

Annual Helping Kids Thrive Benefit Luncheon

Thrive

B E N E F I T L U N C H E O N



Table Captain Toolkit

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Helping Kids Thrive Benefit Luncheon 2024—Table Captain Toolkit

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At-a-Glance

When

Friday November 1st - 12pm to 1:15pm.

Welcome coffee/tea reception begins at 10:30am

Where

Meydenbauer Center

11100 NE 6th Street, Bellevue, WA 98004

Why

Our goal is to welcome more than 600 guests and raise \$340,000 (or more!) to provide growing children with the essential things they need to grow-up healthy, safe, and resilient.

Who

Family, friends, colleagues...other caring people (like you!) who are ready to be inspired to help change the lives of children across Central Puget Sound.

Contact

Senior Manager of Development, Kim Christensen, (425) 372-7533 (direct) or
kimc@KidVantageNW.org.

Federal tax ID #91-1617032

KidVantageNW.org



Checklist

☐ **Make Contact**

Create a list of potential guests. Think about friends, family, co-workers, or neighbors who might be interested in KidVantage's mission. Contact your list of folks using our sample emails. Don't forget to check out our tips. Links to these resources: [recruitment worksheet](#), [sample emails](#), and [tips](#).

☐ **Guest List Registration**

When you have recruited your guests, you will have two options for guest registration. Use the one that works for you! You can either **(1)** collect their information yourself (names, addresses, email, and meal preference) using our [fill-able guest list sheet](#) and send to Kim at development@KidVantageNW.org. Or **(2)** you can register your guests online—Kim will email with registration links at the end of July). All registrations are due by Friday, October 25th.

☐ **Special Dietary Information**

If your guests have any special dietary needs that are not covered in the current meal options, please let Kim know by Friday, October 25th at development@KidVantageNW.org or call (425) 372-7533. This helps us accurately submit meal totals to our venue, due on Tuesday, October 29th.

☐ **Communicate Expectations**

Let your guests know that this luncheon is a fundraiser. There will be a special request for donations during the program. Knowing ahead of time makes it a lot more comfortable for you and your guests. [Here is more information](#) on this portion of the program.

☐ **Remind Your Guests**

It is important to check-in with your guests the week prior to the Luncheon. Remind them how much fun it will be to see each other—and about the KidVantage mission and services. [Check out our sample emails for inspiration.](#)

☐ **Post-Luncheon Follow-up**

All guests who make a gift will receive a thank you letter from KidVantage (dropped in the mail same day). You may also want to send a thank you note to your guests for supporting KidVantage and extend your wish that they continue into the future.



