



TABLE CAPTAIN PACKET

Table of Contents

Who, What, Why and Where?	2
Timeline and Tasks for Table Captains	3, 4
Right Away	3
June 10 – Follow Up	3
June 30 – RSVPs are due	3
July 12 – Parking information	4
July 13 – Attend the Breakfast	4
After the Event – Thank Your Guests	4
Tips for Inviting Guests	4
Sample Emails	5, 6
Inviting Guests	5
Reminder to RSVP	5
Reminder to attend	5
Guest who cannot attend	6
After the Breakfast	6
Have a Question? Contact Information	6

THANK YOU!

Thank you for serving as a Table Captain for The PLACE's upcoming Off the Street Breakfast. We are grateful for your support. This packet includes information about being a Table Captain and will hopefully answer many of the questions you may have.

Who, What, Why and Where?

Date:

Thursday, July 13, 2023

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:

6:45 am: Table Captains can 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 the event.

Event Webpage/Donation Page: <https://theplacecos.org/off-the-street-2023/>

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>Right Away!</p>	<p>TALK UP THE BREAKFAST</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>SOCIAL NETWORKING</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>Right Away!</p>	<p>CONTACT YOUR LIST OF POTENTIAL GUESTS</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>June 10</p>	<p>FOLLOW UP</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>June 30</p>	<p>RSVPs ARE DUE!</p> <p>Send your list of confirmed guests to events@theplacecos.org <i>as soon as possible</i>. We would like the correct spelling of first and last names and any dietary restrictions your guests may have. If any changes need to be made to your guest list after this date, please communicate those changes to events@theplacecos.org immediately.</p> <p>Please send a reminder to your confirmed guest that you look forward to seeing them on Thursday, July 13th. 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>July 12</p>	<p>FINAL REMINDERS</p> <p>Please send a reminder to your guests (see sample email on page 6). The PLACE will send Table Captains parking information and directions prior to this date.</p> <p>Guests can start arriving 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.</p>

Timeline & Tasks for Table Captains (continued)

<p>July 13</p>	<p>ATTEND THE BREAKFAST!</p> <p>Table Captains, please arrive between 6:45am - 7:00am to sign in and pick up your table packet. The packet will contain pens, pledge cards, and envelopes for your guests.</p> <p>When instructed by the speaker, please take out the pledge cards and envelopes and pass them out to your guests. We ask you to wait until this prompt so guests can listen to all the options for donating. The speaker will ask everyone in attendance to make a meaningful contribution. As the Table Captain, your guests will look to you for guidance on what to do. Seeing you complete a donation card will encourage them to do the same.</p> <p>DON'T FORGET to collect completed pledge cards and envelopes from your guests and turn them in to a PLACE staff person before leaving the event. Staff members will be located at the main entry points on Sierra Madre.</p>
<p>After the Event</p>	<p>THANK YOUR GUESTS!</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>

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.
- 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.
- Don't limit yourself when you are brainstorming your guest list! Many people host multiple tables. The PLACE can provide you with a captain to host your additional table if you cannot. The key to this event is spreading the word about The PLACE. To do that, we need to fill every chair!
- **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.
- 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 sent; 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:

You may have already been invited to The Off the Street Breakfast by one of The PLACE's wonderful Table Captains. If not, I would be honored if you would sit at the table I am hosting.

At this breakfast, guests are educated about the important work of The PLACE and their role in the community. You will be invited to join in the vital work of The PLACE, which includes emergency shelter, education and employment assistance, health services, street outreach, and housing programs. The event is free to attend. At the conclusion of the program, there will be an ask to make an investment in The PLACE's mission.

The PLACE team is working hard to ensure that this year's event is a memorable experience. I've set a goal for my table to raise [insert goal amount here], as that would mean more comprehensive support services for youth who may otherwise end up on the street. I hope you consider joining me.

If you are unable to attend but would still like to contribute, please consider visiting The PLACE website here for more information, or directly to the fundraising platform to contribute right now.

The event will be held on **July 13 from 7:30 a.m.-8:30 a.m.** 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. We'll be ready to greet guests at 7:00 a.m.

For more information about Off the Street or to reserve your place at my table, please contact me at [insert email address].

REMINDER TO RSVP:

I hope you received my message about The PLACE's Off the Street Breakfast on July 13th under the Colorado Avenue bridge. 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, you can donate here or if you'd like me to connect you with a staff member to explore other options, please let me know.

REMINDER TO ATTEND:

I am 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 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-2023/> or you can email Becky.Treece@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 – 638 last 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 for The PLACE's Off the Street Breakfast. The event raised \$XXXXXXX that will help support youth on their journey to independence!

Have a Question? Contact Information

The team at The PLACE will be utilizing events@theplacecos.org as our primary mailbox for all email communication for the Off the Street Breakfast. Feel free to reach out to that email address with any questions or concerns – it will be monitored daily.

The following team members are also available as a resource for you:

Becky Treece

Chief Development Office

Becky.Treece@theplacecos.org

Office: (719) 338-9257

Cell: (720) 244-9903

Rebecca English

Marketing and Communications Coordinator

Rebecca.English@theplacecos.org