

Healthy Kids, Healthy Futures

A Breakfast to Benefit Looking Glass Youth & Family Services



Dear Table Captain,

Thank you for your commitment to serve as a Table Captain for Looking Glass' annual Healthy Kids, Healthy Futures breakfast! This event will be an important fundraiser for Looking Glass and, just as importantly, it is an opportunity for us to educate and inspire people about the valuable services we provide for children and their families.

As a Table Captain, you are a key component to the success of this event by actively inviting your circle of friends and colleagues to learn more about Looking Glass' mission to help youth and families build stronger futures. **Most guests will come because they are invited by someone they know: a Table Captain!** While our breakfast is a fundraiser, it is also a unique opportunity for you and your guests to be inspired by stories of the many lives impacted by Looking Glass' services.

As a Table Captain, you are responsible for filling a table of 10, including yourself. The breakfast is free to you and your guests. It is a fundraising event and your guests will be asked to make a contribution, but there is no minimum and no maximum gift required. As much as anything, Looking Glass is grateful to each guest for taking the time to come and learn more about the vital work we do. It will be our job to inspire your guests to support Looking Glass.

This packet is intended to provide you with everything you will need to make your job easier and more enjoyable. Please feel free to contact Wendy Attrell at (541) 686-2688 or events@lookingglass.us 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 Toolkit Includes:

- Healthy Kids, Healthy Futures Breakfast Event Overview
- Timelines & Deadlines
- Tips for Inviting Guests
- Guest Roster
- Unable to Attend Roster
- Looking Glass Programs & Services Overview
- Youth Facts
- Sample Scripts
- Sample Emails
- Save the Date Cards*
- Looking Glass Annual Reports*

* Download from the event website at: www.lookingglassyouth.wordpress.com

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 Table Captains	July 16 –Aug 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 INVITING GUESTS

1. **TARGET YOUR INVITATIONS:** Ideally, many of your guests will already be somewhat familiar with the organization. Prime candidates are individuals who have attended Adventure Fest, taken an agency tour, or donated to the agency at some level in the past who have the capability to make leadership-level gifts (\$1,000+).

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.

Invite more than the 9 people needed to fill your table. Consider friends, family, associates, and business contacts who may be willing to support Looking Glass and its goals. In order to have 10 people per table on the day of the event, we ask that you pre-confirm 12 guests. Things come up and sometimes guests have to send their regrets. If on the day before the breakfast you have more than 9 confirmed guests, we can set your table for up to 12 people.

If you need help filling a table, please contact us and we can help you think of people in your network to invite. Schedules fill up quickly, so start inviting guests early!

2. **MAKE PERSONAL CONTACT:** Invite your guests in person or by telephone. Tell them why you care about Looking Glass. After you've made person-to-person contact, send them a "*Save the Date*" email or card as a reminder. Email or call your guests a day or two before the breakfast to remind them again. **Multiple, personalized reminders show your guests how important Looking Glass is to you and will increase the likelihood that they will attend.**
3. **COMMUNICATE EXPECTATIONS:** Guests should know in advance that they'll be asked to make a contribution at the event, but that there is no minimum or maximum gift expected.
4. **BE FAMILIAR WITH LOOKING GLASS' MISSION AND PROGRAMS:** Your guests 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. We've included some resources in this packet, such as the Youth Facts, to help you develop your "pitch."

A very meaningful way to connect to our mission is to take a tour of our one of our programs. **Invite your guests to join you for a tour.** Tours can be coordinated with Looking Glass' Development Director, Tammy Roberts, at (541) 686-2688.

5. **SHOW YOUR ENTHUSIASM:** Excitement is contagious and helps create momentum! Why do you support this cause? Let your friends and family know you are excited about Looking Glass and the breakfast and that you want them to be a part of it.
6. **FOLLOW UP:** Just because people don't RSVP doesn't mean they're not interested. People get busy and forget to RSVP even though they have every intention of attending the event.

Please send your guest list to Looking Glass by September 19!

