



Table Champion Information Packet

In this packet, you will find information on how to be a Table Champion. If you would like more support or information, please feel free to contact Beth Lovelady at 206.324.0340 x24 or beth@childrensalliance.org.

QUICK FACTS

What: Voices for Children 2018

When: Thursday June 7, 2018. Doors open at 11:00. Program starts promptly at 11:30 & ends at 1:00

Where: Seattle Center Fisher Pavilion, 305 Harrison Street, Seattle, WA 98109

Cost: \$600 for a full table (\$100 discount); \$300 for a half table (\$50 discount); \$70 per person

Suggested Donation: Guests are encouraged to donate a minimum of \$150. We are happy to accept monthly (\$12.50/monthly) and quarterly (\$37.50/quarter) pledges, which makes this amount very manageable for many guests.

Table Size: 10 guests (Half table seats 5)

Guest List Due Date: Wednesday, May 30. Send guest lists to Gillian

(Gillian.Murphy@childrensalliance.org) or register guests to your table yourself on the registration page.

Registration: Each Table Champion will receive a customized URL to give to your guests. Using your URL applies a 100% discount to registration. Using this URL also helps us track seating arrangements.

Table Champions: Step by Step

1. Invite Guests

Send an invitation email as soon as possible to friends, colleagues, and family members. See sample email on page 5. Follow up with a second email or a phone call a week later. **Don't delay– start today!**

2. Communicate Effectively

This is a fundraising event and we ask our guests to contribute a minimum of \$150. We expect your guests to be so inspired that they will choose to make a significant gift at the event.

3. Your Table – 10 Guests

Each table accommodates 10 people. Oversubscribe your table! Guests may drop-out last minute. If you have more than 9 confirmed guests, we will be sure to place any overflow at an adjacent table. Contact us if you come up short. We may be able to pair you up as a co-captain.

4. Solicit In Lieu Gifts

Ask people who can't attend them to make a gift in lieu. Send them your personal "Gifts in Lieu" URL. You will receive the link in an email from Gillian (Gillian.Murphy@childrensalliance.org).

5. Submit your Guest List

Guest lists are due **Tuesday May 30**. Email guest list (Name & email address required) to Gillian, or register yourself and your guests on the registration page. Guests may also register themselves. Email changes and additions to Gillian.Murphy@childrensalliance.org no later than **Tuesday June 5** so that we have a name badge for each guest. Double-check spelling!

6. Pre-luncheon Reminders

We will send email reminders to all guests who are registered by June 6. The most effective reminder is for you to personally contact each guest a few days prior to the event. Post messages on Facebook and Twitter to show your friends how excited you are.

7. Day of the Luncheon

You should arrive at 11:00 a.m., when the doors open. All guests are encouraged to arrive then. Tables will have numbers displayed, and those numbers will be printed on guests' name badges so that they can find their seats easily. The official program will begin promptly at 11:30 a.m. and wrap up by 1:00 p.m.

8. Donation Envelope

When you arrive, collect your envelope of donation forms and instructions at the registration table. At the end of the event, return this envelope and the contributions to a Children's Alliance staff member.

9. The Ask

There will be a call to action culminating in an "ask" for contributions from guests. Please be prepared to hand out and collect donation forms at your table. Set an example by making a contribution yourself.

10. Post-Luncheon Follow up

All contributions are 100% tax deductible and all donors will receive an acknowledgement from Children's Alliance. Please also **send a personal thank you** to each of your guests. Follow up with invitees who were unable to attend by asking them to make a gift in lieu!

TABLE CHAMPION 101: What am I supposed to do?

It's quite easy, and critical to ensuring the success of this event.

As a Table Champion, you will invite and bring guests to sit at your table. You can do this two ways:

1. Purchase a full (\$600) or half (\$300) table and invite guests to sit with you.
2. Buy your own ticket (\$70) and invite guests who pay for their own tickets and sit with you.

Guests are encouraged to contribute at least \$150 to support Children's Alliance. Be sure to mention to your guests that Children's Alliance is happy to accept monthly or quarterly pledge payments. A monthly payment of \$12.50 or a quarterly payment of \$37.50 will likely feel a lot more comfortable for many supporters than a single payment of \$150.

How do I find people to invite?

