

Healthy Kids, Healthy Futures

A Breakfast to Benefit Looking Glass Youth & Family Services



Dear Board Members and Supporters,

Thank you for your commitment to help us recruit Table Captains for Looking Glass' Second Annual Healthy Kids, Healthy Futures Breakfast! This event will be an important fundraiser for Looking Glass and it is an opportunity for us to educate and inspire people about the valuable services we provide for children and their families.

Table Captains are a key component to the success of this event. As our "event ambassadors," Table Captains commit to supporting Looking Glass by filling a table of 10 (including themselves) to learn more about Looking Glass' mission to help youth and families build stronger futures. **Most guests will come because they are personally invited by someone they know.**

The breakfast is free to Table Captains and their guests. Although it is a fundraising event and everyone will be asked to make a contribution, there is no minimum and no maximum gift required. It will be our job to inspire those in attendance to support Looking Glass; Table Captains do not have to solicit donations.

This packet is intended to provide you with everything you will need to make recruiting Table Captains easier and more enjoyable. This packet is also available on the "events" tab of our website at www.lookingglass.us. Please feel free to contact Wendy Attrell (541-686-2688 ext.317) at any time should you have further questions or need additional materials.

Thank you for helping us share our mission with the community. We are honored and excited to partner with you!

Your Table Captain Recruitment Packet Includes:

- Annual Healthy Kids, Healthy Futures Breakfast Overview
- Timelines & Deadlines
- Tips for Recruiting Table Captains
- Table Captain Referral Form(s)
- Looking Glass Programs & Services Overview
- Sample Recruitment Script
- Sample Emails
- Looking Glass Annual Report*

* Download from the "Events" tab of our Web site or contact us for copies

HEALTHY KIDS, HEALTHY FUTURES: OVERVIEW

- WHAT:** Looking Glass' Second Annual Healthy Kids, Healthy Futures Breakfast
- WHEN:** Tuesday, September 27, 2011
7:30 am - 8:30am
- WHERE:** Valley River Inn
1000 Valley River Way
Eugene, OR 97401
- WHY:** Raise \$100,000, which will provide emergency shelter, residential treatment, counseling, and education programs for children and young adults in Lane County. Helping children and teens in crisis develop the skills they need to overcome life's obstacles and become productive adults helps ensure the future of our community. *But we cannot do it without your support...*
- HOW TO ATTEND:** The event is free to attend. The event is a fundraiser, but there is no minimum or maximum gift expected. We are happy for the opportunity to educate and inspire people about the valuable services we provide for children and their families.
- MISSION:** Looking Glass Youth & Family Services' mission is to build a better future for youth and families by helping them navigate the challenges of childhood, adolescence and young adulthood.
- SERVICE AREA:** Looking Glass primarily serves youth and families in Lane County, Oregon, though our residential programs receive referrals from throughout the state. Our 11 unique programs help more than 8,500 children and young adults every year.

HEALTHY KIDS, HEALTHY FUTURES: TIMELINES & DEADLINES

√	KEY ROLE	DEADLINE
	Recruit initial 4 – 5 (ea) Table Captains	June 1
	Recruit Table Captains	July 6 – Sept. 1
	Invite guests by phone, email, or in person	Begin July 7
	Mail save the date cards to guests (provided by Looking Glass)	August 31
	Submit guest roster to Event Manager	September 19
	Make reminder calls / emails to invitees	September 23
	Attend event	September 27
	Send personal guest thank-you's (optional but suggested)	October 7

Please call the Looking Glass Youth & Family Services development team if you need assistance or additional resources.

Tammy Roberts
Development Director
tammy.roberts@lookingglass.us
(541) 686-2688 ext. 312

Wendy Attrell
Event Coordinator
wendy.attrell@lookingglass.us
(541) 686-2688 ext. 317

HEALTHY KIDS, HEALTHY FUTURES: TIPS FOR RECRUITING

1. **TARGET YOUR RECRUITMENT:** Ideally, potential Table Captains will already be familiar with the organization. Prime candidates include **major donors, individuals who have attended Adventure Fest, and agency volunteers**. However, if there are people within your group of friends, family, and business contacts who aren't familiar with Looking Glass, but who might be interested in getting more involved, feel free to recruit them, as well!

