



Where Hope Begins Annual Fundraising Breakfast

Wednesday, April 28, 2010

Washington State Convention & Trade Center, Downtown Seattle,
800 Convention Place, Ballroom 6E

Time: 7:00am – 7:30am: Networking, breakfast and student art show

7:30am – 8:30am: Breakfast Program

Ticket Price: Breakfast is complimentary. A meaningful donation will be requested at the event. No pledge is too little, though \$150 is a suggested minimum.

What is First Place?

We are a social services agency devoted to educating and nurturing children whose families struggle with the risk or reality of homelessness. We specialize in educating children experiencing trauma and supporting families in achieving long-term stability.

Facts:

- About 90% of families have a single female head of household.
- About 25% of students have a parent recently released from a correctional facility.
- 80% of families are fleeing domestic violence.
- 85% of families successfully retain housing after going through our program.
- We serve approximately 1,200 individuals each year.
- The breakfast is First Place's biggest event of the year and we hope to raise about 20% of our operating budget.
- 85% of the funding for First Place comes from private donations – not from government sources.

At First Place we offer:

- Elementary education at First Place School.
- Preschool for ages 3-5 through our Griffin Early Learning Center.
- Family Support through Family Support Services, Advocacy, and Health and Mental Health programs.
- Family housing and rental assistance funds.
- Arts and Enrichment for students in the After School Program.
- Innovative curriculum and consulting through Classroom Without Walls.

For more event information: www.firstplaceschool.org

Or call (206) 323-6715

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Timeline & Task List for Table Captains

<p>Right Away</p>	<p>TALK UP THE BREAKFAST EVENT</p> <p>Bring up the Breakfast in conversation, even to people you don't know very well. You never who might have a natural connection to First Place. Share your passion and commitment with others. Let them know why First Place is important to you, and let them know we are celebrating 21 years of helping children and families.</p> <p>SOCIAL NETWORKING</p> <p>Utilize your Facebook, Twitter, or blog to promote First Place's Where Hope Begins Breakfast. Find all our social networking info on our website (www.firstplaceschool.org). RSVP for the event on Facebook and then click share to create an intro note for all your friends. Make sure and let them know you are a Table Captain and would like them to join you.</p>
<p>February</p>	<p>CONTACT YOUR LIST OF POTENTIAL GUESTS</p> <p>First Place will provide you with a Save the Date email to send to your list of contacts, which will include all of the facts about the Breakfast (date, time, location, etc.). Let them know you will be hosting a table and that you would like them to join you.</p> <p><u>Encourage them to take a TOUR of First Place! Tours happen every Friday at 11 a.m. Sign up at tours@firstplaceschool.org.</u></p>
<p>Wednesday, February 10 5:30pm</p>	<p>TABLE CAPTAIN KICK-OFF EVENT</p> <p>Bring friends and colleagues and join us for the Table Captain kick-off event at the Madrona home of Ann Watson and Michael Pickett. RSVP by <u>signing up to be a Table Captain</u> (http://firstplaceschool.org/breakfast/tablecaptaininfo.htm) and we will email you address and directions. Please feel free to bring a friend.</p> <p>Event begins at 5:30pm, program begins at 6pm. Meet Doreen Cato, other table captains, hear from a First Place teacher who will talk about her experiences working with homeless students, and get all your questions answered.</p>
<p>March (date TBD)</p>	<p>INVITATIONS ARE MAILED</p> <p>First Place will send out invitations to everyone in our fundraising database, and will mail you a packet of invitations to hand out to your guests, or to put in the mail. <u>PERSONAL CONTACT IS ESSENTIAL!!</u></p> <p>*Write a personal note to your guests with their invitation!</p> <p>*Make sure your name is written on the Table Captain line on the invitation, so your guests will be certain to be at your table!</p>

