

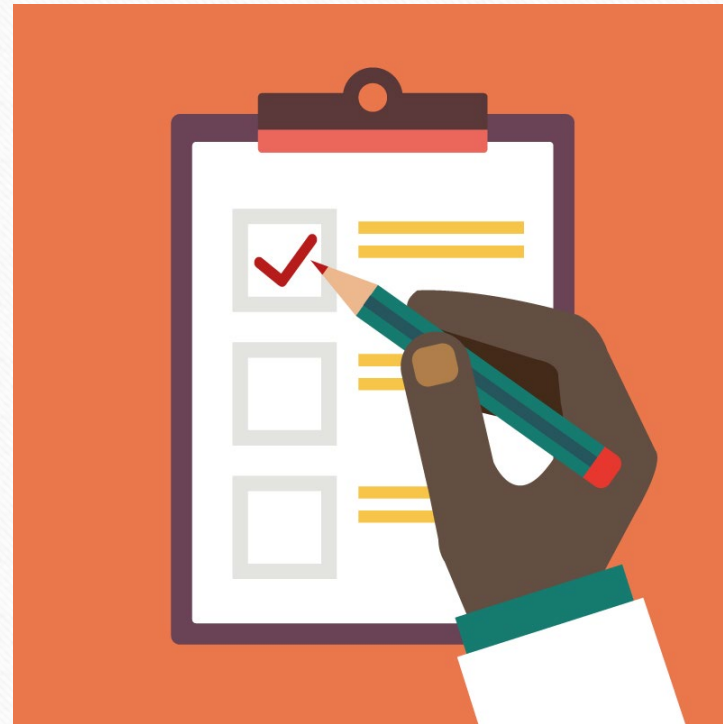


A Life Like Yours Benefit Breakfast

Table Captains Orientation

Our Agenda

- Welcome and introductions
- Why have a benefit breakfast?
- Event details
- Role of a Table Captain
- Supporting you in your role
- Questions and wrap-up



Event Overview

- What: “A Life Like Yours” Benefit Breakfast
- When: Wednesday, March 23, 2022 –
Coincides with Developmental Disabilities Awareness Month
- Where: Hilton McLean Tysons
- Time: 7:30 – 9:00 a.m.
- Cost to Attend: None
- Theme: **Accelerating Community Inclusion**



Why This Type of Event?

❖ This event aligns with identified fundraising strategies:

1. A need to engage in new donor acquisition

a) Direct mail response rates = 0.5%-2.0% “Ask Event” response giving rates = 45-50%

b) New donor acquisition costs:

- Direct Mail = Cost to raise a dollar = \$1.00 to \$1.25
Cost to raise \$20,000 = \$20,000 to \$25,000