Remember that this is a leadership-level event. Although there is no minimum gift required, guests will be asked to consider making a minimum pledge commitment to Looking Glass of \$1,000 a year for 3 years. **The best Table Captain candidates will therefore be individuals with high potential to recruit leadership givers.**

There are no special skills required to be an effective Table Captain. All it really takes to be a great Table Captain is passion for our cause, a little time here and there to contact potential guests, and some knowledge of the event.

2. **MAKE PERSONAL CONTACT:** It is best to ask your potential Table Captains in person. Tell them how much you appreciate their past service to the children of Looking Glass – or, if they're new to our agency, tell them why you care about our cause. Develop your ask in accordance with your relationship to the person you're asking. Some ideas for how to make a comfortable ask include:

- Ask people with whom you have lunch/drinks
- Have a cocktail party
- Ask people in other groups to which you belong (golf foursomes, craft parties, wine tasting groups, etc.)
- Ask someone you know, who knows someone you want, to make the ask for you
- Ask your kids to ask their contacts
- Take someone else with you to the ask, or ask more than 1 person at a time

After you've recruited someone, fill out a Table Captain referral form and send it to Looking Glass (attached). We will then contact your recruits and send them a packet containing all of the information they will need to be a success. As a nice touch, you may want to send your recruits a personal thank you for joining our cause - **multiple, personalized contacts show your recruits how much you – and Looking Glass – appreciate their contribution, and will increase the likelihood that they will become as dedicated to our event's success as you.**

3. **COMMUNICATE EXPECTATIONS:** Potential Table Captains should know in advance that they'll be asked to fill a table of 10 (including themselves) at the event to learn more about Looking Glass. There is no cost to Table Captains or guests to attend the breakfast. Table Captains should understand that the breakfast is a fundraising event and everyone will be asked to make a contribution, but there is no minimum and no maximum gift expected. They should be prepared to make their own gift at the breakfast to serve as a positive example to their guests. Remember, Table Captains do not have to solicit donations.

4. BE FAMILIAR WITH LOOKING GLASS' MISSION AND PROGRAMS: Your recruits will want to know why you think supporting at-risk youth and their families is important. We suggest you come up with your own 2-3 sentence "elevator speech" about the organization and why you are involved. A very meaningful way to connect to our mission is to take a tour of our one of our programs. **Invite your Table Captain recruits to join you for a tour.** Tours can be coordinated with Looking Glass' Development Director, Tammy Roberts, at (541) 686-2688.

5. GET PEOPLE INVOLVED: If your recruits are not able to commit to becoming Table Captains, make sure to ask them to attend the event as guests. Or, consider asking them to make a tax deductible gift or a monthly pledge to Looking Glass. It is also a nice way for your friends to honor and recognize your volunteer work.

HEALTHY KIDS, HEALTHY FUTURES: TABLE CAPTAIN REFERRAL FORM

- Fill out the following information of the Table Captains you recruit (please copy these forms as needed). Please fill out all fields.
- Fax this form to Wendy Attrell at (541) 345-7605, or mail to Healthy Kids, Healthy Futures Breakfast, 72-B Centennial Loop, Suite 2, Eugene, OR 97401.
- You may also email the information to wendy.attrell@lookingglass.us.
- Please submit completed Table Captain Referrals immediately. Upon receipt of your referrals, Looking Glass will contact your Table Captains and send them the information they need to get started.

Recruiter(s):

Table Captain 1			
Table Captain Name:			
Company (if applicable):			
<i>Company's name will be listed with the Table Captain's name on all recognition materials.</i>			
Street Address:			
City:	State:	Zip:	Phone:
Email:			No. of Tables?
<i>Looking Glass Youth & Family Services has strict privacy practices. No personal information is sold to third parties.</i>			
For Internal Use Only			
Looking Glass Development Staff:		Date received:	
Date entered in database:		Date contacted:	
Date materials distributed:			

Table Captain 2			
Table Captain Name:			
Company (if applicable):			
<i>Company's name will be listed with the Table Captain's name on all recognition materials.</i>			
Street Address:			
City:	State:	Zip:	Phone:
Email:			No. of Tables?
<i>Looking Glass Youth & Family Services has strict privacy practices. No personal information is sold to third parties.</i>			
For Internal Use Only			
Looking Glass Development Staff:		Date received:	
Date entered in database:		Date contacted:	
Date materials distributed:			

LOOKING GLASS YOUTH & FAMILY SERVICES: PROGRAMS & SERVICES

Looking Glass offers a unique continuum of services, from prevention to treatment, through our 11 innovative programs.

