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# Who, What, Why and Where?

## Date:

Thursday, July 14, 2022

## Location:

Under the Colorado Avenue bridge on the East side of the train tracks. Located on South Sierra Madre between Antlers Place and Cucharras Street.

## Time:

By 6:45 am: Table Captains arrive to check in, find your table, and greet your guests

7:00 am – 7:30 am: Guests begin arriving - Networking and Registration

7:30 am – 8:30 am: Breakfast Program

## Ticket Price:

Breakfast is complimentary. A meaningful donation will be requested at event.

**Event Webpage/Donation Page:** <https://theplacecos.org/off-the-street-2022/>

## What is The PLACE?

The PLACE helps youth in homelessness or who are at high risk of becoming homeless. We offer shelter, outreach, housing, and the support youth need to get off the street and begin building their future. At The PLACE, youth find skills, support, and insight that allow them to get off the streets and get into stable housing. Here is how our programs work:

- Every day of the year, **The PLACE Shelter** is a warm, safe alternative to a night on the streets. Our 20-bed facility is the only licensed youth shelter in the Colorado Springs region. At the shelter we serve youth ages 15-20 by providing meals, clothing, case management and mental and physical healthcare.
- **Education and Employment Services** support youth in earning their GED, re-engaging in high school classes, assisting in accessing college, as well as linking youth to important job skills and opportunities to prepare for the next phase of their lives.
- **Street Outreach** brings case management to the streets, connecting young people with resources and providing key necessities – from clean socks to water to housing – that make a big difference in the life of a young person experiencing homelessness.
- **Case Managers** help youth experiencing homelessness identify their strengths, create a plan for exiting homelessness, and access resources that build stability.
- **Supportive Housing** supports youth ages 18-24 with individualized housing and case management while they build towards a life of self-sufficiency and a brighter future.

## Timeline & Tasks for Table Captains

<p><b>Right Away!</b></p>	<p><b>TALK UP THE BREAKFAST</b></p> <p>Bring up the Breakfast in conversation, even to people you do not know very well. You never know who might have a natural connection to The PLACE. Share your passion and commitment with others. Let them know why The PLACE is important to you.</p> <p><b>SOCIAL NETWORKING</b></p> <p>Utilize your personal social media, like Facebook, Twitter, or Instagram, to promote the Breakfast. Be sure to follow The PLACE:</p> <p>Facebook: @theplacecos    Instagram: @placecos    Twitter: @placecos</p>
<p><b>Right Away!</b></p>	<p><b>CONTACT YOUR LIST OF POTENTIAL GUESTS</b></p> <p>Send an event announcement to your list of contacts and include all the facts about the Breakfast (see sample email on page 6). Let them know you will be hosting a table and that you would like them to join you. Ask them to let you know if they will join you as soon as possible (give them a specific date to let you know). Please feel free to edit the emails to phrase them in your own voice.</p>
<p><b>June 10</b></p>	<p><b>FOLLOW UP</b></p> <p>Follow up with your invitees (see sample emails on page 6). Encourage guests to attend the Breakfast and sit at your table.</p>
<p><b>July 7</b></p>	<p><b>RSVPs ARE DUE!</b></p> <p>Send your list of confirmed guests to <a href="mailto:Nastassia.Idahosa@theplacecos.org">Nastassia.Idahosa@theplacecos.org</a> <i>as soon as possible</i> using the guest tracking spreadsheet you will have received via email when you signed up as a Table Captain. The spreadsheet asks for the names, email addresses, phone numbers, and dietary restrictions of your guests. This information is important so please be sure to fully fill-in the spreadsheet. If any changes need to be made to your guest list after this date, please communicate those changes to Nastassia immediately. You can do so by making the changes in your spreadsheet, highlighting the changes, and emailing the updated spreadsheet to Nastassia.</p> <p>Please send a reminder to your confirmed guest that you look forward to seeing them on Thursday, July 14th. Remind them of the time and location of the event and any other details they may need (see sample email on page 6)</p> <p>If you are hosting more than one table, please assign someone sitting at your other table(s) to act as Table Captain. This person would be responsible for handing out the Table Captain packs when cued.</p>

## Timeline & Tasks for Table Captains (continued)

<p><b>July 13</b></p>	<p><b>FINAL REMINDERS</b></p> <p>Table Captains will need to send a reminder to guests (see sample email on page 6). The PLACE will send Table Captains parking information and directions prior to this date.</p> <p><b>Registration for guests begins at 7:00 am and the program begins promptly at 7:30 am. The Breakfast and program will run from 7:30 am to 8:30 am.</b></p>
<p><b>July 14</b></p>	<p><b>ATTEND THE BREAKFAST!</b></p> <p><b>Table Captains, please arrive between 6:15am - 6:45am</b> to sign in and pick up your table packet. The packet will contain nametags, pens, pledge cards and envelopes for your guests.</p> <p><b>PLEASE DO NOT HAND OUT THE PLEDGE CARDS UNTIL THE PERSON MAKING THE ASK GIVES YOU THEIR CUE! When instructed by the speaker,</b> please take out the pledge cards and envelopes and pass them out to your guests. The speaker will ask everyone in attendance to make a meaningful contribution. As the Table Captain, your guests will look to you on what to do. Seeing you complete a donation card will encourage them to do the same. Please consider donating at the breakfast as an example to your guests.</p>
<p><b>After the Event</b></p>	<p><b>THANK YOUR GUESTS!</b></p> <p>Send your guests a thank you note or email (see sample on page 7) or give them a call. Let them know you appreciate their time and gift.</p>

