LUNCHEON FACTS AT A GLANCE

GOAL: 80 Table Captains with one or more full tables. Table Captains are the Key to Success!

WHEN: Monday, May 4, 2020
Registration: 11:30 a.m.
Lunch & Program: Noon – 1:00 p.m.

WHERE: Seattle’s Hyatt Regency Hotel, 808 Howell Street, Seattle, WA 98101
We are excited to host our luncheon at the Hyatt Regency Seattle, a beautiful hotel in the heart of downtown. The venue boasts world-class design with a large parking garage to accommodate guests traveling into the city.

WHAT: One hour to come together as a community, to learn about Wellspring’s successful approach to ending homelessness for children and families, to be inspired, and to invest in our community. The 2020 Lasting Change Luncheon will feature inspiring stories about Wellspring families whose lives have experienced lasting change.

WHY: There are 9,845 school-age children in King County who are homeless. Wellspring solves homelessness at the family level, with proven, lasting results.

WHO: You and 9 guests! As a table captain you commit to filling at least 1 table of 10. Easy, you plus 9 guests, we can occasionally accommodate larger tables. Consider hosting more than one table!

IMPORTANT DATES:
Guest List Deadline: Initial guest list due end of business, Friday, April 17, 2020.
Guest List Changes: Changes can be made until 12:00 p.m., Friday, May 1, 2020.

QUESTIONS?
We welcome the opportunity to talk with you personally to provide additional support. If you have any questions, please reach out to Troy Coalman, Director of Donor Impact, 206-902-4257 or tcoalman@wellspringfs.org.
TABLE CAPTAIN CHECKLIST & TIMELINE

STEP 1: Make a list of potential guests! (Suggested date: Now!)
Create your master list of people whom you would like to invite. We recommend including at least 2 – 3 dozen people on your initial invitation list. Consider who would be inspired by the message of Wellspring’s work and results. Friends, family, business associates, and neighbors are a great start. Then expand your list by thinking of those with whom you attend church, know through a civic engagement group, book club or your children’s school. Remember, the luncheon is the perfect opportunity to get to know a new friend or colleague better. Don’t forget to add those people who have invited you to their own events.

STEP 2: Send your email invitations (Suggested date: Febrary 27)
Draft a personal and heartfelt email to invite each potential guest to the event. Let them know why Wellspring’s work is important to you and why the children and families we work with deserve support. Use the email template provided in this packet as a starting point. We encourage you to send your message along with the email Luncheon invitation, which will be available in February. Tip: be bold! Ask each invitee if there’s a friend or colleague they would like to bring to the event!

STEP 3: Personal follow up (Suggested date: February 29)
It’s important to do this by phone or in person within the same week as sending the email invitation so that the conversation is top of mind for your guests. This is a critical step and should be timely to be effective!

STEP 4: Remind invitees (Suggested date: March 20)
Be upbeat, be passionate, be persuasive! Most important remind invitees of the date, time, and location of the luncheon. Check on any dietary restrictions they may have. Follow up with anyone you’ve not heard from. Remember guests can also register online.

STEP 5: Submit your guest list (Deadline: April 17)
Email your guest list, including guest name, email and any dietary restrictions to Troy Coalman at tcoalman@wellspringfs.org. Or remember guests can register online at wellspringfs.org/luncheon.

STEP 6: Confirmation to guests (Suggested date: April 20)
Let your guests know they have been registered for the event and remind them of the date, time, and location. Remind guests of the minimum suggested donation amount. Tip: Be sure to ask or remind guests to check if their employer matches donations. Some employers match donations up to three times the gift amount which is a great incentive for some donors to give larger amounts.

STEP 7: Final reminder to guests (Suggested date: April 30)
A week prior to the event, you will receive an email with event details from Wellspring. Make sure to forward that information to your guests and answer any questions they may have about the event. Tip: Guests who hear from their table captain within a few days of the event are much more likely to attend.

STEP 8: Keep us updated (Up until May 3)
If you have any guest changes leading up to the event, please let Wellspring staff know by emailing Troy Coalman, tcoalman@wellspringfs.org. We’ll be able to make changes until 12:00 p.m. on May 3.

STEP 9: Celebrate!
Please know how much your service as a table captain means to us at Wellspring and to the families we help. Your support is crucial to our annual fundraising goals – we could not do what we do without you. Thank you!
Dear NAME:

[PERSONAL INTRO, LIKE: It’s hard to believe that it’s already 2020! I hope you had a great holiday season.]

I am writing to invite you to join me at Wellspring Family Service’s 2020 Lasting Change Luncheon on Monday, May 4. As you know, Wellspring is an organization that is dear to my heart, because [YOUR PERSONAL REASON FOR SUPPORTING WELLSPRING].

Wellspring deals with homelessness at the family level. Did you know that 1 in 20 Children in Washington state are facing homelessness? 9,845 school-age children in King County alone. That is unacceptable and we can make a change. Wellspring believes in the guiding principle that no child, no family should be homeless. Their innovative programs and services meet families where they are at so they can find stable, sustainable housing and support.

We know these programs work because 90% of Wellspring families have remained stably housed after six months. That’s impact, that matters! I hope you will join me in support of this LASTING CHANGE that our community so desperately needs.

**LASTING CHANGE LUNCHEON**

Monday, May 4, 2020  
Registration 11:30 a.m.  
Lunch & Program 12:00 – 1:00 p.m.  
Hyatt Regency Seattle  
7th Floor Regency Ballroom  
808 Howell Street  
Seattle, WA 98101

The 2020 Lasting Change Luncheon will be held at the “new” Hyatt Regency Seattle. The program will feature inspiring stories about Wellspring families whose lives have experienced lasting change.

To RSVP, go to wellspringfs.org/lunch and enter my name as the person who invited you so we can sit together! Or reply to this email to let me know if you can attend and I’ll make sure you are registered.

I hope you can join me to experience how Wellspring Family Services is ending the cycle of homelessness for children and families in our community.

Gratefully,  
(YOUR NAME)