7. GET PEOPLE INVOLVED: Some of your invitees may not be able to attend Healthy Kids, Healthy Futures. If you are comfortable doing so, consider asking them to make a gift or a monthly pledge to Looking Glass in lieu of attendance. Donations are tax-deductible and are also a nice way for your friends to honor and recognize your volunteer work.
8. CONFIRM YOUR GUESTS: Send a reminder email or phone call to your table guests 2 – 3 days before the breakfast. If your communication is direct and personal, your guests will know you are counting on them to be there with you. Send any changes or fill-ins to Looking Glass.
9. WELCOME YOUR GUESTS: Check-in will begin at 7:00 am and the breakfast program will start *promptly* at 7:30 am. Plan on being at the Valley River Inn by 7:00 am so you can pick up your **Table Captain Check-In Kit** and greet your guests as they arrive at your table. Personally thank your guests at the event. We will provide you with more “day of the event” details prior to the breakfast.
10. ENJOY THE PROGRAM: Toward the end of the program, you will be prompted to pass out **pledge forms** for your guests. Please wait until this moment to pass out the forms. At no time do you have to ask your guests to give money; however, when the speaker does so at the event, **please do not negate the ask** by telling your guests, “You don’t have to do that,” or, “Don’t worry about it.”
11. FOLLOW UP: Say thank you again with a call, e-mail, or handwritten note. We welcome your feedback and that of your guests. Please feel free to pass along any comments.
12. HAVE FUN! This is the most important tip of them all – have fun as you are inviting and interacting with your guests! Enjoy the company of your friends and the fact that you are doing a wonderful thing to support youth and families in our community!

HEALTHY KIDS, HEALTHY FUTURES: GUEST ROSTER

- Fill out the names and information of the guests who will be sitting at your table. (If you have more than one table, please copy these forms as needed)
- Fax or email these forms to Wendy Attrell at (541) 345-7605 or events@lookingglass.us, or mail to Looking Glass, 72-B Centennial Loop, Suite 2, Eugene, OR 97401.
- **Please submit completed Guest Rosters on or before September 19, 2011**

Table Captain(s):

Guest 1				
Guest's Name:				
Street Address:				
City:	State:	Zip:	Phone:	
Email:			Special Diet?	Yes No

Guest 2				
Guest's Name:				
Street Address:				
City:	State:	Zip:	Phone:	
Email:			Special Diet?	Yes No

Guest 3				
Guest's Name:				
Street Address:				
City:	State:	Zip:	Phone:	
Email:			Special Diet?	Yes No

Guest 4				
Guest's Name:				
Street Address:				
City:	State:	Zip:	Phone:	
Email:			Special Diet?	Yes No

Guest 5				
Guest's Name:				
Street Address:				
City:	State:	Zip:	Phone:	
Email:			Special Diet?	Yes No

Guest 6				
Guest's Name:				
Street Address:				
City:	State:	Zip:	Phone:	
Email:			Special Diet?	Yes No

Guest 7			
Guest's Name:			
Street Address:			
City:	State:	Zip:	Phone:
Email:		Special Diet?	Yes No

Guest 8			
Guest's Name:			
Street Address:			
City:	State:	Zip:	Phone:
Email:		Special Diet?	Yes No

Guest 9			
Guest's Name:			
Street Address:			
City:	State:	Zip:	Phone:
Email:		Special Diet?	Yes No

Guest 10			
Guest's Name:			
Street Address:			
City:	State:	Zip:	Phone:
Email:		Special Diet?	Yes No

Guest 11			
Guest's Name:			
Street Address:			
City:	State:	Zip:	Phone:
Email:		Special Diet?	Yes No

Guest 12			
Guest's Name:			
Street Address:			
City:	State:	Zip:	Phone:
Email:		Special Diet?	Yes No

HEALTHY KIDS, HEALTHY FUTURES: CANNOT ATTEND ROSTER

If you have any friends, family or colleagues who are unable to attend the breakfast, please provide their information below and we will send them more information about Looking Glass. Please Fax or email this form to Wendy Attrell at (541) 345-7605 or events@lookingglass.us, or mail to Looking Glass, 72-B Centennial Loop, Suite 2, Eugene, OR 97401.