TREATMENT SERVICES: Looking Glass provides comprehensive residential and outpatient treatment and counseling services to Lane County teens. Specialized treatment programs help youth dealing with abuse, delinquency, addiction and mental health issues.

COUNSELING

- Counseling Program – Outpatient mental health treatment for children, youth, adults, and families. Services are provided at locations throughout Lane County.
- Adolescent Recovery Program – Outpatient substance abuse treatment for youth under age 20 and their families.

RESIDENTIAL SERVICES

- Pathways Girls Program – Alcohol and drug treatment for girls ages 12-18.
- Pathways Program – Alcohol and drug treatment for boys ages 12-18.
- Stepping Stone Program – Long-term treatment for juvenile offenders ages 12-18.
- Intensive Treatment Services – Treatment for severely mentally ill youth ages 11-18.

RUNAWAY & HOMELESS SERVICES: Runaway and homeless youth living in perilous situations find safety and assistance through emergency shelter and crisis counseling. These services help youth get their lives back on track and provide the chance to reunite with their families. Older homeless youth without families to return to can prepare to live on their own and are offered housing assistance, education, and basic life skills training.

- Station 7 Program – Emergency shelter for runaway and homeless youth, ages 11-17, family reconciliation, and 24-hour crisis hotline.
- New Roads Program – Transitional and independent living services for homeless youth, ages 16-21. Education offered through New Roads School for homeless youth.
- Crisis Hotline – 24-hours, 7-days a week crisis response, including deployment of specialists trained in crisis prevention.

EDUCATION & VOCATIONAL SERVICES: Looking Glass' highly trained staff of educators provides a variety of educational opportunities for teens. Our residential facilities offer on-site classroom instruction alongside treatment. The Looking Glass school for runaway and homeless youth provides flexible educational options to help keep homeless teens working toward gaining their diplomas. Our school for youth with mental health and psychosocial issues helps those in need to return to community schools. Through our alternative high school, teens that learn better outside of the traditional learning environment receive job training, general education diploma (GED) preparation, and an opportunity to earn their high school diploma.

- Riverfront School & Career Center – An accredited alternative school offering academic courses and vocational training for out-of-school youth, ages 14-21. Includes the Teen Parent Program, Independent Living Program for children in foster care, and the Lane Metro Youth Corps.
- Center Point School – Academic and therapeutic services for youth with mental health issues, ages 11-17.

HEALTHY KIDS, HEALTHY FUTURES: SAMPLE RECRUITMENT SCRIPT

You: Hi "Bill", this is "Kate". How are you?

Bill: Great! How are you?

You: I'm well! As you might know, I'm on the Board of Directors of Looking Glass – a nonprofit organization that I care a lot about. **[If this is true...]** I know you, too, have been a good friend to our organization and a real supporter of our mission. I'd like to invite you to consider participating in a new way with us - by being a Table Captain at our upcoming fundraising breakfast.

This event is different from other events we've done in the past.

- The goal is to raise funds for our programs and to spread our message in the community.
- It's totally free.
- It will only be an hour long. There will be no requirement that anyone give at the event.
- It will be our job to inspire people so that they will want to give.
- As much as anything, we want people to come and find out about our great work.
- It will make you proud to be involved with us.

Bill: I don't know, I'm so busy lately...

You: I know, we're all busy. But it really doesn't take a lot of time or any special skills to be a great Table Captain. All we ask is that you fill a table of ten people by inviting them personally. They can be friends, family, neighbors, business associates...anybody you know. Some may know us well, others may have heard about us before, or maybe this is their first introduction. Your job is just to get them to attend, and to make them feel welcome at the breakfast on September 27. You do not have to ask anyone for money.

Would you help us by being a Table Captain for our event?

If yes: Great! Thank you! Our development department will be contacting you with all the information you need. We'll also have reminder cards for you to give to people you invite. If they'd like to find out more about us before the event, we can provide a tour that they could attend. Please make sure you invite and confirm enough people for the table to be filled. Expect two to four people to cancel, so we recommend confirming 11 to 13 people, to make sure ten will be there. Thanks again! You will have a great time, and you'll be very proud of us!

If maybe / need to consider: Is there any more information you need? When can I get back to you?

If no: Thanks for considering it. I'm sorry you won't be able to be a Table Captain, but we'd love to have you come as a guest to the event, and bring anyone else you'd like. Is there anyone else who comes to mind who we should ask to be a Table Captain?