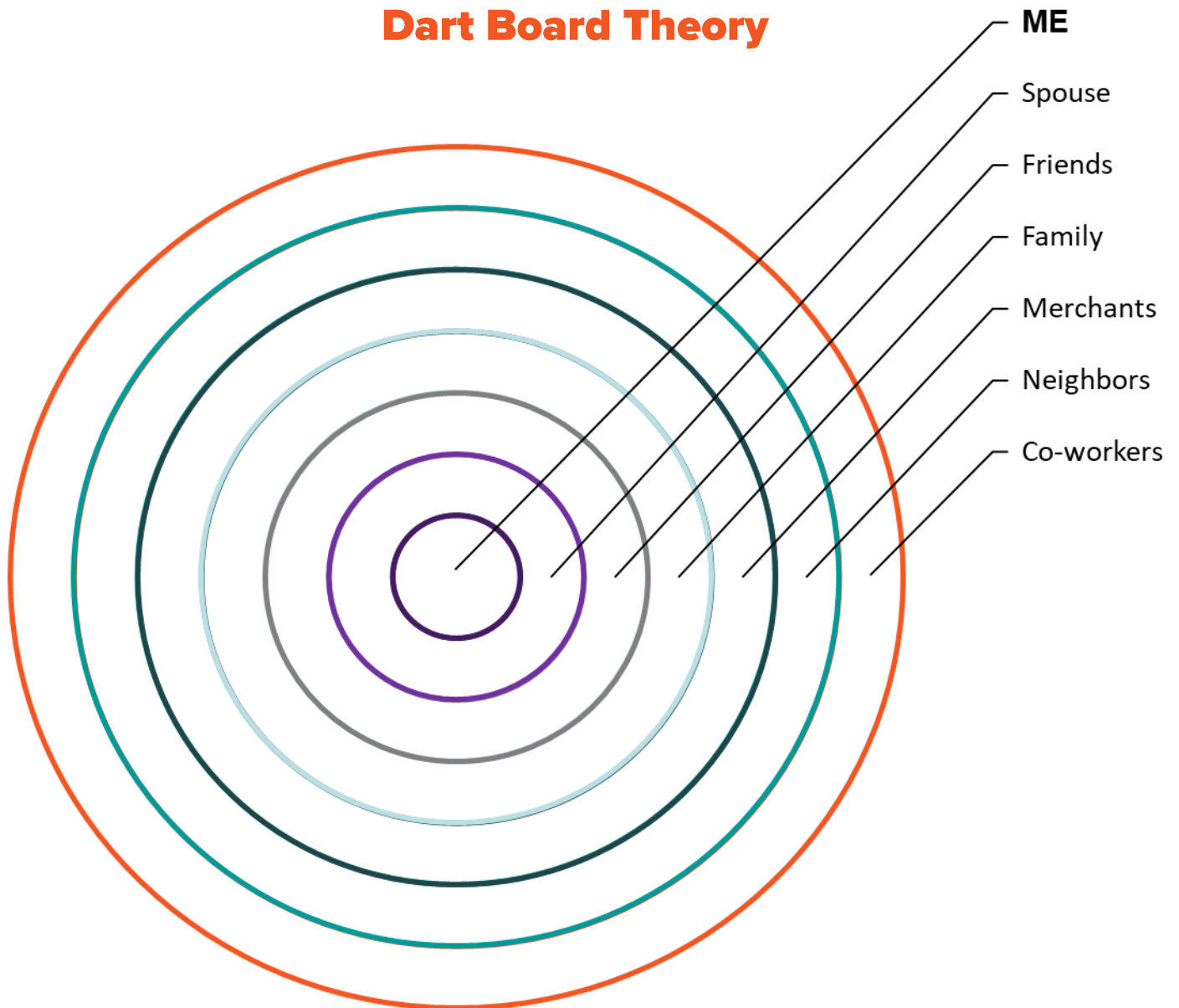
Tips on Guest Recruitment

1. Invite friends, family, neighbors, colleagues, and school or club associates. Think of all the people you know in all the different areas of your life. [Check out the Dart Board Theory](#) document in this toolkit. It is helpful as you brainstorm.
2. Remember that KidVantage serves families across five counties: King, Snohomish, Kitsap, Pierce, and Mason—invite folks you know from all areas KidVantage has an impact!
3. Plan to fill your table with 11 guests (including yourself). Sometimes schedules change and a guest has to cancel as the luncheon approaches. If you have a total of 11 guests planned, you will usually end with 10. And, if you end up with a group of 11, we are pleased to have a table of 11.
4. Encourage guests to invite a friend to come with them – it makes completing a table of 11 even easier.
5. A personal invitation from you is the best way to ask guests to attend the Luncheon. A great way to begin is with an email followed by a phone call. However, you should use the form of communication that works best for you and your invitees.
6. We've included some [sample emails to help get you started](#) in this toolkit...cut, paste & personalize! Sample emails include: (1) Email invitation; (2) Follow-up; and (3) Last-minute reminder.
7. We have a Save-the-Date you can use, [click here to access](#).

Noteworthy (invitations and table size)

- In late September, invitations will be available (both printed and electronic). They will also be uploaded to the [Toolkit on our event page](#) or you may contact Kim at development@KidVantageNW.org to have an invitation sent to your guest list.
- As a Table Captain, you can choose to fill a full table or to share a table with another Table Captain. Let Kim know if you would like to be matched up with someone ahead of time to coordinate with at development@KidVantageNW.org.
- Tables comfortably sit 10 but up to 12 can be accommodated. If you have more than 12, we will seat extra guests at a table near you. If you do not fill your table and are not matched with another Table Captain, we are happy to seat individual guests at your table – just let Kim know.

Dart Board Theory



Take the fear out of guest recruitment—use the

Dart Board Theory!

Start with yourself—then think of who you know, and who your contacts may know...

Never say “no” for someone else!