- “Ask Event” = Cost to raise a dollar = \$0.00

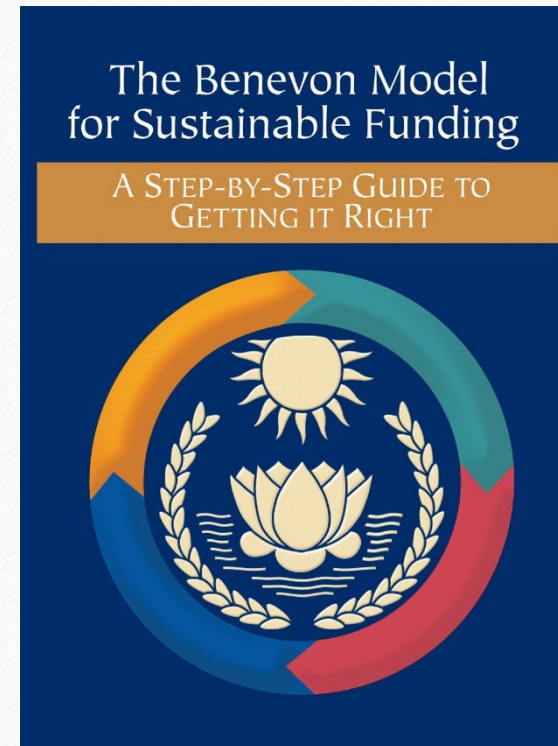
2. Focus on individual prospects

3. Low cost to participate



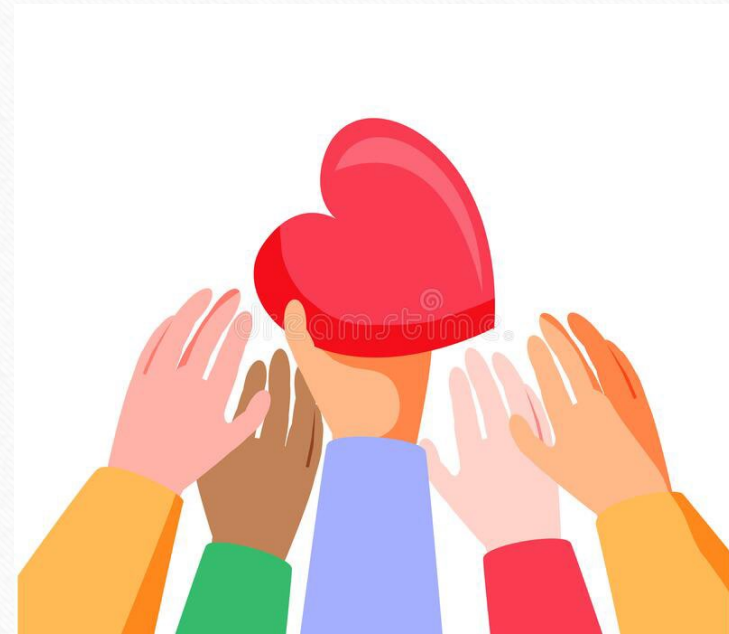
Why This Type of Event?

- ❖ Based on the Benevon Model
- ❖ This event aligns with research and science of donor behavior



Altruism

- Donors tell researchers again and again that they find it **important to help others in need**. This reinforces earlier findings by other scholars that find that the most important reason for volunteering is **altruistic concern for others**.



They connect with a personal story

- The more personal a story, the more people respond. People react more strongly when a situation is humanized.
- In behavioral economics, this is known as an “identifiable victim” – a person makes a story more personal and less abstract.
- From a fundraising standpoint, individual stories inspire donors more effectively than broader stories or statistics.



People like to repay a gift received

- If someone gives receives a gift, they often feel compelled to give one as well.
- Giving potential donors everything from tote bags to T-shirts (or a free breakfast) can inspire a gift in return.



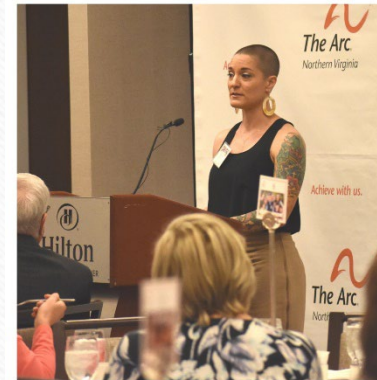
Social – Positive Peer Pressure

- Donors consistently say that they give **because their donations matter to someone they know** and care about.
- A 2009 research paper found that "individuals **behave differently when their behavior is more observable.**" Approaching someone in person can increase social pressure, which increases participation.



Description of Event

- 7:30 - 8:00 Coffee & Networking in Atrium area
- 7:50 - Doors open to banquet room, guests begin to take their seats
- 8:00 - Program begins, and breakfast is served
- 9:00 - Program ends. (Strict adherence to 1 hour timeframe)



Program

- Welcome – Board President speaks (breakfast is served) Begins promptly at 8:00 a.m.
- Sharing the Vision – Executive Director speaks
- Understanding the Impact – Service recipients speak
- Make it Happen (“the ask”) – Self-advocate speaks
- Conclusion – Board President – Ends promptly at 9:00 a.m.



Health Precautions

- We will follow CDC, state, and local health authority guidelines
- Conversations with other nonprofits, Chamber of Commerce, etc.
 - Proof of vaccination will be required for attendance.
 - Attendees will be asked to show their physical COVID-19 vaccination card or a photo of the card.
 - Masks will be encouraged*, except while eating or drinking, regardless of vaccination status.
- Continue to monitor infections and hospitalization trends.