<p>March - ongoing</p>	<p>FOLLOW UP</p> <p>Follow up with your invitees. We will provide you with sample emails, which you may use to contact your potential guests, encourage them to attend the Breakfast and sit at your table. For guests who aren't able to make it, invite them to make a gift or a monthly pledge and take a tour of First Place so they can learn about our families.</p>
<p>Wednesday, April 21</p>	<p>RSVPs ARE DUE!</p> <p>Continue to follow up with your invite list and collect RSVP's. First Place will keep you updated on which of your guests have responded.</p> <p>Don't forget: Remind your guests about the date and time of the event, since they have had the invitation for a month and might need a reminder.</p>
<p>Wednesday, April 28 7:00 am–8:30am</p>	<p>ATTEND THE BREAKFAST!</p> <p>Breakfast and networking at 7:00 am. Program begins promptly at 7:30 am.</p> <p>Greet your guests, thank them for coming. Encourage them to give a meaningful gift.</p>
<p>After the Event</p>	<p>THANK YOUR GUESTS - Send your guests a thank you note or email, or give them a call. Let them know you appreciate their time and their gift.</p> <p>Make sure guests who couldn't attend receive our Virtual Table email inviting them to take a tour, watch our video and make a gift toward our event fundraising goal.</p> <p>For instructions, read the "email templates" sheet in this packet.</p>

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Tips for inviting guests

- ❖ Take some time to learn more about First Place to help you in sharing our mission. Your Table Captain packet contains useful information for you to use to spread the word about our important work. You are welcome at any time to give us a call with any questions. **A very meaningful way to connect to our mission is to take a tour of our facility and see the teachers and children in action. Invite your guests to join you for a tour. Tours take place every Friday at 11:00 a.m.**
- ❖ Let people know your personal connection to First Place. Your story often means as much to your friends and colleagues as it means to you. If you don't have a story, we will share success stories with you.
- ❖ Add a sentence about the First Place Breakfast to your email signature as a way to educate and remind the people you are often in contact with.
- ❖ Be up front with everyone about the event being a fundraiser. There is no up-front cost to attend the Breakfast, but we will ask for a meaningful contribution at the event. No pledge is too little, though \$150 is a suggested minimum. **One option this year is the monthly pledge – any amount once a month for a year, automatically charged to your credit card.**
- ❖ Write personal notes on the invitations that you mail or hand-deliver to your invitees. This is a great way to connect your name with the organization's materials. People are usually much more responsive to a person than they are to an organization.
- ❖ Use the template emails provided and tweak them to fit your personality. There will be multiple emails for you to use, to: (a) invite your guests; (b) send a Save the Date; (c) follow up for RSVP after the invitations have been mailed; and (d) reminder for the day before the event.
- ❖ **It's very important to follow up with people you don't hear back from.** Just because they don't follow up with you does not mean they are not interested in joining you. People get busy and forget to RSVP even though they have every intention of attending the event. **Be the squeaky wheel!**
- ❖ If a lot of your invitees are not able to attend, consider asking them to make a tax-deductible gift or a monthly pledge to First Place. It is also a nice way for your friends to honor and recognize your volunteer work.
- ❖ Feel free to call the First Place staff and ask questions!



SAMPLE EMAILS

Where you see [boxed text], please insert information which pertains to you!
(If you would like to attach a picture or the invitation to the email, or the invitation as a PDF, we will email that to you, or you can download it from our website.)

FOR INVITING GUESTS:

I'm writing today because I want to invite you to an important event for an organization which means a lot to me. It's for First Place. I've been **[supporting/involved with First Place/serving on the First Place board for ____ years]**.

First Place is a local organization working with children and families in crisis and struggling with homelessness. They have a school for the children and provide their bus transportation, meals and education in a therapeutic and supportive environment. While the kids are in school, the parents are working toward their own goals like finding stable employment and housing. Children shouldn't be living on the streets and in motels with their parents. They deserve a home.

I got involved with First Place when [_____].

This year, they are celebrating 21 years of helping children and families. I want to invite you to sit with me at their annual fundraiser and to make a gift to First Place.

Let me know if you can make it! Here are the details (you can also visit their website: www.firstplaceschool.org):

Wednesday, April 28, 2010 at the Washington State Convention & Trade Center in Downtown Seattle.