Sample Guest Communications

Suggested Phone Invitation Topics

- [At-A-Glance Sheet](#) or [2023 Thrive Report](#) contain help information to share with potential guests
- I am hosting a table this year for KidVantage's annual benefit luncheon, *Helping Kids Thrive Benefit Luncheon: Connecting for Kids...because every child counts!*
- KidVantage used to be EBC—Eastside Baby Corner, this changed was announced at last year's luncheon [with a video from our late founder, Karen Ridlon](#).
- KidVantage has been supporting families in our community for 34 years! KidVantage makes a positive difference in the lives of children and families in need by collecting and purchasing children's items and distributing them, free of charge, through an agency partner network who are providing services for families across Central Puget Sound.
- The luncheon is KidVantage's biggest fundraising event—they are expecting about ~600 attendees on Friday, November 1st at the Meydenbauer Center in Bellevue.
- Angela Poe Russell, TV Journalist/Executive Producer, is renewing her role as Emcee for the fourth year in a row.
- This event is unique, come see how community members like yourself, together with KidVantage, are working towards a better future for kids.
- Gifts to KidVantage are tax-deductible to the extent allowed by law.
- Many local companies will match gifts to KidVantage, such as Microsoft, Google, and Bank of America. [Click here to see past match partners of KidVantage](#), just scroll down to find the matching gift partners section.
- KidVantage is counting on gifts from generous Luncheon donors to help meet the rising need (~4,000+ orders distributed a week) of essentials for local children, birth to age 12.
- This is a wonderful opportunity to join with others who want to make a tangible difference right now, in our community.
- Each luncheon guest is asked to make a gift during the program, with a suggested minimum of \$200. I am asking my guests to consider making a generous gift, at your own capacity.
- As a reminder, there are several options for making this gift: (1) cash, credit card, or check of a one-time amount the day of the luncheon or paid at a future time; or (2) a recurring gift to be paid monthly or quarterly. The donation card used at the luncheon, will have all these options for you to choose from.



Sample Guest Communications

Sample Email Invitation Version #1:

(Feel free to attach the [Save the Date found here](#) as well – you can also find it online on our event page www.KidVantageNW.org/Thrive)

Hello <First Name>,

I would like to invite you to be a guest at my table for KidVantage's (formerly EBC) benefit luncheon. It takes place on Friday, November 1, 2024 from 12pm-1:15 pm at the Meydenbauer Center in Bellevue.

This is a great opportunity for you to learn more about how KidVantage is giving kids what they need to thrive and how you can help. KidVantage's vision is a world where all children are healthy, safe, and prepared to build their own futures. They do this by collecting and purchasing children's items and distributing them, free of charge, through local human service agencies. KidVantage helps kids reach their full potential by meeting their essential needs today. [Here is their video library](#) where you can experience their mission first-hand.

<**Add a brief personal statement about what KidVantage means to you**>

There is no cost to attend the luncheon, but I am hoping that each of my guests will be moved to make a generous donation during the program. Gifts of all sizes are most welcome and appreciated! The suggested donation is \$200. Heads up that there is usually a match provided during the luncheon. To make your gift go even further, you can also find out if your employer has a matching gift program.

I would really like you be a part of this wonderful experience as a guest at my table. If you are interested, just reply to this email and let me know or give me a call at [\[insert phone number\]](#).

I hope it is a "yes!" – let's work together to help kids thrive!

<Your name here>

P.S. KidVantage used to be EBC—Eastside Baby Corner, this changed was announced at the 2022 luncheon with a [video from our late founder, Karen Ridlon](#).



Sample Guest Communications

Sample Email Invitation Version #2:

(Feel free to attach the [Save the Date found here](#) as well – you can also find it online on our event page www.KidVantageNW.org/Thrive)

Hello <First Name>,

I would like to invite you to be my guest at KidVantage's (formerly EBC—Eastside Baby Corner) benefit luncheon on Friday, November 1, 2024 from noon-1:15 pm at the Meydenbauer Center, Bellevue.

I am volunteering to be a Table Captain for the luncheon because I love how they take the things people like me donate and the dollars we give to help thousands of children every week. What amazes me is that 280+ programs and sites in KidVantage's network know that they can order exactly what a child needs and count on having it in hand within a week! KidVantage fills 97% of all orders received from these caring professionals. All the orders are filled by hand, customized for the child by volunteers. It is because of this level of commitment to our community—to children—that I have stepped forward to serve as a Table Captain for this event.

There is no cost to attend the luncheon, but I am hoping that each of my guests will be moved to make a generous donation at the luncheon. The suggested gift is \$200, which can be paid out across the year as monthly or quarterly payments. Gifts of all sizes are most welcome and appreciated!

I would really like you be a part of this wonderful event as a guest at my table. If you are interested, just hit reply to this email and let me know or give me a call at [insert phone number]. I hope it is a "yes!" Working together we can help kids thrive.