Go through your address book and identify people you know who care about kids in Washington and who want to ensure that each child has what he or she needs to become a happy and successful adult. Consider inviting your friends, family members, coworkers, and neighbors.

You likely know many people who support programs that provide essential services to kids such as education, nutrition, or housing, but who aren't as familiar with the impact that good public policy can have for kids. This event is the perfect opportunity to introduce them to child advocacy and help them understand that together, we can speak up for kids who otherwise wouldn't have a voice in the government decisions that shape their lives.

For more information on how to talk about our work, see the section below titled "[How do I introduce Children's Alliance to people who aren't familiar with advocacy?](#)"

How do I invite people?

A **personal invitation from you is the key** to filling your table. Think creatively about who to invite and then make a phone call, send an email, or invite them over coffee.

We have attached a sample note that you can use as a guide. Feel free to tailor it to each individual and add your own passionate sentiments about why you feel it is important to support Children's Alliance.

Follow up on these invitations with a phone call. Children's Alliance staff will send you email updates and reminders that you can forward to your guests as June 7 approaches. These updates and reminders will be very useful for your guests and will help get them excited for the event.

How can I solicit gifts from people who don't attend?

Each table champion will receive a custom URL to send to people who cannot attend but may still make a gift. These gifts really help!

How do I register myself and my guests?

1. **Register yourself** online: http://bit.ly/VFC2018_Registration (buy your table or ticket)
2. **Register your guests:**
 - a. **Online:** You can register your guests using the link provided to you
 - b. **Email:** Send guest names and email addresses to Gillian.Murphy@childrensalliance.org
 - c. If your guests are buying their own tickets, ask them to register online with your custom link

When are guest lists due to Children's Alliance?

Please register yourself and your guests by **Wednesday, May 30**.

What do I do at the event?

Your job is to enjoy the event, connect with others who care deeply for Washington's kids, and have a good time with your friends! **Please arrive promptly at 11:00** to check in at the registration desk and serve as host at your table. At the registration table, we will provide you with all of the information and materials you need to host your table.

How do I introduce Children's Alliance to people who aren't familiar with advocacy?

Children's Alliance is a nonprofit organization that speaks for Washington's kids and families in Olympia and encourages and supports others to do the same. Children's Alliance ensures that laws, policies, and programs work for kids by working with policymakers on both sides of the aisle, with families, service providers, and community members to secure the resources required to make all children safe and healthy.

Forty percent of the 1.6 million kids in Washington are growing up in families that struggle to afford the basics. These families need access to food assistance, health care, and quality early learning to give their kids the best start in life. Public policy provides the framework and structure for all the essential services in our communities.

By pooling our resources to put government on the side of Washington's kids, we can make a bigger difference for kids together than we could alone. That's the power of the Children's Alliance: to use the tools of democracy to make our state work for all kids, so that children's futures are safeguarded by the will of the people.

What do I need to do after the event?

When you **call, mail or email your guests to thank them** for attending the event and making a donation to Children's Alliance, you help cement your guests' commitment to building policy that protects kids in Washington.

Sample Invitation Email



CHILDREN'S ALLIANCE

A Voice for Washington's Children, Youth & Families

Dear _____,

As a proud advocate for kids, I am honored to be hosting a table at the Children's Alliance's [Voices for Children](#) luncheon. I would love for you to join me. Many of you know how near and dear to my heart this organization is and it would be an honor to share it with all of you.

The luncheon is on Thursday June 7 at Seattle Center Fisher Pavilion. Doors open at 11:00 a.m., the program will begin promptly at 11:30 a.m. and will include a fundraising ask. The suggested donation for this event is \$150. Many people spread the gift out over 12 months to make it more manageable.

As a little refresher, [Children's Alliance](#) ensures that laws, policies, and programs work for kids by working with policymakers on both sides of the aisle, as well as families, service providers and community members to secure the resources required to make all children in Washington safe and healthy. If you want to learn more about Children's Alliance, take a look at [this short video](#).

The luncheon is a wonderful opportunity to honor those who have worked hard to make sure Washington's kids get what they need to become healthy, successful, and engaged adults. It is also an opportunity to pool our resources to put government on the side of Washington's kids. ***We can make a bigger difference for kids together than we could alone.***

Reply to this email to let me know if you would like to attend. **I hope you will join me!**

All the best,