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BENEFIT BREAKFAST 2020

TABLE CAPTAIN TOOLKIT

We look forward to seeing you *online* on
SEPTEMBER 30, 2020
8:30 a.m.

Dear friends,

Thank you for agreeing to invite your friends to YWCA Helena's most crucial fundraising event of the year! Your support and partnership are deeply appreciated.

This year's Rise & Shine Benefit Breakfast is YWCA's 12th annual breakfast and is on Wednesday, September 30th from 8:30 am to 9:15 am. This event will provide an opportunity for your guests to learn how YWCA Helena provides stability and security to women and children in our community.

YWCA Helena is the leading organization for transitioning women and families out of crisis and empowering them to achieving lasting independence. The women who are helped by YWCA Helena experience poverty, violence, addiction, and mental health illness. We are there to provide safety, security, and hope. And we can't do it without your help. Thank you for your help in inviting guests to our event this year!

Last year, we helped many women build secure and safe families and transition into healthy and independent lives. As we continue the critical work of helping vulnerable women and children, we hope to raise funds that will go directly towards reaching additional women and children in need. "Table" Captains play an essential role of ensuring the success of this event.

Of course "table" is in quotations because, due to the threat of COVID-19, we made the difficult decision to hold our annual event online, rather than in person, this year. We believe, however, that we can still make the Rise & Shine Benefit Breakfast a fun, inspirational event for you and your guests.

This packet will provide everything you need to make your job easier and more enjoyable. Please take the time now to familiarize yourself with its contents. You will also receive regular Table Captain updates and reminders by email. As a Table Captain, you have agreed to secure a minimum of 8 people (no maximum this year since it's online!) for the event, including yourself. We recommend that you begin by making a list of all potential guests, including personal and business associates who might have an interest in our program. The more personal your invitation the better. Inviting your friends and acquaintances in person or by telephone, then confirming by email has been proven to be very effective. Your personal enthusiasm for the mission of YWCA Helena is the best recruitment.

This event would not be the success that it is without you! Thank you for your continued dedication and partnership in changing lives.

In Gratitude,



Molly Severtson
Development & Communications Director, YWCA Helena



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EVENT OVERVIEW & IMPORTANT DATES



WHAT: YWCA Helena's 12th Annual Rise & Shine Benefit Breakfast

WHEN: Wednesday, September 30, 2020, 8:30 am

WHERE: You will be able to access the event with one click from www.ywcahelena.org/rise—no download required!

WHY: Proceeds from YWCA Helena's Rise & Shine Benefit Breakfast will support the primary programs of YWCA Helena — WINGS and Caterpillars.

WINGS (Women Initiating New Growth & Stability) is a comprehensive substance use recovery program and includes housing for women in the program and their children.

YWCA Helena's Caterpillars Parenting Center provides supervised parenting, safe exchange, and Circle of Security Parenting courses. One of the primary objectives of the Caterpillars Parenting program is to support parents and help them reach their full potential.

IMPORTANT DATES

August 10, 2020: Table Captains start inviting guests and registering them for the event at www.ywcahelena.org/rise

September 9, 2019: Registration deadline for all guests

September 10-29: Guest packets will be mailed to all guests

September 28, 2020: Table Captains contact their guests to confirm attendance

September 30, 2020: YWCA Helena's Rise & Shine Benefit Breakfast

October 2, 2020: Table Captains thank their guests for attending!

STEP-BY-STEP GUIDE



BUILD A GUEST LIST

- Make a list of people you know: friends, family, co-workers, neighbors, teachers, doctors, dentists, church members, hairdressers, workout partners, etc.
- Include about 20 names, since many of the people you ask may not be able to attend.
- Since the event will be held online, you will not be limited to having 8 guests as in the past. We ask that you secure a minimum of 8 guests, including yourself, but if you can secure more guests, that's great!

INVITE GUESTS TO ATTEND

- The best invitation is personal! Extend an invitation in person, by phone or email.
- A sample script is provided in this toolkit.

