



Founders' Day Breakfast 2017

Table Captain Packet

Annual Benefit

Thursday, March 30, 2017
8:00 am-9:00 am

Little America Hotel, Grand Ballroom
500 South Main Street, SLC, UT 84101



Volunteers of America®

UTAH

Dear Friends,

Volunteers of America is the charity that always steps forward to help the most vulnerable. We work to reach and uplift those in the greatest need, breaking down barriers and enabling clients to transform their lives.

VOA Utah supports and empowers our community's vulnerable groups including at-risk youth, the homeless, the mentally ill and those recovering from addictions. Many face barriers that they are not able to conquer alone – legal issues, lack of education and employment skills, trauma issues, mental illness and addiction, lack of safe housing – VOA assists individuals in working through and/or eliminating these barriers.

We are inviting you to help us improve the lives of over 8,000 low-income individuals in Utah. You can make a big impact on the lives of these individuals. By volunteering as a table captain for our annual Founders' Day Breakfast, you will help us spread our mission and raise funding necessary to sustain this work.

The hour long breakfast program will include video presentations and speakers to illustrate the impact of VOA Utah's work. There is no cost for your guests to attend. Instead, we will ask for your assistance in filling the room with generous guests who will be invited to make a contribution at the event – a formal ask will be made as part of the breakfast program.

Included in this packet, you will find materials to help you successfully fill a table with generous breakfast guests:

- Founders' Day Breakfast Event Overview
- Table Captain 101
- Check List & Due Dates – a step by step guide for successful Table Captains
- VOA Utah Information
- Frequently Asked Questions
- Sample email Invitations & Follow up
- Guest List Tracking (due March 10th)

If you have any questions or concerns, please do not hesitate to contact me.

Thank you for your support. We couldn't help Utah's most vulnerable without you!

Best Regards,

Brian Hutchinson

Director of Development, Events

brian.hutchinson@voaut.org | (801) 875-4586

Cathleen Sparrow

Chief Development Officer

cathleen.sparrow@voaut.org | (801) 875-4585

Kathy Bray

President & CEO

kathy.bray@voaut.org | (801) 363-9414

Event Overview

- WHAT:** VOA's 16th Annual Founders' Day Breakfast
- WHEN:** Thursday, March 30, 2017
Doors Open: 7:30 AM
Breakfast Service: 7:45 AM
Program: 8:00 – 9:00 AM
- WHERE:** Little America Hotel, Grand Ballroom
500 South Main Street, SLC, UT 84101
- WHY:** The goal of Founders' Day Breakfast is to expand the base of community support for the mission and work of VOA Utah while raising crucial funds. Our goal is to raise \$150,000 at this event. The money raised will support programs like:
- VOA's Youth Resource Center
 - VOA's Adult Detoxification Center
 - VOA's Homeless Outreach Program
 - Cornerstone Counseling Center
- HOW:** Breakfast is free. After an inspiring program, guests will be asked to make a contribution, there is no minimum gift, but if each of the 500 guests donated just \$300, we would meet our fundraising goal.
- AUDIENCE:** At least 500 community members will be in the audience including public policy makers, judges, business owners, law enforcement, concerned neighbors, friends and professionals from around Salt Lake County.

Table Captain 101

Being a Table Captain is one of the most impactful ways you can influence the success of VOA's fundraising efforts and assist VOA in helping Utah's most vulnerable individuals. Any individual, couple, company or group can be a Table Captain.

What a Table Captain Does

A Table Captain invites 9 people to join them at their table to learn about the work that VOA has been doing in our community for 31 years. Family, friends, neighbors and work colleagues make excellent potential guests. Breakfast is free to you and your guests. Everyone will be asked to consider a contribution, Table Captains do not have to ask for money, and there is no minimum or maximum gift level. It will be our job to inspire your guests to give.

Inviting Guests

The best invitation for your guests is a personal one. Invite them in person, by phone or by email. VOA will provide an evite for you to forward. To enhance your guests experience at breakfast, you can also invite them to participate in a VOA program tour before the event. Tours of VOA's Youth Resource Center happen every Thursday at 12:00 noon.

Following Up with Guests

After you register your confirmed guests and VOA receives their email address, we will email a reminder with directions and parking instructions. It will be very important for you to contact your guests a day or two before the event to remind them that you are looking forward to having them join you at your table.

At the Event

So that you can be settled and ready to greet your guests, please arrive at the Little America Hotel's Grand Ballroom no later than 7:30 am on March 30th. Check in at the Table Captain registration desk and pick up your nametag and donation forms. The tables will be pre-set for breakfast which will be served at 7:45 am. Gluten-free and vegetarian meals are available upon request.

Traffic and parking can be busy in the morning and our program starts and ends on time. Please encourage your guests to plan for plenty of time to park, register and be seated by 8:00 am. We don't want anyone to miss a moment!

After the Event

Please call your guests a day or two after the event to thank them for attending. Also, please plan to join us on April ?? at our Table Captain appreciation social.