If they have a time conflict for the event: Would you like to help in the planning/preparation for the event? We'd love to have your input.

HEALTHY KIDS, HEALTHY FUTURES: SAMPLE RECRUITMENT EMAILS

Where you see **[boxed text]**, please fill insert information which pertains to you to personalize the invitations. (If you would like to attach the Looking Glass logo to the email, we will email it to you, or you can download it from the event tab on our website at www.lookingglass.us.)

FOR RECRUITING TABLE CAPTAINS:

I'm writing today because I'm spending some time helping Looking Glass Youth & Family Services. I want to invite you to consider joining me in supporting this amazing nonprofit organization that means so much to me and our community by being a Table Captain at our upcoming fundraising breakfast.

Looking Glass is a local organization that builds better futures for children and families by helping them navigate the challenges of childhood, adolescence and young adulthood. We are the largest nonprofit provider of services to at-risk youth in Lane County, and each year more than 8,500 teens in crisis turn to our ten unique programs for the help and services they need to overcome life's obstacles and become productive adults.

I've been **[serving on the Looking Glass board for ____ years]**. I got involved because **[_____]**.

The fundraising breakfast is expected to become an important part of Looking Glass' annual fundraising, and is different from other events we've done in the past:

- The goal of the event is to raise unrestricted funds for our programs and to spread our message in the community.
- It's totally free.
- It will only be an hour long. There will be no requirement that anyone give at the event.
- It will be our job to inspire people so that they will want to give.
- As much as anything, we want people to come and find out about our great work.
- It will make you proud to be involved with us.

To be a great Table Captain, it doesn't take a lot of time or any special skills. All we ask is that you fill a table of ten people by inviting them personally. They can be friends, family, neighbors, business associates...anybody you know. Some may know Looking Glass well, others may have heard about us before, or maybe this is their first introduction. Your job is just to get them to attend, and to make them feel welcome at the breakfast on September 27. You do not have to ask anyone for money.

Would you help us by being a Table Captain for our event?

RESPONSE TO INDIVIDUAL WHO AGREES TO BE A TABLE CAPTAIN:

I'm so glad to hear that you'll be joining us as a Table Captain! Thank you! Our development department will be contacting you with all the information you need to get started inviting your guests, including reminder cards for you to give to people you invite.

If they'd like to find out more about us before the event, we can schedule a tour. Please make sure you invite and confirm enough people for the table to be filled. Expect two to four people to cancel, so we recommend confirming 11 to 13 people, to make sure ten will be there.

Here are the details (you can also visit Looking Glass' website to find out more about the event and the important work they do in the community: www.lookingglass.us):

Looking Glass' Second Annual Healthy Kids, Healthy Futures Breakfast
Tuesday, September 27, 2011
7:30 am - 8:30am
Valley River Inn
1000 Valley River Way, Eugene, OR 97401

If you have any further questions, feel free to contact me or Looking Glass' development department at (541) 686-2688 or events@lookingglass.us.

I look forward to seeing you at the event!

RESPONSE TO INDIVIDUAL WHO CANNOT BE A TABLE CAPTAIN:

I am sorry that you will not be able to be a Table Captain, but thank you for considering it! We'd love to have you come as a guest to the event, and bring anyone else you'd like. I hope you will consider getting involved with Looking Glass through:

- Taking a tour of one of Looking Glass' programs. Please contact me and I will coordinate a tour with Looking Glass at one or more of the programs that most interests you.
- Join the Facebook Cause (<http://www.causes.com/causes/409551>)
- Participate in one of Looking Glass' other events. The holidays are just around the corner, and Looking Glass' Holiday Project will need volunteers to make ornaments for giving trees and pick up and distribute presents. Planning for the annual Adventure Fest auction will begin in late fall – consider joining a committee and don't forget to add April 14, 2012 to your calendar to attend this incredibly fun event! There are lots of ways to get involved – ask me!
- Please consider making a donation to support stronger families in our community. Contact me or Tammy Roberts at Looking Glass, (541) 686-2688. You can also donate online at www.lookingglass.us.

Also, is there anyone else who comes to mind who we should ask to be a Table Captain?

Looking Glass is Lane County's largest nonprofit provider of services to at-risk youth, and its 10 integrated services serve more than 8,500 children every year. Eugene is lucky to have such a wonderful organization. Please join me in supporting the important work they do!