Role of a Table Captain

❖ Day of the Event:

1. Arrive early to greet your invited guests as they arrive
2. Facilitate introductions during networking time
3. Facilitate introductions at your table when seated
4. Distribute donation cards when instructed
5. Collect completed donation cards and deliver to Development Director
6. Thank your guests for attending. Thank your guests for donating

Role of a Table Captain

❖ Prior to the Event:

1. Identify prospective invitees & sources of potential invitees
2. Invite prospects to attend as your guest – Goal: Fill a table that seats 10
3. Send attendees a confirmation message same day they say “yes”
4. Submit your attendees list to The Arc of Northern Virginia
5. Send attendees reminder message on Monday prior to event.



How Do We Meet Our Goal?

❖ Goal #1 – 250 Attendees

1. 25 tables x 10 chairs at each table
2. Plan for cancellations (National average = 20% of RSVPs will not show up)
3. Try to obtain RSVPs for 10-12 guests.

How Did We Do Last Time? (2019)

- ❖ Goal #1 – 200 Attendees - **RSVPs prior to Breakfast = 183**
 1. 20 tables x 10 chairs at each table **18 full tables + 1 partial**
 2. **No-shows = 38 (21%)**
 3. **Actual attendance = 145 guests**



How Do We Meet Our Goal?

❖ Goal #2 – Day of event, non-restricted contributions = \$40,000

1. Divided by 25 tables = \$1,600 goal per table
 - a) Divided by 10 seats at each table = \$160 donation per seat (average)
 - b) Remember: Couples attending together = 2 seats, but only 1 donation
 - c) National average = 45-50% of attendees will make a donation
2. Plan for cancellations (National average = 20% of RSVPs = No-shows)
3. National average = 10% of donors will give \$1,000+