<Your name here>

P.S. KidVantage used to be EBC—Eastside Baby Corner, this changed was announced at the 2022 luncheon with a [video from our late founder, Karen Ridlon](#).



Sample Guest Communications

Sample Reminder for Confirmed Guests—Week of October 14th:

Hello <First Name Table Guest>,

I am excited to see you at KidVantage's annual luncheon. As Table Captain, I thought it would be helpful to send along some additional details as we get closer to the date.

Date: Friday, November 1st
Time: Welcome Coffee (informal reception) 10:30 am
Luncheon: 12pm to 1:15 pm
Location: Meydenbauer Center, Bellevue
Theme: Connecting for kids...because every child counts!
Emcee: Angela Poe Russell, TV Journalist/Executive Producer
Speaker: <TBD – check back as we update regularly>

If you haven't already, please register yourself by using [this link \(registration link will be coming soon\)](#) or let me know your contact information (Name, address, email) and meal preference (chicken, vegan) and I can register for you. Finally, if you have dietary needs not covered by the meal (i.e. beyond vegan), please reach out to KidVantage directly by October 25th at development@KidVantageNW.org or (425) 372-7533.

If things come up and you can't make it, please give me a call at [\[your phone\]](#) or respond to this email as soon as possible. If you are aware of someone else who would like to come in your place, let me know too.

We have a wonderful group at this table—I can't wait to see you in just a few weeks!

Thanks,
<Your name>

P.S. Check out the event webpage for up-to-date information at www.KidVantageNW.org/thrive



Sample Guest Communications

Sample Last-Minute Reminder—Monday, October 28th:

Hello <First Name Table Guest>,

I am looking forward to seeing you this Friday, November 1st, at the KidVantage luncheon.

Directions to the [Meydenbauer Center can be found online](#). Parking can be tight—so email me if you'd like to arrange a carpool. You may want to allow extra time for parking!

[Only if needed...] If you haven't already, due today is your registration. Please use [this link](#) [registration link coming soon] or let me know your contact information (Name, address, email) and meal preference (chicken, vegan) and I can register for you.

You can still request a special meal by emailing development@KidVantage.org or calling (425) 372-7533 (Special requests can't be accommodated after October 25th)

See you Friday!
<Your name>

P.S. Remember to find out if you (and/or your partner) are eligible for employer matching gifts!



Logistics for Table Captains: Prior to the Luncheon

Parking Meydenbauer Center's underground garage is first-come, first-served.

The parking entrance is on NE 6th Street between 112th Ave NE and 110th Ave NE. Parking and driving information is available on the Meydenbauer website in the [Maps & Parking](#) section. You may also consider and encourage carpooling amongst your guests.

Reception is an informal coffee reception starts at 10:30 am.

All guests are invited! This can be a fun time to gather your table guests together, see the displays in the lobby and connect with others at the event.

At the table, a Table Captain Packet will be placed at each table, with notes on what to do during and after the event. Each Table Captain is assigned a table number and each of your guests will have that number on their name badge to make it easy to find your table. Make sure each guests knows to first pick up their name tags at registration tables in lobby. They are organized alphabetically.

Seating at the table is open; however, many Table Captains like to do name cards and/or a small gift for each guest. You are welcome to come into the room when you arrive to set up your name cards or gifts during the reception. Doors will open at 11:30 am.

It's Free—And a Fundraiser

It's important that your guests know that this is a fundraiser. To help KidVantage reach our financial goal for the event, the suggested minimum gift is \$200.

Monthly or quarterly payments are possible! If your guests have concerns about the minimum gift, let them know that gifts can be paid out installments. For example, a gift of \$200 means a monthly payment of \$16.67.

Unable to attend? If someone you invite cannot attend but would like to make a donation to KidVantage, [direct them to this link to make a donation in lieu of attend.](#)

Giving to Grow Donor Circle

If you or one of your guests would like to make a lead gift to inspire other to give at a very generous level, please contact KidVantage Director of Development, Helen Banks Routon, at helenr@KidVantageNW.org or call (425) 372-7525. We welcome supporters to join us in the Giving to Grow Donor Circle by making a donation of \$1,000 or more in advance of the luncheon!



Guest List Sheet— page 1

Your Name			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	



Guest List Sheet— page 2

Your Name			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	
Ms./Mr.			
Address			
City/State/Zip			
Home Phone			
Day Phone			
Email		Meal: Chicken/Vegan	