



September 21, 2018

Dear Friend,

The vast majority of Legal Aid clients are people who struggle to keep their families afloat and who encounter complex legal barriers, often through no fault of their own. These families find themselves without the opportunity to receive a fair shake in our justice system. I know you are someone who also believes in justice. I want to invite you to join me as a Table Captain for the 2018 Fresh Start Breakfast, held at The University of Richmond's Jepson Alumni Center on November 1st. At the Fresh Start Breakfast, we will hear clients and attorneys of **Central Virginia Legal Aid Society** and **Legal Aid Justice Center** share how each helps people overcome barriers in the justice system, providing greater opportunities and access to justice.

Whether you're a veteran table captain or it's your first time, you are the key to a successful Breakfast! Consider asking your guests to invite one friend to join your table or encourage one of your guests to host their own table. Please introduce any Table Captain you recruit to Jessica Wright to get them signed up.

The format of the Fresh Start Breakfast is simple, but we depend on our Table Captains to make it run smoothly. Each Table Captain commits to filling a table with a maximum number of 7 guests (tables of 8, including Table Captain). The program is from 8:00 –9:00 a.m. and features breakfast during which guests will hear first-hand accounts from legal aid clients as well as the attorneys who worked with them to obtain justice. There will be a formal ask for donations, at which time guests will be invited to complete pledge cards, to be collected by Table Captains in the envelope located at each table. The envelopes will then be delivered to the registration desk as you depart.

Thanks to the support of our corporate sponsors, the donations made by guests at the Fresh Start Breakfast will directly benefit programs and services which help individuals and families affected by the inequalities in our justice system. We sincerely thank you for partnership! Your commitment is not only critical, it's extraordinary.

Thank you,

Angie Dempsey
Bon Secours Richmond Health Care Foundation
Chair, 2018 Fresh Start Breakfast



THE HOW AND THE WHY?

How do I serve as a Table Captain?

By asking friends, family members or colleagues to join you at the Fresh Start Breakfast.

Why should I serve as a Table Captain?

Because you care about justice. Our country was founded by the ideal that every person is equal under law, and that no matter where their personal circumstance, they should not just receive their day in court, but the law should protect those most vulnerable.

Can my Company/Firm/Organization sponsor the Fresh Start Breakfast?

Absolutely! We have several sponsorship options for sponsorship. Please contact Jessica Wright, Chief Development Officer for information. jessica@justice4all.org 804-340-7741

How does registration work?

We will provide you with an invitation you can email to potential guests with a link to our registration page on Eventbrite. The registration page will have a table in your name in a drop menu of “tickets” guests “purchase”. All tickets are free through Eventbrite <https://www.eventbrite.com/e/2018-fresh-start-breakfast-registration-49186480086>

Once your guests are invited and confirmed via the Eventbrite site registration. Email confirmation materials indicating event location and parking instructions will be sent to your registered. At the event, guests will receive a name tag at registration that includes their table number so they can easily find their seat.

When should guests arrive?

Check-in will be available for your guests starting at 7:30 a.m. To register they simply pick up their name tag.

What do I do at the event?

Table Captains should arrive by 7:15 to greet their guests.

- At your table you will find a large envelope with your name on it. Inside there will be pledge cards and envelopes. Please pass out the pledge cards, pens, and giving envelopes to your guests either as they arrive or when the call to action/ask for donations occurs.
- As people make their gifts collect them and place all gift envelopes in the large envelope. NOTE- if they make a credit card gift/online donation please have them fill out their card completely with the credit card box checked off. We will need their mailing addresses as this assists our record keeping and makes sure we are sending accurate tax information.
- **Thank your guests for their presence and their gifts. They are making a difference in people's lives!**
- Once your guest's gift has been made, write the number of gifts (not the amount, just the total number) on the outside of the envelope and deliver it to the staff member at the registration desk as you leave.



TABLE CAPTAIN SUCCESS TIPS

We welcome the opportunity to talk with you personally if we may provide additional support. If you have questions, please call Jessica Wright 804-340-7741.

Start early & make a list of potential guests

Filling your table begins with extending the invitation. Invite friends, family, neighbors, colleagues, or whoever else you feel may have an interest. We encourage you to jot down at least 15 - 20 names since not everyone you invite will be able to attend. Please share your list with the other table captains so people are not receiving duplicate invitations. There will be a master google doc sent to you with each captain's invitees and their responses. Remember, tables accommodate 8 people. However, if you have more than 8 guests we will seat them at an adjacent table. If you do not fill your table or have vacancies, we are happy to fill in any of your empty seats with individual guests—just let us know.

Extend a personal invitation

It is most effective to invite guests to fundraising events with a personal ask. We find it works best to send an email first and then follow up via phone. However, you should use the form of communication that you think will work best with your invitees.

We have an electronic invite for you to send to guests and a registration site for us to keep track of your table. All guests should go to our Eventbrite link found on the invite.

<https://www.eventbrite.com/e/2018-fresh-start-breakfast-registration-49186480086>

Your guests pick your name as their “ticket” and then finish up the easy registration process. We do ask that as table captain, please register yourself first, this will help you know the process and save your seat!

Be clear with expectations

This is a benefit event for the Campaign for Legal Aid to support civil legal aid services in the Greater Richmond & Petersburg area. Don't hesitate to be explicit about the dollar level at which you would like your guests to contribute. Communicating a suggested donation amount to your guests can help avoid misunderstandings about gift expectations at the event. There is no ticket or cost to attend the events. However, each guest will be asked to consider making a donation during the program. Remind your guests that we have multiple ways to take gifts including online giving which now has a reoccurring gift option!

Excitement is contagious and helps create momentum

Let people know your personal connection to legal aid. Why do you support this cause? Let your friends and family know you are excited about what legal aid does for the community.



Follow up with people you don't hear back from

Just because they don't RSVP doesn't mean they are not interested in attending the Breakfast. People get busy and forget to RSVP even though they have every intention of attending the event.

Confirm & submit your guest list.

Confirm your guest list with our staff before the deadline (two weeks prior to the Breakfast). Even partially completed lists of confirmed guests submitted to event staff before the due date are helpful to ensure efficient reservation processing. As you fill your table, you can continue to add new guests to your table up to one week before the Breakfast. Keep a copy of your guest list for reference.

Send a reminder

Reach out to your guests with a reminder call or email two to three days before the event.

Personally thank your guests at the event

Small tokens of appreciation and thank-you cards set at your guests' place setting before they arrive is a special way to show your gratitude for their support.

Reminders:

- If you have guests who sign up for your table after the deadline dates, please email us right away.
- Because we generate confirmations, name tags, and thank you letters from the Eventbrite, please make sure your guests have registered. Should they have any issues please have them contact Jessica Wright at jessica@justice4all.org
- Please note any special requirements per guest (i.e. vegetarian, accessibility concerns).
- Table goal: 7 guests. If you have more than 7 guests, we will seat them at an adjacent table. Tables seat 8 total.

The Fresh Start Breakfast Toolkit: If you have any questions about your role or anything contained in this toolkit, please contact Jessica Wright jessica@justice4all.org or 804-340-7741