Check List & Due Dates

Starting Now:

- Call (801) 875-4586 or email brian.hutchinson@voaut.org to reserve your table and confirm your willingness to volunteer as a Table Captain.
- Make a list of potential guests. Please consider family, friends, colleagues, business associates, members of clubs or groups, etc. who may have interest in the work of VOA Utah.
- To fill your table, identify at least 20 potential guests.
- Communicate with your potential guests. This is a fundraising event. There is no minimum or maximum donation. There is no ticket price. We do expect guests to be inspired by the stories about our work that they will choose to make a significant gift at the event.
- Make a goal to invite 20 potential guests before February 14th.

January / February 2017:

- Invite your potential guests. Invite them in the way that works best for your relationship with them: email, phone or in person. We'll provide Save the Date cards and email templates when you confirm your participation as a Table Captain or at the Kickoff event.
- Attend the Table Captain Kickoff (date TDB). If you provide guest names, email & mailing addresses at the Kickoff – each confirmed guest will qualify you for one ticket for a prize drawing.
- Use the card or email template we'll provide to follow up on phone calls and personal visits.
- Each table seats 10 guests, if you have more than 9 guests confirm, we'll happily seat your additional guests near your table.

March 10, 2017:

- Confirmed Guest Lists are due March 10th!
- Register your confirmed guests online at: www.voaut.org/breakfastguests
- If you cannot register your guests online, email your guest list to brian.hutchinson@voaut.org
- Email reminders will be sent to registered guests on March 17th.
- If you have guests drop out, fill their spots with other potential guests and email Brian the changes. Changes must be made before March 27th.

March 18-27, 2017:

- Make personal reminder calls and send reminder emails to all your guests.

March 30, 2017:

- Arrive at the Grand Ballroom by 7:30 AM.
- Check in at the Table Captain Registration Desk, pick up your name tag and donation forms.
- Volunteers in red VOA t-shirts will show you and your guests to your table. Please enjoy coffee or juice, mingle with guests, greet and welcome your guests.
- ENJOY the program. The speaker will tell you when to distribute the donation forms.
- Make your own personal/company gift at your table at the same time your guests pledge their support.
- Return your table envelope to the Table Captain Registration desk on your way out at 9:00 am.

After the event:

- Thank your guests. Send an email, a thank you note or make a phone call. Blank thank you notes will be available at the Table Captain Kickoff event.
- Donations are tax deductible and all donors will receive an acknowledgement from VOA.
- Follow up with any guests who were unable to attend, but expressed interest in making a gift. Donations can be made online, in person or in the mail after the event.

HELPING OVER 8,000 OF UTAH'S MOST VULNERABLE EACH YEAR



Homeless Youth Services

VOA:

- Expects to serve between 800–1000 homeless youth between the ages of 15–22 each year
- Provides over 10,000 shelter bed nights each year to youth 15–22
- Serves over 50,000 meals per year to youth 15–22

Homeless Outreach Services for Adults and Teens (Fiscal Year 2015–16)

VOA has:

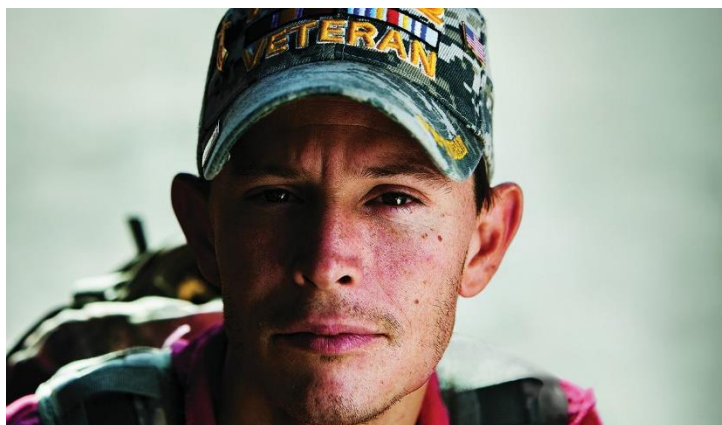
- Distributed 164,600 basic needs items to those in need
- Provided 83,149 meals
- Given 16,137 referrals and information on community services to clients



Detoxification Services (Fiscal Year 2015–16)

VOA has:

- Provided 20,146 bed nights
- Provided 50% of clients with complete acute detox
- Provided 83% of eligible clients with an assessment for treatment



Behavioral Health Treatment (Fiscal Year 2015–16)

VOA has:

- Completed 43,517 total hours of addiction and mental health services to low-income individuals
- Held 1,576 prevention classes for at-risk youth
- Provided 2,218 hours of child care so parents could receive treatment



Frequently Asked Questions

What if I have more or less than 9 guests?

If you have more than 9 guests, we will seat your additional guests close to your first table so that you can welcome and interact with all of your guests. If you have less than 9 guests, we will combine your table with other guests.

