



seattleeducationaccess

Annual Benefit Breakfast

Table Captain Packet

Wednesday, September 14, 2011
Grand Hyatt Seattle, 721 Pine Street, Downtown Seattle
7am Registration & Networking
7:30-8:30am Breakfast Program



*Education is more than a luxury;
it is a responsibility that society owes to itself. --Robin Cook*

ABOUT SEATTLE EDUCATION ACCESS

MISSION: We provide higher education advocacy and opportunity to people struggling to overcome poverty and adversity.

2010 Program Outcomes:

- 419 students received free academic advising and career counseling
- 116 students received \$62,000 in scholarships
- 74% are enrolled in school in good academic standing or have graduated
- 71% are people of color
- 74% are first generation college attendees & 38% are first generation high school/GED graduates

Seattle Education Access • 6920 Roosevelt Way N.E. #355 Seattle, WA 98115
206.523.6200 • www.seattleeducationaccess.org

About the Event

SEA invites you to join us and other business leaders in our community who are dedicated to providing access to higher education to people working to overcome poverty and adversity at our Annual Benefit Breakfast.

Join us at our signature fundraiser!

- In 2010 this event raised \$45,000 and hosted 230 guests.
- 2011 will host almost 300 guests.
- Past speakers include Justice Bobbe J. Bridge, retired, and writer Gloria Burgess.
- An SEA student is seated at every table.

Details:

Wednesday, September 14, 2011
Grand Hyatt Downtown Seattle

7am Networking & Registration
7:30am-8:30am Event Program

Keynote: This year, SEA is going to let our successful students share the spotlight and tell their individual stories of triumph and reaching their dreams. The program will also feature an update from Executive Director Anthon Smith and Founder Polly Trout.

Emcee: Anttimo Bennett, SEA Program Graduate

Anttimo was the first member of his family to earn an undergraduate degree. He graduated from the University of Washington in 2009 with a BA in Social Welfare and American Ethnic Studies and minored in Diversity. During his time at the University of Washington, Anttimo was the ASUW President. He was able to achieve his educational goals, in part, because of Seattle Education Access, whose support and encouragement saw him through his academic career. Though he was accepted to Baylor University in Texas, he decided to stay in Seattle with family and currently works as an Advocacy Team Facilitator for Therapeutic Health Services.



Anttimo pictured at the 2010 Breakfast with SEA program graduate and volunteer Charlie Laroux Bettis.

Why Our Program Matters

Poverty and homelessness profoundly limit the lives of thousands of young people in King County. Seattle Education Access assists marginalized youth and young adults in gaining entry into colleges and completing degrees. We provide them with the resources they need to transition successfully to college, so that they can finish their educations, leave poverty behind, and contribute to society.

Our students face significant barriers to college success: lack of housing, family support, money for tuition, books and food, and mentors and tutors whom they can trust. They also suffer from low societal expectations and support. By removing these barriers, we open up the world of academic and career opportunities to our young students — the same opportunities that are available to youth from wealthier families.

Timeline

Right Now	Talk Up Our Breakfast Event Bring up the Breakfast in conversation. Find your own personal story about SEA and what attracts you to the organization. Why you chose this board, this organization, are more compelling to the people who know you than cookie cutter information about SEA. Use Facebook, Twitter or blog to promote the Benefit Breakfast. Link to SEA Facebook page.
June	Contact Your Potential Guests SEA will provide a Save the Date email which you can use, and will include all the details. Personalize the Save the Date and let your guests know that you will be hosting a table and that you would like them to join you. Invite <u>8 or more</u> guests to sit at your table. Remember there are always last minute cancellations or no-shows. Each table will have a board member/table captain, SEA student and your 8 guests. You and your guests can RSVP to rsvp@seattleeducationaccess.org .
July	Attend the Table Captain Social (tbd) At this event you can pick up your invitations, get tips on inviting guests and network. The number one reason why volunteers say they get involved with an organization is because they were asked by someone they knew. Don't be afraid to bring your colleagues and friends to this event. More details to follow.
July	Invitations are Mailed Invitations will be ready in July – we can either mail you a packet, or you can send us your guest list and we will mail them out for you. It's best to Personalize your invitations . Write a personal note to your guests with their invitation and make sure that your name is written on the Table Captain line so your guests will be certain to be at your table!
Friday, September 2	RSVPs are Due Continue to follow up with your guests and collect RSVPs. SEA will keep you updated on which of your guests have responded. Remind your guests about the date and time of the event. For guests who aren't able to make it, invite them to make a gift or a monthly pledge. Include SEA giving envelope and send regrets cards. RSVP to rsvp@seattleeducationaccess.org .

Wednesday, September 14 7 am – 8:30 am	Attend the Breakfast Breakfast and networking at 7 am. Program begins at 7:30 am. Arrive at 6:45 am and pick up your Table Captain packet at registration. Review the materials. Greet your guests and thank them for coming. Do not hand out the pledge cards until asked to do so during the program. Collect the pledge cards and place them in the Table Captain packet. Volunteers will come by to collect the packets after the event.
After the Event	Thank Your Guests Thank your guests in a personal way. Send them a thank you card, an email or give them a call. Follow up with your guests who did not show and ask them to make a gift towards our event fundraising goal.

TIPS FOR INVITING GUESTS

- Take some time to learn about Seattle Education Access to help you in sharing our mission.
- Let people know your personal connection to SEA. Your story often means as much to your friends and colleagues as it means to you.
- Add a sentence about SEA Breakfast to your email signature as way to remind people that you are often in contact with.
- Be up front with everyone about the event being a fundraiser. There is no cost to attend the Breakfast, but guests will be asked to make a meaningful contribution at the event. No pledge is too little. \$100 is a suggested minimum.
- Write personal notes on the invitations that you mail or hand-deliver to your invitees. 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 and tweak them to fit your personality.
- It's very important to follow up with people you don't hear back from. Just because they don't follow up does not mean they are not interested in joining you.

Link Toolbox:

Breakfast Info

<http://seattleeducationaccess.org/breakfast.php>

Facebook

<http://facebook.com/seattleeducationaccess>

Find Student Stories on our blog

<http://seattleeducationaccess.wordpress.com>

Twitter

<http://twitter.com/voicesofsea>

**For questions about the event,
contact Irena Netik, 206-434-2336, irenanetik@gmail.com**

THANK YOU FOR BEING A TABLE CAPTAIN!