7:00am to 7:30am: Networking, Student Art Show

7:30am to 8:30am: Breakfast Program featuring First Place students and emcee Linda Byron from KING5.

RSVP back to me, or you can do it on their website.

REMINDER TO RSVP:

I hope you got my message last week [or whenever it was sent] about the First Place Fundraising Breakfast on **Wednesday, April 28, 2010 at 7:00 am at the Washington State Convention & Trade Center in Downtown Seattle**. I'd love it if you would join me in assisting the children and families who are not as fortunate as we are, whom First Place serves so well. Please RSVP to me so I can save a place for you at my table. If you are interested in supporting First Place, but are unable to attend, I am happy to take your contribution, or you may mail it to First Place directly at P.O. Box 22536, Seattle, WA 98122. A gift of any amount is welcomed. Please contact me for details - at [insert your phone number and/or email address] or contact Melissa Collett at First Place directly at mcollett@firstplaceschool.org or by phone at (206) 323- 6715.

GUEST WHO CANNOT ATTEND:

I am sorry that you will not be able to join me for the First Place Fundraising Breakfast. In lieu of attending the event, I hope you will consider getting involved through:

- Taking a tour of the school. Tours are offered every Friday at 11am and you can reserve your spot by emailing tours@firstplaceschool.org.
- Become a Fan on Facebook (<http://www.facebook.com/#/firstplaceschool?ref=ts>), or sign-up for their email newsletter (<http://firstplaceschool.org/>).
- Sit at my virtual table and make a gift that will go toward the event goals. We will send out Virtual Table information through email & Facebook the day of the event.

Did you know that First Place is one of only 4 schools nationwide that focuses specifically on the needs of homeless students? Plus they have housing and resources for their parents. Seattle is lucky to have such a wonderful organization.

DAY BEFORE REMINDER:

I am really looking forward to seeing you tomorrow at the First Place Fundraising Breakfast. As a reminder, we'll be meeting at the Washington State Convention & Trade Center in Downtown Seattle (800 Convention Place), with networking and a student art show from 7:00 to 7:30 am. The Breakfast and program runs from 7:30 to 8:30 am. If you need more information, feel free to call me, or Event Coordinator Sara Addicott at saddicott@firstplaceschool.org.

DAY OF – GUESTS WHO DIDN'T ATTEND

Instructions: The day of the event First Place will send out an email that is “virtual event” asking people to make gifts, watch the event video and to take a tour. Here is how it will work:

- We will send the email to everyone we have email addresses for.
- We can send this to your contacts if you provide us with an email list. You can designate that you do not want us to keep this information – and we promise to only use the email addresses once unless that person decides to join our list.
- You can also forward that email to guests you invited who couldn't come, OR you can send a link to that page.
- All gifts will go toward our breakfast fundraising goal AND will go directly into our programs serving children and their families.



Washington State Convention & Trade Center
800 Convention Place ■ Seattle ■ 98101

WHERE HOPE BEGINS

FUNDRAISING BREAKFAST

SAVE THE DATE! Wednesday ■ April 28 ■ 2010

7:00 am – 7:30 am Networking, Breakfast and Student Art Show
7:30 am – 8:30 am Breakfast Program featuring First Place students and alumni



First Place is the only agency in Washington State providing high quality education to children whose families are homeless. We are both a school for children and a social services agency devoted to families struggling with trauma, poverty and homelessness.

Our mission is to educate and nurture children whose families struggle with the risk or reality of homelessness, where we offer housing, culturally relevant education and support services enabling families to achieve permanent stability.

First Place is “Where Hope Begins.”



 Please be our guest
for the breakfast!

Register online at www.firstplaceschool.org

Please consider hosting a table or being a corporate sponsor for this inspiring event.
A donation will be requested at the event.

For more information, contact Melissa Collett,
mcollett@firstplaceschool.org ■ 206.323.6715

Want to learn more about First Place? Tours are offered every Friday at 11:00am.
Email tours@firstplaceschool.org to RSVP.