guest roster, including **names, email addresses, phone numbers, mailing addresses, and dietary restrictions**, to [tvantol@positiveplace.org](mailto:tvantol@positiveplace.org) by Monday, February 18th.
  - ▶ Guests will receive an email before the event with their table number. **Help us collect all guest email addresses, so no one is left searching for their table on event day!**
- Set up your [virtual fundraising](#) page and share it widely! You can send your [FirstGiving](#) link via email or post it to social media. Be sure to include a personal note about why you choose to support the Clubs.

### ▪ **AFTER JANUARY 1<sup>ST</sup>**

- 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!
- Contact your committed guests to thank them for their anticipated attendance at LunchBreak; it's time to start getting excited! Remind everyone to submit their email addresses, dietary restrictions, and other details, if they haven't already!
- Ask those who can't make it to participate by donating online or [setting up their own fundraising page!](#)

### ▪ **BY FEBRUARY 18<sup>TH</sup>**

- Email your full guest roster with all contact information and dietary restrictions to [tvantol@positiveplace.org](mailto:tvantol@positiveplace.org).
  - ▶ If you're hosting more than one table, let us know where your guests should be seated!

### ▪ **FEBRUARY 28<sup>TH</sup> (One week to go!)**

- Call or email all confirmed guests to remind them about the event and to confirm their table number.

### ▪ **MARCH 7<sup>TH</sup> – EVENT DAY!**

- Participate in the Social Hour prior to the event. Please arrive no later than **10:30am** to check in and greet your guests.
- Act as the gracious host you are! Welcome guests warmly and enthusiastically.
- Lead by example, and inspire your guests with your generosity.
- Collect your table's donation envelope (including all pledge/donation info) and hand it to the nearest volunteer when the program concludes.

### ▪ **AFTER THE EVENT**

- Call your guests or send them a quick note thanking them for their generous support! Introduce us to guests who are interested in learning more. We're happy to arrange an informational coffee or Club tour!
- Remind folks who couldn't attend that they can still support the Clubs online via [FirstGiving!](#)

# LunchBreak 2019

## Peer-to-Peer Giving Instructions

Peer-to-peer fundraising is a great way to engage others in LunchBreak, even 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 and manage your own fundraising page!

1. Go to: <https://www.firstgiving.com/event/positiveplace/LunchBreak-2019> or <https://bit.ly/lbgiving2019>
2. Click "Fundraise" on the right-hand side of the page.
3. Create a FirstGiving account by filling in the requested 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 finish 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!
13. When in doubt, contact FirstGiving or the BGCKC events team for assistance (see cover page).

# About Boys & Girls Clubs of King County

## Our Mission:

To inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens.

## Our Core Impact Areas:

- **Academic Success**—Our goal is to prepare our teens to graduate from high school and be ready and qualified to attend college or trade school, gain employment, or join the military.
- **Healthy Lifestyles**—We educate and prepare our kids and teens to adopt a healthy diet, practice healthy lifestyle choices, and make a lifelong commitment to fitness.
- **Good Character & Citizenship**—Our programs teach our youth to be engaged citizens by getting involved in the community, registering to vote, and modeling strong character.

## Our History:

Boys & Girls Clubs of King County was founded in 1943 with the opening of our Greenwood Boys & Girls Club, now called the North Seattle Boys & Girls Club. Since then, we've expanded to 30 locations throughout greater Seattle, providing after-school and summer programs for youth ages 3-21.

Understanding that we all grow and learn at different paces, our programs respond to the diverse needs across our community. We are continually adapting our offerings and services to best match the evolving needs of youth throughout our community.

## Who We Are and What We Provide:

- **For over 75 years**, Boys & Girls Clubs have been opening doors to opportunity and preparing young people for a great future. We see possibility in every young person and are committed to being a voice for all youth in King County, no matter where they come from.
- **Boys & Girls Clubs serve over 26,000 youth annually at 30 Clubs throughout Greater Seattle.** Each Club provides a space for kids and teens to learn, create, and attain their best in academics, athletics, and more. To see all of our Club locations, visit <https://positiveplace.org/Clubs>
- **We are a leader in out-of-school time programming.** We are a leading youth development organization with skilled, caring professionals who understand where every kid is coming from and help them shape their path toward a great future. We provide daily access to a diverse set of programs designed for **all** youth ages 5-18! Clubs are open after school, evenings, and weekends, as well as during the day in the summer.
- **We show up every day to prove every kid has what it takes.** Every child matters. They all deserve opportunity. We are here to elevate them and let them know that they are capable, worthy and important. That's why we make this promise: to prove to the world — and every individual child — that they have what it takes to reach a great future

# LunchBreak 2019

## Sample Email: Guest Recruitment



Dear [RECIPIENT NAME],

I'd like to invite you to an event for 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 over 26,000 youth served at 30 locations, the Clubs offer programs that enhance academic success, 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 LunchBreak this spring. The luncheon is free to attend. However, I hope you are inspired to support this organization with a personally significant donation. Our goal is to raise \$750,000 at the event, and all gifts of \$250 or more will be matched, maximizing your support!

Please let me know by February 18<sup>th</sup> if you can make it for this inspiring event! You can also [register here](#).

**LunchBreak**  
**Thursday, March 7, 2019**  
**The Westin Seattle**  
**1900 5th Ave, Seattle, 98101**  
**Social Hour: 10:30 - 11:30 a.m.**  
**Lunch and Program: 12:00 - 1:00 p.m.**

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 LunchBreak in support of kids in King County.

Sincerely,

[YOUR NAME]

## LunchBreak 2019

### Sample Email: Reminder to RSVP



Dear [RECIPIENT NAME],

You should have received an email from me recently about LunchBreak, an event supporting Boys & Girls Clubs of King County on March 7<sup>th</sup>. I'd love it if you would join me to learn more about this great organization.

**LunchBreak**  
**Thursday, March 7, 2019**  
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**Social Hour: 10:30 - 11:30 a.m.**  
**Lunch and Program: 12:00 - 1:00 p.m.**

Please RSVP to me at your earliest convenience so I can save a place for you at my table. 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]

LunchBreak 2019

**Sample Email: Invitation to Give (Non-Attendees)**



Dear [RECIPIENT NAME],

I'm sorry that you're unable to join me for the Boys & Girls Clubs of King County LunchBreak event. I hope you will still consider making a gift to Boys & Girls Clubs to help further their mission!

Boys & Girls Clubs of King County is the premier youth development organization in our area, serving over 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.

Boys & Girls Clubs could not offer these vital services without the generosity of community leaders like you! I am proud to support this organization, and I hope you are able to learn more about them.

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

Thank you for your support!

Sincerely,

[YOUR NAME]

On behalf of our Club kids,  
**Thank you!**

