



A Life Like Yours Benefit Breakfast

TABLE CAPTAIN PACKET

Table Captains Orientation
Tuesday, February 1, 2022



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Dear Table Captain,

Welcome. Thank you for agreeing to serve as a table captain for The Arc of Northern Virginia's 4th annual **"A Life Like Yours" Benefit Breakfast** on Wednesday, March 23rd at the Hilton McLean Tysons. We're excited to return to an in-person event this year, and your commitment to serve in this role will help The Arc of Northern Virginia present what we hope will kick off an exciting 60th Anniversary year.

As a table captain, you are a key component to the success of this event. We encourage you to actively invite your circle of friends and business colleagues to learn more about the needs of people with intellectual and developmental disabilities (IDD) in our community. While this breakfast is a fundraiser, it is also a unique opportunity for you and your guests to be inspired by truly amazing stories of the many lives transformed by our programs and services.

This year's breakfast theme is ***Accelerating Community Inclusion***. Our communities are enriched by the diversity of all our people. Everyone with different backgrounds, abilities, and interests all bring something unique and contribute to the richness of society. Direct supportive services, information & education, and public advocacy are how we at The Arc of Northern Virginia encourage and embrace self-determination, community, equity, and diversity. Everyone benefits when people with IDD are present, participate, and realizing their dreams of living *"A Life Like Yours."*

The accompanying table captain training session will include information specific to the breakfast, background on the model for such fundraising events, and a period for questions and answers. This information will assist you in extending meaningful invitations, and ultimately filling the seats at your table. Our goal is to provide you with all the tools you need to successfully reach our goal.

Thank you for your continued support of The Arc of Northern Virginia, and for helping us to promote the ideal that all people with intellectual and developmental disabilities are defined by their own strengths, abilities and inherent value, not by their disability. We are honored and excited to partner with you!

Regards,

Rikki Epstein
Executive Director

Your Table Captain Packet includes:

Welcome letter

Event overview

Event site address, map, and parking instructions

Treasure Map handout

Sample Scripts for inviting guests

“What to do next” Guidelines

Top 10 Tips for Table Captains

Guest roster form





A Life Like Yours Benefit Breakfast

EVENT OVERVIEW:

What: The Arc of Northern Virginia's "*A Life Like Yours*" Benefit Breakfast

When: Wednesday, March 23, 2022
7:30 a.m. – 9:00 a.m.

Where: Hilton McLean Tysons
7920 Jones Branch Drive
McLean, VA 22102

Theme: *Accelerating Community Inclusion*

Why: Raise critical funding required to provide information, education, direct support services, and advocacy to meet the needs of the 39,000 individuals with intellectual and developmental disabilities of all ages, their families, and caregivers in Northern Virginia.

How to Attend: There is no ticket to purchase, and cost to attend. However, it is a fundraiser, and donations are encouraged.

Mission: The Arc of Northern Virginia promotes and protects the human rights of people with intellectual and developmental disabilities and actively supports their full inclusion and participation in the community throughout their lifetimes.

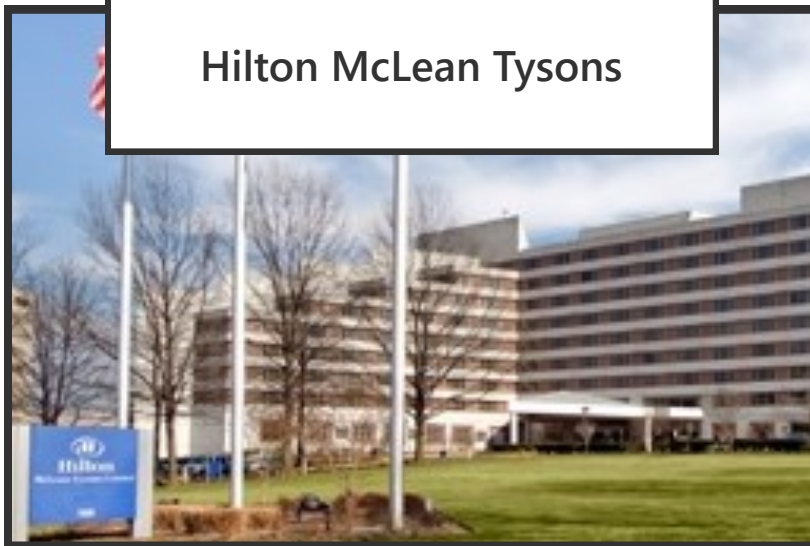
Geographic Area Served: Our service area includes Arlington and Fairfax Counties, and the Cities of Alexandria, Fairfax, and Falls Church.



