

# NORM | ADVOCATE MALENG | FOR YOUTH

5th ANNUAL AWARD BREAKFAST

## THANK YOU FOR BEING A TABLE CAPTAIN!

### Table captain responsibilities

- Invite guests to join you in learning more about the Center for Children & Youth Justice, the only nonprofit organization in Washington dedicated to reforming the child welfare and juvenile justice systems to ensure that when children come into contact with these systems, their lives are better as a result. Here is a sample e-invitation you can personalize and distribute:

*On any given day in Washington, some 10,000 kids are in foster care. They will experience much higher rates of homelessness, unemployment and substance abuse as adults than other kids. In our state's juvenile justice system, youth of color account for about 45% of cases – almost twice the overall proportion of youth of color in our state.*

*These are just a few of the many reasons why I am hosting a table at a breakfast event to support the nonprofit Center for Children & Youth Justice ([www.ccyj.org](http://www.ccyj.org)), founded by retired State Supreme Court Justice Bobbe Bridge. I know you also care deeply about the youth of our community, so I'm hoping you will join me at the fundraiser on **Thursday, March 1**, to support the Center's efforts to reform our child welfare and juvenile justice systems. A highlight of the event will be the presentation of the Norm Maleng Advocate for Youth Award to Seattle Seahawks Head Coach Pete Carroll. The breakfast takes place from 7:30 to 9:00 a.m. at the Sheraton Hotel in downtown Seattle. A minimum donation of \$150 will be requested at the event. Would you please let me know by **February 13** if you will be able to attend? Thank you so much for considering this and I hope to hear from you soon.*

- Tables seat 10 guests. Typically, one or two guests will cancel, so invite as many as possible. If you have more than 10 guests, we will gladly seat your additional guests at an adjacent table.
- The requested minimum donation for each guest is \$150. Guests may donate by check, credit card or pledge. Gifts may also be made in installments – monthly, quarterly or a schedule that works for them. Please make this expectation clear to your guests in advance.
- Once your table is full, register yourself and your guests online at [www.ccyj.org/guestlist](http://www.ccyj.org/guestlist). If guests register individually for your table, you will be notified. If you prefer, you may send your guest list via email to [supportccyj@ccyj.org](mailto:supportccyj@ccyj.org). **Due date: Friday, February 17.**
- Personally confirm with each guest by **Friday, February 17**. Consider sending a reminder on February 27.
- At the event, do not distribute pledge cards until asked to do so by the speaker who makes the “ask”. (If a guest must leave early, do provide a pledge card.) Collect pledge cards when they have been completed, put them in your table captain envelope, and give the envelope to a staff member or volunteer.

### General Tips for Recruiting Guests

Do you know the #1 reason why people do not give to charitable causes? No one asks them to! By sharing your passion and enthusiasm for CCYJ and the important programs it has, your family, friends and business colleagues will be excited to join you in your support of the Center.

- A personal ask is the most effective way to invite guests

- Reach out by email and follow-up with a personal call
- Be direct with the expectation of the gift amount (the suggested minimum donation is \$150)
- Gifts can be made on a monthly basis or in installments
- If a guest is unable to attend, encourage them to make a donation at [www.ccyj.org](http://www.ccyj.org)

### Creating Your Guest List

**First**, make a list of 20 to 25 potential guests: everyone you know who might be willing to join you at the event. Invite more people than can fit at a single table (tables seat 10); we'll happily accommodate your additional guests at an adjacent table. Encourage your guests to bring other friends, too! Consider inviting:

- Friends and Family
- Colleagues
- Your workout partners / cycling buddies
- People in your book club
- Fellow Board Members
- Social Club / Church Friends
- People for which you have supported their preferred cause
- Anyone you know who is passionate about issues affecting children.

### RSVP Instructions

Please RSVP with your guest list online at [www.ccyj.org/guestlist](http://www.ccyj.org/guestlist) or email it to [supportccyj@ccyj.org](mailto:supportccyj@ccyj.org).

### Helpful Dates

<b>October 12</b>	Start inviting your "prospect list" of family members, business colleagues (past and present), friends, neighbors, etc. March seems like a long time away, but calendars fill up quickly. The sooner you invite people, the more likely they will be able to commit.
<b>November 28</b>	Forward your original email to those who have not yet responded. Add a note wishing them an enjoyable holiday season and tell them you're still hoping they can join you at the breakfast.
<b>January 18</b>	Again, forward your original email invitation back to those invitees who still have not responded: "Now that we're settled into 2011, I wanted to check back with you one last time to see if you can join me at the CCYJ breakfast. It's a great way to support an important cause. If you are unable to attend, you can still make a difference and contribute to CCYJ's important work. You can send a check to me or, go online and donate at <a href="http://www.ccyj.org">www.ccyj.org</a> ."
<b>February 13</b>	CCYJ will email an event reminder to you that you can forward to your guests.
<b>February 17</b>	Final deadline for submitting your guest list to CCYJ! If you fill your table before this date, we would greatly appreciate it if you submit your guest list early.
<b>March 1</b>	Enjoy yourself! The 5 <sup>th</sup> Annual Norm Maleng Award Breakfast, benefiting the Center for Children & Youth Justice, takes place from 7:00 – 8:45 a.m., at the Sheraton Hotel, Seattle. Table captains are requested to check in by 7:15 a.m.

**Thank you so much for your support!**