Cannot Attend – Send More Information Request		
Name:		
Street Address:		
City:	State:	Zip:
Email:	Phone:	

Cannot Attend – Send More Information Request		
Name:		
Street Address:		
City:	State:	Zip:
Email:	Phone:	

Cannot Attend – Send More Information Request		
Name:		
Street Address:		
City:	State:	Zip:
Email:	Phone:	

Cannot Attend – Send More Information Request		
Name:		
Street Address:		
City:	State:	Zip:
Email:	Phone:	

Cannot Attend – Send More Information Request		
Name:		
Street Address:		
City:	State:	Zip:
Email:	Phone:	

Cannot Attend – Send More Information Request		
Name:		
Street Address:		
City:	State:	Zip:
Email:	Phone:	

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 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.

LOOKING GLASS YOUTH & FAMILY SERVICES: YOUTH FACTS

Despite continuing public education efforts, myths and misunderstandings about runaway and homeless kids, teen substance abuse, mental illness, and education persist. These facts will help you better understand some of the many serious issues our young people face today:

RUNAWAY & HOMELESSNESS:

- In the U.S., between 1.6 and 1.7 million teens will experience homelessness each year. Looking Glass gives youth the opportunity to safely reunite with their families, and help those for whom this isn't an option develop the skills they need to live on their own successfully.
- Many runaway and homeless youth report being physically abused (46%), sexually exploited (17%), and emotionally abused (38%). Looking Glass shelters provide safety, basic needs, crisis counseling, education, and work experience to marginalized teens.
- Most homeless teens have multiple overlapping problems that can affect development, and ½ report mental health problems. Looking Glass' 11 innovative programs provide a range of integrated services to address these various issues.

MENTAL HEALTH:

- About 20% of teens will experience depression before they reach adulthood. Suicide is the third leading cause of death in adolescents and young adults.
- Mental health problems may lead to school dropout, strained family relationships, involvement with the child welfare or juvenile justice systems, substance abuse, and engaging in risky sexual behaviors. Looking Glass provides comprehensive counseling services that make a positive difference in the lives of more than 1,300 children, teens, and families every year.
- An estimated 67% to 70% of youth in the juvenile justice system have a diagnosable mental health disorder. Looking Glass offers specialized residential treatment programs that offer an alternative to deal with delinquency, addiction, and mental health issues.

SUBSTANCE ABUSE:

- Alcohol is by far the most used and abused drug among teenagers. Nearly 1/3 of all high school students will report hazardous drinking (5+ drinks in one setting) in the past 30 days.
- In 2010, the number of adolescents who used alcohol or marijuana in the past month rose significantly for the first time in more than a decade. Teen use of party drugs also rose slightly.
- Teens who receive early addiction treatment are more likely to recover and avoid lifelong, chronic substance abuse problems. Looking Glass offers outpatient substance abuse treatment and prevention programs to help youth learn to lead healthy, drug-free lives.

EDUCATION & EMPLOYMENT READINESS:

- 3 out of every 10 students in U.S. public schools fail to finish high school with a diploma. Youth who have experienced difficulty in public school can earn classroom credit, prepare for GED's, and obtain their high school diplomas through Looking Glass' alternative schools.
- Homeless youth face barriers to education, such as residency and records requirements and lack of transportation, that can interrupt education and normal socialization processes that are developed during the teen years. Looking Glass' school for runaway and homeless youth provides flexible education options to help keep homeless teens working toward completing their high school educations.

- Teens with work experience find jobs sooner after graduation and earn higher wages than those without. Looking Glass' alternative schools provide occupational training programs and job placement assistance to older youth and those transitioning to self-reliance.

SAMPLE RECRUITMENT SCRIPT

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

Bill: Great! How are you? How was your vacation?

You: It was good. The main reason for my call is that I'd like to invite you to be my guest at Looking Glass' annual Healthy Kids, Healthy Futures breakfast to be held on September 27 at 7:30 am at the Valley River Inn.

Looking Glass is one of the oldest and largest non-profit agencies in town, but a lot of people don't know about the many important things they do in the community. This free breakfast is a great opportunity to come and learn more about this incredible agency. It is a fundraiser, but there's no minimum or maximum gift required to attend. As much as anything, we want you to come find out about the vital work that Looking Glass does.

I'd love for you to join me. Can you make it on September 27?

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

You: I know, we're all busy. But the breakfast will only take an hour of your time – we *promise!* And in addition to providing breakfast, the agency will present an inspiring program featuring prominent community leaders and guest speakers who will share their stories of how Looking Glass' services impacted their lives. We think it will make you proud to be involved.

Would you be my guest?