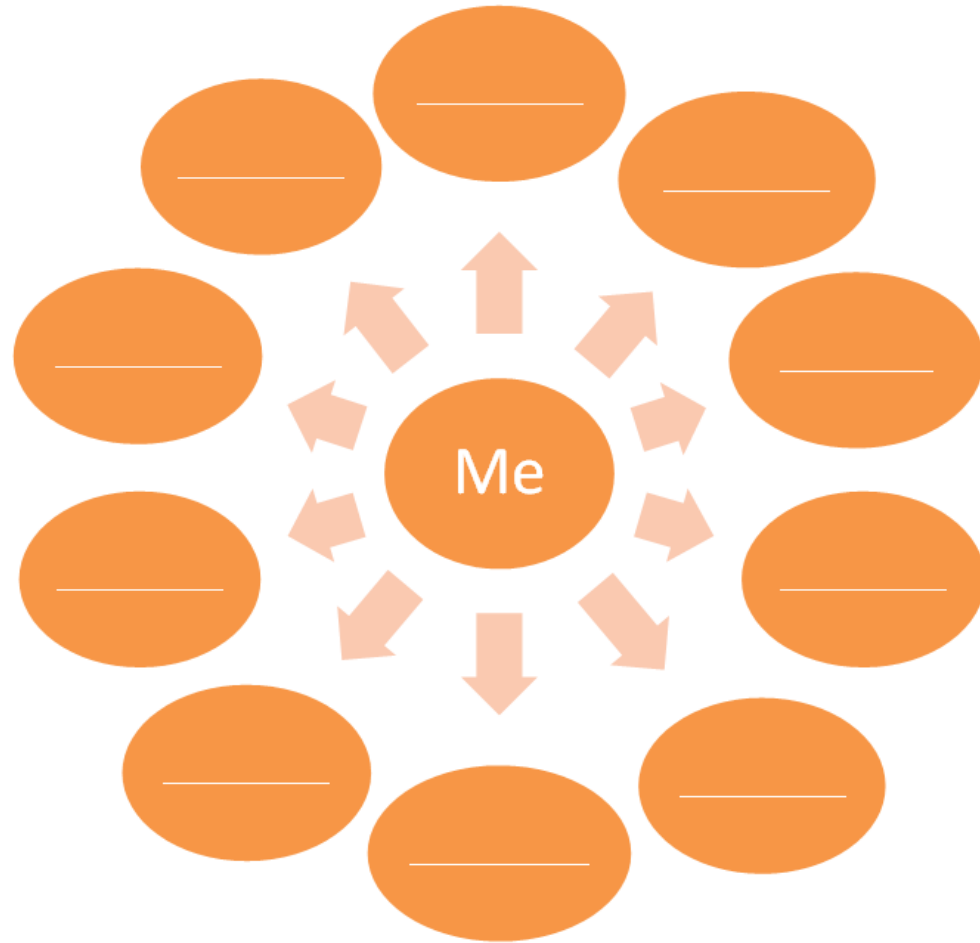
How Did We Do Last Time? 2019

- ❖ Goal #2 – Day of event, non-restricted contributions = **\$25,196**
 1. Divided by 14.5 tables = **\$1,737 raised per table** (average)
 2. Divided by 145 attendees = **\$173.76 donation per seat** (average)
 3. 116 attendees out of 145 made a donation = **80%** (national average = 45-50%)
 4. Donations of \$1,000 or more = **5 (4%)**

Recruitment Ideas



Your Treasure Map



Helpful Tools

- Sample E-mail message
- Sample phone script
- Sample “pitch”
- Next Steps:
- Top Ten Tips
- Guest Roster form



Sample Email Message

Sample Email Invitation:

Hi _____,

The Arc of Northern Virginia means a great deal to me. People with intellectual and developmental disabilities—and those who care for them—face overwhelming challenges. How does one even begin to learn about and understand what programs are available, and how to get help? For families in our community, they turn to The Arc of Northern Virginia. I know from personal experience how much it means to find someone who listens, understands, and has the knowledge and experience to help. *(Insert a sentence or two about your personal experience and/or why you are involved with The Arc of Northern Virginia.)*

The 'A Life Like Yours' Benefit Breakfast is an annual fundraising event. This year's breakfast will be in-person, on Wednesday, March 23rd at the Hilton Mclean Tysons hotel. (see below for details). I have been involved with The Arc of Northern Virginia as *(insert your board, table captain, volunteer and/or client connection to the chapter)*. I am trying to fill a table with wonderful people from different parts of my life who believe in community involvement and improving life in Northern Virginia for children and adults with disabilities.

Would you please attend as my guest?

There is no cost to attend the breakfast. Yes, this is a fundraiser, but there is no minimum or maximum suggested donation. It will be up to us to inspire you with the stories of those we serve. The important thing is to come. I would love for you to hear first-hand what The Arc of Northern Virginia does, and meet some of the inspiring people whose lives have been to changed for the better.

Thanks in advance for your consideration!!! You can just email me back to RSVP, or call me if you have any questions.

(Your name and phone number)

The 'A Life Like Yours' Benefit Breakfast Details:

Date: Wednesday, March 23rd
Time: 7:30-9:00 a.m.
Location: Hilton Mclean Tysons
7920 Jones Branch Drive
McLean, VA 22102



Sample Phone Script:

"Hello, _____, I'd like to invite you to join me at my table at The Arc of Northern Virginia's "A Life Like Yours" Benefit Breakfast. This is a free breakfast for people to come and learn more about our organization. Yes, it is a fundraiser, too. You will be asked to consider making a contribution. There is no minimum - nor maximum - gift requested. It will be the job of the organization to inspire people to want to give. As much as anything, we want people to come and find out about the great programs offered. I would be delighted if you could join me."

Pitching "A Life Like Yours" Breakfast In Person:

Acknowledge your prospect:

"You know, I remember when we talked about _____."

"Thank you for asking."

Enthusiasm & Commitment:

"I care so much about this issue."

"Like you, I also have a (friend/relative) who _____."

'Know' Statement: (Who is the agency?)

"The Arc of Northern Virginia is a local chapter of the largest non-profit organization supporting thousands of people with intellectual and developmental disabilities (ID/DD) and their families."

'Understand' Statement: (What do they do?)

"*'A Life Like Yours'* is simply a phrase we use to remind us that people with developmental disabilities want the same things we all want...a **home** of our own, a quality **education**, a meaningful **job** or way we spend our days, and **relationships** we value and depend on. It's the vision for a community-based system of supports and services that enable individuals to obtain and enjoy a quality life in the community."

"People with disabilities often face many hurdles as they attempt to live their lives as fully-engaged, active members of society. Finding information and support regarding education, employment, public benefits, housing, and healthcare is often an overwhelming experience. Families know The Arc of Northern Virginia as the 'go-to source' for information, education, referrals, and support."