CREATE EXCITEMENT

- This is an exciting event which supports women, children and families in the Helena area.

- Watch for email updates to learn about specific event details to share with your guests.

REGISTER YOUR GUESTS

- Register your guests at this website: www.ywcahelena.org/rise
- **Registration deadline is Wednesday, September 9, 2020**

PRE-EVENT REMINDERS

- Be proactive about communicating event details to your guests.
- YWCA Helena will also send reminders to all registered guests as to the logistical details that everyone needs to know before the event.
- Guest packets will be mailed to all guests

RISE & SHINE DAY!

- Plan to log on to the online event around 8:15 a.m. You'll be able to access the event with one click from www.ywcahelena.org/rise—no download required!
- The event will begin at 8:30 a.m.
- The program will run from 8:30—9:15 a.m.

POST-EVENT FOLLOW-UP

- Personally thank your guests for attending!
 - YWCA Helena will follow-up via phone to all those who donate as well.
 - Event results will be announced via email a few days after the event.
 - YWCA Helena will also send gift acknowledgements to donors after gifts have been processed.
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SAMPLE SCRIPTS

TELEPHONE CALL OR EMAIL MESSAGE

Hello _____, this is _____.

I am excited to tell you that I am a “Table” Captain for 12th Annual YWCA Helena Rise & Shine Benefit Breakfast this year! I’m putting “table” in quotes because, as you might have guessed, the event is going to take place online this year because of the threat of COVID-19. However, YWCA is working hard to make it the fun, inspirational events it’s always been!

This event is a special opportunity to support a cause important to me – helping women and families in our community. This is a free event for people to attend and learn more about YWCA Helena.

Yes, it is fundraiser, too. You will be asked to consider making a contribution. There is no minimum and no maximum gift requested, although we hope you will be inspired to give. More than anything, we want people to come and find out about the great programs YWCA Helena offers. This year YWCA Rise & Shine Benefit Breakfast will be held on Wednesday, September 30 at 8:30 a.m. and I would love it if you could join me. Will you be my guest at this exciting online event?

Yes — I can come! (Please Record on Guest List)

- I’m so glad that you’ll be able to join us!
- Let me confirm your address, phone number and email so I can register you for the event.
- In the meantime, be sure to mark Wednesday, September 30 on your calendar. The online event will begin at 8:30 a.m.
- I will send you the link for the event soon.
- I look forward to having you there!

No — I can’t make it.

- I’m sorry to hear that!
- I’ll keep you in mind to join me at this event next year!

EMAIL CONFIRMATION

Hello _____!

Thank you for confirming you will attend the 12th Annual YWCA Helena Rise & Shine Benefit Breakfast. I am delighted you have committed to joining me for this amazing event!

Here’s the information you’ll need:

DATE: Wednesday, September 30, 2020

TIME: 8:30 a.m.

EVENT LINK: You’ll be able to access the event with one click from www.ywcahelena.org/rise—no download required!

I am excited for you to participate in this event, hear inspirational stories, and learn more about the amazing work YWCA Helena is doing to help women, children and families in our community. Thank you so much for supporting this important event!

Sincerely, _____

CONFIRMED GUEST LIST

Register yourself and your guests by:

1. Entering the information online at www.ywcahelena.org/rise OR
2. Sending the information to Molly Severtson at molly@ywcahelena.org

REGISTRATION DEADLINE: Wednesday, September 9, 2020

Your Name: _____ Phone #: _____
Address: _____
City/State/Zip: _____ Email: _____

Guest Name: _____ Phone #: _____
Address: _____
City/State/Zip: _____ Email: _____

Guest Name: _____ Phone #: _____
Address: _____
City/State/Zip: _____ Email: _____

Guest Name: _____ Phone #: _____
Address: _____
City/State/Zip: _____ Email: _____

Guest Name: _____ Phone #: _____
Address: _____
City/State/Zip: _____ Email: _____

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