## Have a Question? Contact Information

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## Tips for Inviting Guests

- Take some time to learn more about The PLACE to help you in sharing our mission. This packet contains useful information for you to use to spread the word about our important work. You are welcome to call Nastassia at (706) 505-0349 with any questions you may have!
- Let people know your personal connection to The PLACE. Your story often means as much to your friends and colleagues as it means to you. If you do not have a story, we will share success stories with you.
- Add a sentence about The PLACE and the Breakfast to your email signature to educate and remind the people you are often in contact with about the event.
- **Be up front with everyone that this event is a fundraiser.** There is no ticket price to attend the Breakfast, but we will ask for a meaningful contribution at the event.
- Write personal notes to your invitees and confirmed guests. This is a great way to connect your name with the organization's materials. People are usually much more responsive to a person than they are to an organization.
- Use the template emails provided on the following pages and tweak them to fit your personality. There will be multiple emails for you to use to: (a) invite your guests; (b) send a Save the Date; (c) follow up for RSVP after the invitations have been mailed; and (d) remind guests the day before the event.
- **It is especially important to follow up with people you do not hear back from.** Just because they do not follow up with you does not mean they are not interested in joining you. People get busy and forget to RSVP even though they have every intention of attending the event. **Be the squeaky wheel!**

## Sample Emails

Where you see [boxed text], please insert information which pertains to you!

### INVITING GUESTS:

I am writing today to invite you to an important event for an organization that means a lot to me. This event is for The PLACE. I have been [supporting/involved with The PLACE for \_\_\_\_ years].

The PLACE is a local organization working with youth in homelessness. They provide shelter, education and employment assistance, health services, outreach, and housing programs, to name just a few of their services.

I want to invite you to sit with me at their annual community breakfast so we can both learn more about their services and client successes. The breakfast is free and there will be a request to make a meaningful contribution at the event. Let me know if you can make it! Here are the details:

#### ***The PLACE's Off the Street Breakfast***

Thursday, July 14, 2022

Under the Colorado Avenue bridge on the EAST side of the train tracks. Located on South Sierra Madre Street between Antlers Place and Cucharras Street.

7:00 am – 7:30 am: Networking and Registration

7:30 am – 8:30 am: Breakfast Program

### REMINDER TO RSVP:

I hope you received my message last week [or whenever it was sent] about The Place's Off the Street Community Breakfast on July 14<sup>th</sup> under the Colorado Avenue bridge on the EAST side of the train tracks. Located on South Sierra Madre Street between Antlers Place and Cucharras Street. I would love it if you would join me to learn more about this unique organization. Please RSVP to me so I can save a place for you at my table. If you are interested in supporting The PLACE but are unable to attend, I am happy to arrange a tour for you at the shelter.

### REMINDER TO ATTEND:

I am really looking forward to seeing you tomorrow at The PLACE's Off the Street Breakfast. As a reminder, the event will take place under the Colorado Ave bridge on the EAST side of the train tracks. Located on S Sierra Madre between Antlers Place and Cucharras Street. I have attached a map showing the parking options. Registration starts at 7:00 am and the program begins **promptly** at 7:30 am. The Breakfast and program will run from 7:30 am to 8:30 am.

## Sample Emails (continued)

### **GUESTS WHO CANNOT ATTEND:**

I am sorry that you will not be able to join me for The PLACE's Off the Street Breakfast. In lieu of attending the event, I hope you will consider getting involved by considering making a gift to The PLACE that will fund their programs, which support youth in homelessness. You can donate online at <https://theplacecos.org/off-the-street-2022/> or you can email [andy.petersen@theplacecos.org](mailto:andy.petersen@theplacecos.org) to arrange a conversation about how you would like to make a difference!

The PLACE provides wraparound services specifically designed to meet the developmental needs of youth and prepare them to leave the dangers of street life, reunite with their families, and take steps toward self-sufficiency.

Although The PLACE provides shelter for 20 youth, we support many more youth – 670 last fiscal year – with food, medical needs, employment counseling and rent assistance for those on the journey of independence who need a bit more help along the way. Our region is lucky to have such a wonderful organization right here in Colorado Springs!

### **AFTER THE BREAKFAST:**

Hello!

It was great seeing you today! Thank you for joining me this morning to attend The PLACE's breakfast. With your help, the breakfast raised \$XXXXXXXX for youth!

**Notes:**