A Life Like Yours Benefit Breakfast

Event Location:

Hilton McLean Tysons

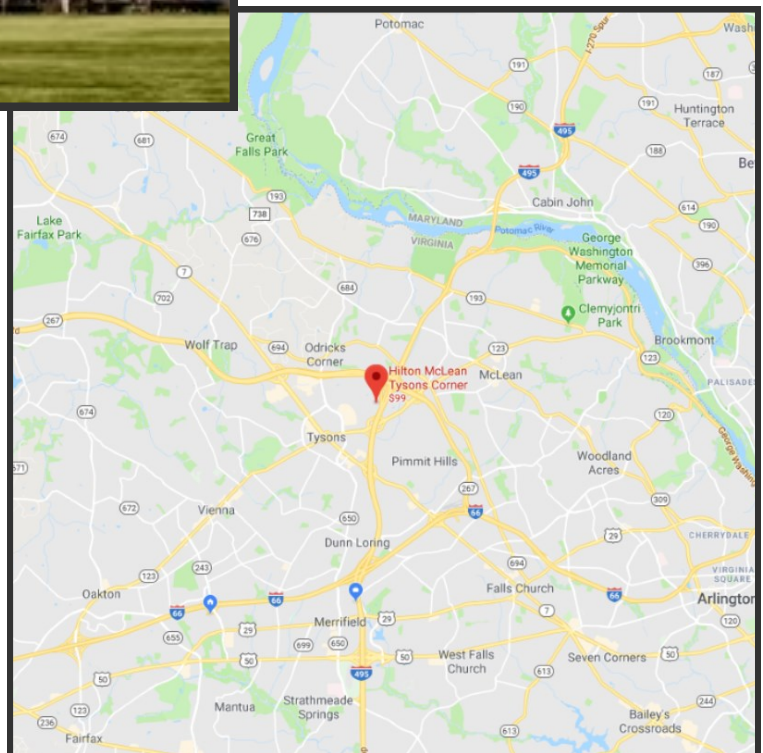


Hilton McLean Tysons

7920 Jones Branch Drive
McLean, VA 22102

Parking Information:

Ample parking is available
at the rear of the hotel, near the
meetings & conference rooms entrance.



