



BOYS & GIRLS CLUBS
OF KING COUNTY

KIDS AUCTION

October 12, 2019 | Hyatt Regency Seattle

Table Captain Handbook

Staff Contacts:

Taylor VanTol, Events Manager
(206) 436-1831 | tvantol@positiveplace.org

Laura Randall, Philanthropy Officer
(206) 436-1820 | lrandall@positiveplace.org

Kids Auction 2019

Welcome

Dear Table Captain,

Thank you for your dedication to Club kids and teens! We are grateful for your leadership and advocacy to make our community a more welcoming place for all children and families.

By hosting a table at Kids Auction, you are an ambassador for Boys & Girls Clubs of King County. Table captains play an important role in expanding awareness of and support for Club programs. This event would not be possible without your efforts to recruit guests, encourage giving, and inspire others through your personal commitment to the organization.

This year, we aim to raise \$1.1 million to support youth development programs in Greater Seattle. However, our goals for this event are not just monetary. We hope every guest will leave Kids Auction with a clear understanding of how Boys & Girls Clubs change lives and strengthen communities. The more people who believe in and support this work, the better able we are to ensure all kids have the opportunities and resources they need to be successful.

The following handbook offers event details, as well as tips and tools for engaging guests. Please reach out to event staff with any questions or to seek additional resources for your outreach.

Thank you for giving your time and energy to help drive solutions for youth in King County. We appreciate all that you do, and we can't wait to celebrate your hard work on October 12!

Sincerely,

Ryan Gustafson, Amish Patel, and Sue Verduin
Committee Chairs
Kids Auction 2019

Kids Auction 2019

About the Event

Leave the city behind and enter an enchanted garden at this year's Kids Auction!

Join your friends, colleagues, and fellow community leaders at this magical event supporting kids in King County. You'll enjoy fantastic food and drinks, as well as the chance to win hundreds of dazzling auction items. Immerse yourself in botanical beauty at the brand-new Hyatt Regency in Downtown Seattle.

We can't wait to see you there!

- Date:** Saturday, October 12, 2019
- Location:** Hyatt Regency Seattle - Regency Ballroom (7th Floor)
808 Howell St, Seattle, WA 98101
- Schedule:** 5:00pm - Registration, silent auction, games & more!
7:00pm - Dinner & program
7:30pm - Live auction
9:00pm - After-party & auction item pick-up

Thank you to the Kids Auction Committee for your dedication and leadership!

Event Chairs:

Ryan Gustafson
Amish Patel
Sue Verduin

Committee:

Berenice Avila
Jessica Birkliid
Chad Cabigting
Scott Danly

Michael Dunford
Marco Esquivel
Tiffany Hanzo
Michelle Lancaster

Joe Murry
Matthew Olson
Arti Patel
Leni Preciado

Justin Robbins
Teri Schomer
Sue Schroder
Constance Turman

Kids Auction 2019

Table Captain Checklist

NOW

- Create your guest list! Come up with 15-20 people in your network who may want to attend Kids Auction. Think about their 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 on pages 5-8.
- Start compiling guest names and information, including cell phone numbers for mobile bidding, email addresses, and dietary restrictions.

BY JULY 31ST

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

BY AUGUST 16TH

- 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 Club kids!

BY SEPTEMBER 23RD

- Submit your final guest list to Taylor at tvantol@positiveplace.org. Be sure to include all guest names, contact details, and dietary restrictions. This will help expedite the registration process and ensure a phenomenal guest experience for everyone at your table.

OCTOBER 8TH

- Online bidding is now open! Spread the word to your network, and encourage people to start bidding on auction items. You don't have to attend the event to participate in the silent auction!
- Call or email all confirmed guests to remind them about the event. Contact Taylor with any questions or changes.

OCTOBER 12TH - EVENT DAY!

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

AFTER THE EVENT

- Call your guests or send them a quick note thanking them for their generous support!
- Invite guests to connect with Laura for a personalized Club tour or informational coffee: lrandall@positiveplace.org.

Kids Auction 2019

Sample Email: Guest Recruitment



Hi [Guest Name],

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

Boys & Girls Clubs of King County has been a staple of our community for over 75 years. With 31 sites throughout Greater Seattle, the Clubs offer programs that enhance academic performance, foster healthy lifestyles, and build leadership skills in kids and teens. Every Club member is given access to a safe, welcoming environment and adult mentors who truly care.

To support this important work, I would love for you to join my table at Kids Auction on October 12th. You will have the chance to bid on exclusive auction items, network with other community leaders, and learn about the many ways in which Boys & Girls Clubs are changing lives.

Please let me know by September 23rd if you can make it! You can also [register here](#) and list me as your table captain.

Kids Auction

Saturday, October 12th, 2019

Hyatt Regency Seattle - Regency Ballroom, 808 Howell St, Seattle, 98101

5:00pm - Registration, games & silent auction

7:00pm - Dinner, program & live auction

9:00pm - After-party

Please don't hesitate to reach out with questions. Thank you for being part of the positive change taking place in our community. I hope you can join me on October 12th!

Sincerely,

[Your Name]

If you have any issues setting up your email, please contact events@positiveplace.org.

Kids Auction 2019

Sample Email: Reminder to RSVP



Hi [Guest Name],

I recently sent an email inviting you to join me for Kids Auction in support of Boys & Girls Clubs of King County. I'd love for you to attend the gala and learn more about this inspiring organization!

This year's event will immerse guests in botanical beauty with a "Secret Garden" theme! Please RSVP to me as soon as you can so I can save a place for you at my table.

Kids Auction

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Hyatt Regency Seattle - Regency Ballroom, 808 Howell St, Seattle, 98101

5:00pm - Registration, games & silent auction

7:00pm - Dinner, program & live auction

9:00pm - After-party

If you'd like to learn more about Boys & Girls Clubs but can't attend the event, I am happy to connect you with a staff member for a personalized Club tour. You can also support the organization by [making a gift online](#).

I look forward to hearing from you!

Sincerely,

[Your Name]

If you have any issues setting up your email, please contact events@positiveplace.org.

Kids Auction 2019

Sample Email: Invitation to Give (Non-Attendees)



Hi [Guest Name],

I'm sorry that you're unable to join me for Kids Auction. In lieu of attending the event, I hope you will consider making a financial gift to Boys & Girls Clubs to support their work in our community.

Boys & Girls Clubs of King County is the leading accessible youth development organization in our area. Their nationally recognized programs promote academic success, good character, and healthy lifestyles for kids and teens from all socioeconomic and cultural backgrounds.

Boys & Girls Clubs could not offer these vital services without the generosity of dedicated donors and volunteers. I am proud to support this organization, and I hope you'll join me by [making a gift online](#). Please let me know if you'd like to learn more with a tour of one of the Club sites!

Thank you for your time and support.

Sincerely,

[Your Name]

If you have any issues setting up your email, please contact events@positiveplace.org.

Kids Auction 2019

Virtual Fundraising

Virtual fundraising is a great way to engage your contacts in Kids Auction, especially if they can't attend the event! Build support for the Clubs by setting up a fundraising page, sharing why the organization inspires you, and inviting people 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/KidsAuction2019>.
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. Consider making the 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 Taylor VanTol for assistance (see cover page).