What if my RSVP count changes the night before the breakfast?

Life is full of surprises and often things are out of our control. Please email any early changes before March 27th to brian.hutchinson@voaut.org. If your guest list changes after March 27th, send an email or text (801) 808-9719 as soon as you know. We will do our best to update our attendee lists and table seating assignments.

How much money do my guests need to give?

There is no minimum or maximum gift amount. We ask that you invite guests who may share your passion for the work VOA Utah does in the community, and who may be willing to share their time, talent, and treasure.

What do I do if a guest can't attend but wants to make a contribution?

Guest can make donations online at www.voaut.org/breakfast. If guests would rather pay by cash or check, you are welcome to bring those donations with you for your tables envelope. After the event, checks can be mailed to VOA Utah, 435 West Bearcat Dr., SLC, UT 84115.

Why do we wait to give our guest the donation forms at the end of the program instead of the beginning?

By the end of the program, guests have heard about the mission and work of VOA, and we hope they'll feel inspired. We like all the pledges to be completed at the same time. Having people complete forms prior to the end of the program could be distracting to speakers or other guests.

Where does the money go?

VOA Utah is a 501c3 nonprofit organization. Our goal is to We need to raise at least \$150,000 at this event. The money raised will support programs like:

- VOA's Youth Resource Center
- VOA's Adult Detoxification Center
- VOA's Homeless Outreach Program
- Cornerstone Counseling Center

If you have any other questions or concerns, please do not hesitate to contact:

Brian Hutchinson | Director of Development, Events | (801) 875-4586 | brian.hutchinson@voaut.org

The Invitation – Tips and Samples

Tips for Inviting Guests:

- Share your passion! Tell your invitees why you support VOA Utah. Have you volunteered with us? Attended a VOA Utah event? Toured one of our programs? Do you know a VOA Utah client? Share these stories with your friends, colleagues, and family members.
- Know the facts about VOA Utah programs. Use the VOA Utah Facts in this packet.
- Communicate the goals of the event. Share that the goal for Founders' Day Breakfast is two-fold; to raise awareness of VOA Utah's mission and to raise funds to support VOA programs.
- Feel free to educate guests prior to the breakfast by directing people to our website www.voaut.org or invite them to tour VOA's Youth Resource Center.
- If the guest you're inviting has attended Founders' Day Breakfast before, they generally do not need an explanation of the event. We are blessed with loyal supporters wanting to attend year after year because of the inspiration and joy they receive at the event. You're welcome to share that with others.
- A very personal invitation from you is the best way to ask guests to sit at your breakfast table. Think creatively about whom to invite and then make a phone call, send an email, or invite them over coffee – use the best method for you and the guest you are inviting.

Sample Email:

Dear [Invitee],

I am honored to be hosting a table at Volunteers of America, Utah's Founders' Day Breakfast Benefit and I would love for you to join me. Let's catch up and unite under an incredible cause!

This event supports VOA's efforts reaching and uplifting those in greatest need. VOA supports and empowers our communities most vulnerable groups including at-risk youth, the homeless, the mentally ill and those recovering from addictions. VOA assists these individuals in working through and eliminating barriers to self-sufficiency. The gathering will bring together local business leaders, elected officials, civic and community leaders. I hope you will join me at my table.

The breakfast is **Thursday, March 30th** at the Little America Hotel in Salt Lake City and will begin at 7:30 am. The program will begin promptly at **8:00 am** and will conclude at 9:00 am. The program is moving and inspirational. It's also packed, so I'll be there early to have time to chat.

There is no cost to attend the breakfast, but there will be a formal ask at the event. Just reply to this email, and come prepared to join a community of supporters changing the lives of Utah's most vulnerable.

Best Regards,

[Your Name]

Follow-Up

Once your invites have all said “yes.” Help them get it on their calendar by sending an Outlook, iCloud, Gmail, etc. meeting request.

Sample Email Confirmation:

Subject: VOA’s Founders’ Day Breakfast
When: Thursday, March 30, 2017, 8:00 – 9:00 am
Where: Grand Ballroom, Little America Hotel, Salt Lake City

Thank you so much for joining me for VOA’s Founders’ Day Breakfast! Doors open at 7:30 am. Come early to mingle with other VOA supporters and staff.

I’ll see you on March 30th before 8:00 am!

After the event, please remember to show your appreciation and thank your guests.

Sample Thank You Email:

Dear [Guest’s name],

Thank you so much for joining me at VOA’s Founders’ Day Breakfast yesterday. I hope you found the event both inspiring and uplifting. I appreciate your support in helping to support the amazing work VOA does to help some of Utah’s most vulnerable individuals.

Best Regards,

[Your name]

Guest List Tracking

Please return by Thursday, March 10th to Brian Hutchinson | brian.hutchinson@voaut.org

Table Captain		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 2		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 3		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 4		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 5		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 6		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		

Guest 7		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 8		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 9		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		
Guest 10		
Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Notes:		