'Engage' Statement: (Will you help?)

"We are hosting a benefit breakfast, and I'd like you to be my guest. It's only one hour, and I'll be honest - it is a fundraiser. But I believe you will be impressed by our work, and like me, will see the value in supporting our mission. Will you come?"

Sample Phone Script & "Pitch"





Next Steps - When a Prospect Says "Yes":

- Follow-up your conversation with an email, which includes all the pertinent information
- Fill in their name and information on the Guest Roster form.
- Touch base with each of your guests once or twice prior to the breakfast. Share a story of why you're thankful they're coming, and why The Arc of Northern Virginia is important to you.
- Turn in a copy of your completed Guest Roster form on or before March 16th.
- Place one final email or phone call to all guests on Monday, March 21st.
- Host your guests at the event on March 23rd.

Next Steps - When a Prospect Says "I can't":

- **Remember:** It's not just the breakfast we care about - it's The Mission.
- Inform your prospect that your invitation to join is an open invitation. Should their situation change, they can contact you prior to the event to be added to the guest list.
- Your prospect may be interested in becoming a supporter, even if they have a conflict with the date of the breakfast. If so, offer to email them information about how to make a contribution.
- Encourage your prospect to learn more about The Arc of Northern Virginia, our programs, the people we serve, and how we make a difference in our community.
- Invite your prospect to follow/like The Arc of Northern Virginia on social media.

Next Steps

Top 10 Tips for Table Captains:

1. **Invite more than the eight needed to fill your table of ten.** Consider friends, family, associates and business contacts who have a passion or interest in helping individuals with intellectual and developmental disabilities (IDD) and their families and/or caretakers.
2. Schedules fill up quickly, so **start inviting guests early!**
3. **Be up front about the event being a fundraiser.** Make sure they know in advance that they'll be asked to make a contribution at the event. However, there is no requirement that anyone give at the event. It is not your job to ask anyone for money, you are just asking them to attend.
4. **Be familiar with The Arc of Northern Virginia's mission and programs.** Your guests will want to know why you think supporting individuals with intellectual and developmental disabilities is important. We suggest you come up with a 2-3 sentence pitch about the organization.
5. **Excitement is contagious and helps create momentum!** Let people know your personal connection to those we serve. Why do you support the cause? Let your contacts know you are excited about the agency's work and the breakfast event.
6. **Follow-up with people you don't hear back from.** Just because they don't RSVP doesn't mean they are not interested in attending the breakfast. People get busy and forget to RSVP even though they have every intention of attending the event.
7. **Confirm your guest list** and give to The Arc of Northern Virginia by March 16th!
8. Two or three days before the breakfast, **send a reminder email or phone call** to your table guests.
9. **Personally thank your guests at the event.** Small tokens of appreciation and thank-you cards set at your guests' place setting before they arrive is a special way to show your gratitude for their interest in the individuals and families served by The Arc of Northern Virginia.
10. **Have fun!** This is the most important tip of them all. Have fun as you are recruiting. Enjoy the fact that you are doing a wonderful thing to support individuals with intellectual and developmental disabilities, family members, and caretakers.

Top Ten Tips





Guest Roster - Table Captain: _____

Name:		
Street Address:		
City:	State:	Zip:
Phone #:	Email:	
My connection to guest is:		

Name:		
Street Address:		
City:	State:	Zip:
Phone #:	Email:	
My connection to guest is:		

Name:		
Street Address:		
City:	State:	Zip:
Phone #:	Email:	
My connection to guest is:		

Name:		
Street Address:		
City:	State:	Zip:
Phone #:	Email:	
My connection to guest is:		

Guest Roster Form



Deadlines

ACTIVITY	DEADLINE
Attend table captains training	February 1
Confirm your role as table captain	February 7
Send confirmation message as guests say "Yes"	February 2 - March 16
Final guest list due to The Arc of Northern Virginia	March 16
Table captains contact guests to re-confirm	March 21
Host table at event & thank guests for attending	March 23



Why People Give

- Egoism
- Giving brings pleasure to the donor
- In line with religious beliefs
- Gender differences