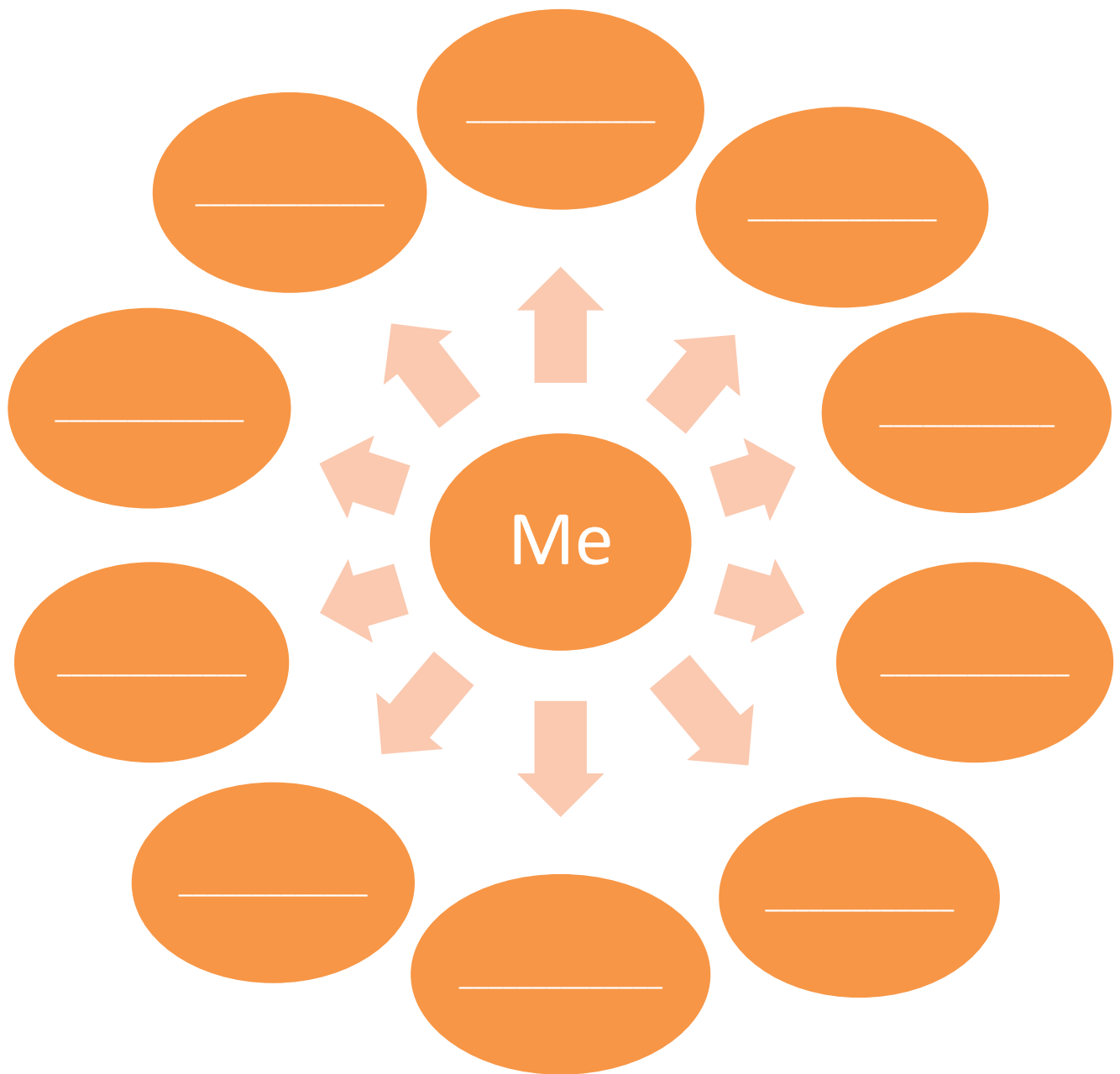


A Life Like Yours Benefit Breakfast

Treasure Map:



Your Treasure Map:





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 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 (IDD) 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?"



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.

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.



A Life Like Yours Benefit Breakfast

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 - 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:		

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



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TIMELINES AND 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



Links to Promote 'A Life Like Yours' Breakfast On-line:

Website:

Event Info: <https://thearcofnova.org/events/benefit-breakfast/>

Can't attend, but will make a donation:

Full link: <https://arcofnva.app.neoncrm.com/np/clients/arcofnva/donation.jsp?campaign=245&>

Short link: <https://bit.ly/3o7gBnC>

Facebook:

The Arc of Northern Virginia's Facebook page: <https://www.facebook.com/TheArcofNoVA/>

Link to the 'Event' on Facebook: <https://www.facebook.com/events/658852775254368>

Twitter:

The Arc of Northern Virginia's Twitter account: <https://twitter.com/TheArcofNoVa>

LinkedIn:

The Arc of Northern Virginia's LinkedIn page:

<https://www.linkedin.com/company/the-arc-of-northern-virginia/>