If yes: Great! Thank you! I will send you a Save the Date card so you can put it on your calendar, and will **[email/give you a call]** the day before the event as a reminder. In the meantime, if you'd like to find out more about Looking Glass, I'd encourage you to visit their website or take a tour of one of their programs, which I'd be happy to coordinate if you're interested – just give me a call! Thanks again! You'll have a great time, and I look forward to seeing you there!

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

If no: Thanks for considering it. I'm sorry you won't be able to make it, but I'd encourage you to learn more about Looking Glass and get involved in another way that might interest you. Can I email you some information regarding other opportunities? **[If so, email GUEST WHO CANNOT ATTEND email]**

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.

SAMPLE EMAILS

The following are suggested email “scripts” designed to help you invite your guests to the Healthy Kids, Healthy Futures breakfast. Please personalize them to fit your – and your guests – specific needs and situations. (If you would like to attach the Looking Glass logo or a PDF version of the Save the Date to the email, we will email them to you, or you can download them from the event website at www.lookingglassyouth.wordpress.com)

FOR INVITING GUESTS:

I’m writing today because I want to invite you to an important event for Looking Glass, an organization which means a lot to me. I’ve been **[supporting/involved with Looking Glass/serving on the Looking Glass board for ____ years]**.

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. They are the largest nonprofit provider of services to at-risk youth in Lane County, and each year they serve more than 8,500 teens in crisis who turn to their ten unique programs for the help and services they need to overcome life’s obstacles and become productive adults.

I got involved with Looking Glass when [_____].

Looking Glass has been providing emergency shelter, residential treatment, counseling, and education programs to at-risk youth for more than 40 years. I’d like to invite you to sit with me at their annual Healthy Kids, Healthy Futures breakfast fundraiser to learn more about the great work that they do in our community. There’s no minimum or maximum gift required, but I hope that you’ll be as inspired to get involved as I have been and will consider making a contribution.

Let me know if you can make it! Here are the details (you can also visit their website to find out more about the event and the important work they do in the community: www.lookingglass.us):

Looking Glass’ Healthy Kids, Healthy Futures Breakfast
Tuesday, September 27, 2010
7:30 am - 8:30 am
Valley River Inn
1000 Valley River Way, Eugene, OR 97401

Please RSVP to me, or contact Looking Glass’ development team at (541) 686-2688 or events@lookingglass.us.

Hope to see you there!

REMINDER TO RSVP:



I hope you got my message last week **[or whenever it was sent]** about Looking Glass' Healthy Kids, Healthy Futures breakfast on Tuesday, September 27, 2011 at 7:30 am at the Valley River Inn. I'd love it if you would join me in ensuring the future health of our community by supporting our youth in crisis today, whom Looking Glass serves so well in so many ways. Please RSVP to me so I can save a place for you at my table.

If you are interested in supporting Looking Glass, but are unable to attend, I am happy to take your contribution. Please contact me for details at **[insert your phone number and/or email address]**, donate online at www.lookingglass.us, or mail your gift to 72-B Centennial Loop, Suite 2, Eugene, Oregon 97401. If you would like to discuss alternative gift options, please contact Tammy Roberts, Looking Glass' Development Director at (541) 686-2688 or events@lookingglass.us.

Thank you!

GUEST WHO CANNOT ATTEND:

I am sorry that you will not be able to join me for the Healthy Kids, Healthy Futures breakfast. In lieu of attending the event, I hope you will consider getting involved by:

- **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 interest you.
- **Joining the Facebook Cause** (<http://www.causes.com/causes/409551>).
- **Participating 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 to 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!
- **Donating.** Please consider supporting 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.

Looking Glass is Lane County's largest nonprofit provider of services to at-risk youth, and its 11 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!

DAY BEFORE REMINDER:

I am really looking forward to seeing you tomorrow at the Looking Glass Healthy Kids, Healthy Futures breakfast. As a reminder, we'll be meeting at the Valley River Inn, 1000 Valley River Way in Eugene. Registration opens at 7:00 am, and the breakfast and program begins promptly at 7:30, wrapping up no later than 8:30. There is plenty of free parking for Looking Glass guests. If you need more information, please do not hesitate to call me, or contact Looking Glass' development department at (541) 686-2688 or events@lookingglass.us.