Egoism vs. Altruism

- Studies have shown that spending money on others has a consistent, causal impact on happiness.
- **The reward experienced from helping others** may be **deeply ingrained in human nature.**



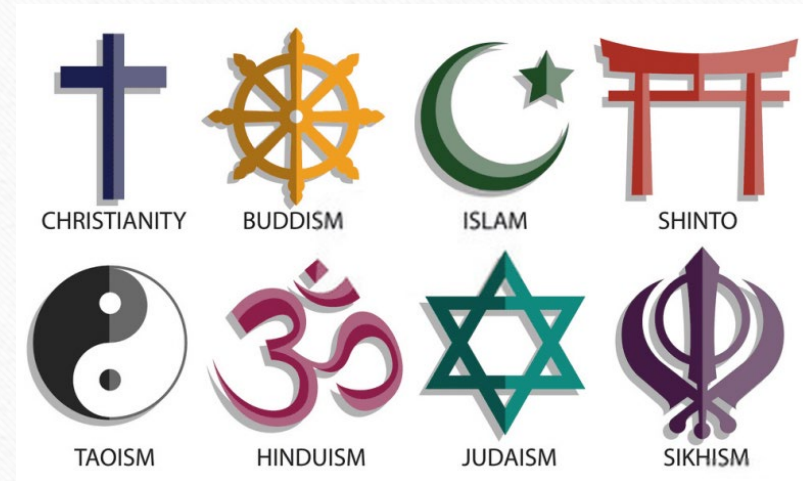
Giving Brings Pleasure to the Donor

- Generosity lights up the same part of your brain that responds to food and sex.
- Generosity has been found to reduce stress, increase longevity, and produce happiness hormones like dopamine.



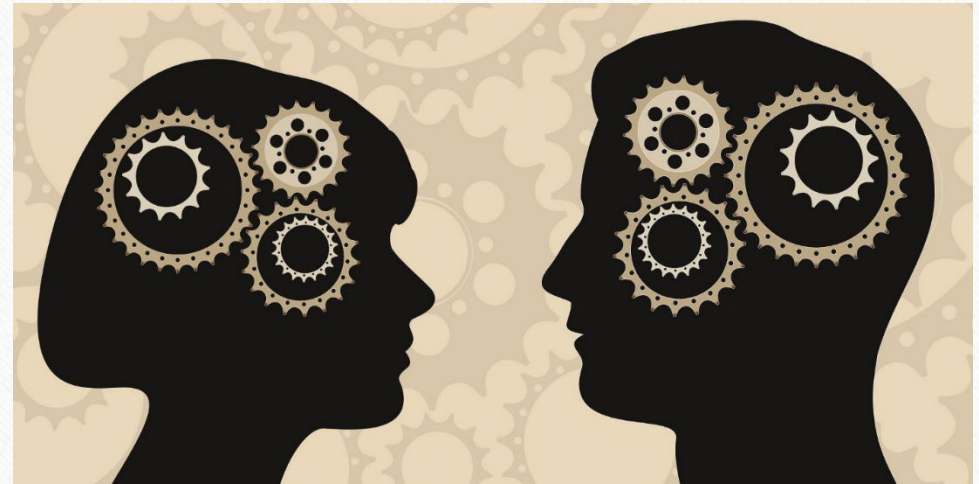
Religious Beliefs

- Households belonging to a church, mosque, synagogue, or other house of worship **contribute twice as much as those with no religious affiliation**,
- The evidence: **52 percent of households give to both religious and secular causes.**
- They also **donate one-third more** to secular organizations than the 28 percent that only contribute to secular institutions, the handbook notes.



Men vs. Women

- Women are not only more likely to give than men; they also give higher amounts.
- Women tend to be more empathetic and altruistic.
- Men may frame the donation in terms of self-interest, maintaining the status quo, or seeing program/project as a solid investment.



Why People Don't Give to a Particular Charity

- do not have the financial resources.
- volunteer or donate goods and/or services in lieu of making a donation.
- don't trust organizations to spend their money well.
- prefer to spend their money on their family and friends.
- don't believe that organizations make a positive difference
- **#1 Reason: No one ever asked them to donate.**



Remember:

- Don't be afraid to ask.
- Being told “No” not the end of the world.
- You might be told “Yes”
- Let your prospects make the decision.



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