

KIT FOR TABLE CAPTAINS

Campaign Virtual Launch Event

March 25, 2021 | 5:30 to 6:30 pm

THE THREE ROLES OF A TABLE CAPTAIN

Thank you for considering volunteering as a Table Captain for the launch of *Equity Can't Wait*, a campaign to help students flourish at Central, North and South Seattle Colleges, our city's all-access institutions of higher learning. More than 41,000 students enroll each year at the Colleges, pursuing more than 130 fields of study. They include the great majority of Seattle's college students of color and first-generation college-goers. As we chart a way back from the social, economic and political dislocations of the last year, their success and our city's success are joined. As a Table Captain here's how you'll contribute to the launch event's success:

- 1. Sponsor your table.** Table sponsorships are \$1,000 — or whatever you can afford. Maybe it's more, maybe it's less. What's most important is recruiting big-hearted, community-minded people to come. [Sign up here](#) to be a Table Captain and choose a sponsorship level. [Proceeds from table sponsorships will offset our modest event expenses, then flow into the work of the *Equity Can't Wait* campaign.]
- 2. Recruit your guests.** We ask each table captain to *try for ten confirmed guests — or more!* (A benefit of a virtual event: the number of seats can be infinite.) Please think about family, friends and colleagues who would be interested in learning about the Seattle Colleges and our central role in racial and social justice — and the coming (hopefully inclusive) economic recovery.
- 3. Engage your guests before, during and after the event.** We'll provide you with everything you need to reach out in advance, welcome your guests night-of, and follow up once the event concludes.

FREQUENTLY ASKED QUESTIONS

How long is the evening? Ninety minutes. The event itself will be under an hour, from 5:30 to 6:30 pm. We'll open the virtual doors a half-hour early so that people can gather with others at their table, catch up, and have some fun with rich trivia from the Seattle Colleges' fifty-year history.

Will my invitees get reminders? Yes, we'll send them a welcome note when we first hear they're coming. We'll also send week-before, day-before, and day-of reminders. You can help by sending your own reminders the week prior; we'll provide you with text.

Will there be an "ask"? Yes! The campaign is ambitious, and we hope for strong financial momentum coming out of the launch event. We'll suggest a \$250 contribution (more if people can afford it). We're striving to have gifts of \$250 and up matched.

What's the attire? It's virtual, so you do you! Dress to the nines, join in your jammies or wear your

Halloween costume (who's gonna know?).

How will I get you the names and email addresses of my guests? There's a place [online](#) for the to register and select your table. Alternatively, you can [email us](#). Ideally, we'll have all names by *Thursday, March 18*.

What if an invitee says No? Do they sound interested in the work, just can't attend that night? There are lots of other ways to play a role, whether [making a gift](#), or [volunteering](#) (for example by reviewing scholarship applications), or meeting with us to learn more (please introduce our Julia Katz, julia.katz@seattlecolleges.edu).

What if I can't fill a table of ten? Or what if my group is larger than ten? It's no problem either way (that's one upside of a virtual event!). Of course we're eager to get as many people in the room as possible.

Is there text I can use in inviting people? Yes! There's wording below; of course feel free to change it to suit your needs.

Dear (guest name),

I hope this message finds you safe and healthy. Like you, I am deeply invested in the institutions that help our communities and businesses thrive.

For me, one of the most important of these is Seattle Colleges — Central, North and South. Their work to transform lives, promote equity, and increase access to quality, affordable education gets far too little attention, I think. That's particularly true now, as we strive to overcome the upheavals of the last year, and rebuild our community along better, more equitable lines.

In support of the thousands of first-generation college students and students of color who make the Seattle Colleges their springboard to degrees, professional credentials, and transfer opportunities, The Seattle Colleges Foundation is starting a major campaign, *Equity Can't Wait*. I'm helping assemble a special group of people for the March 25 virtual launch event. Will you join my table? Among the featured speakers will be honorary campaign chair, and Costco co-founder Jim Sinegal. Event details:

WHEN: Thursday, March 25 | 5:00 pm for informal mingling | 5:30 to 6:30 for program

WHERE: Online (link will be provided)

ATTENDING: Community leaders like yourself who are committed to a truly inclusive prosperity

TO REGISTER: Sign up [here](#). Please indicate that you want to be at my virtual table.

CAN'T COME? Please consider a gift to the campaign. You can learn more [here](#).

Thank you! If you have any questions about Seattle Colleges, the campaign, or the event, please contact Julia at [Julia.katz@seattlecolleges.edu](mailto:julia.katz@seattlecolleges.edu)

Sincerely,
(your name)