



Table Captain Materials

Pathway to Home: Building a Brighter Future

Annual fundraising breakfast to prevent & end family homelessness in Delaware

Tuesday, October 3rd

7:30 am — Doors open/ get breakfast

8:00 am — Event begins

9:00 am — Event ends

Location

White Clay Creek Country Club

879 Delaware Park Blvd.

Wilmington, DE 19804

Fast Facts

- It is free and only an hour long; hot breakfast is served.
- We want people to learn about how FPNCC prevents and ends homelessness for families with children. It is our job to inspire people so they would want to pledge.
- We want to also make YOU proud to be involved and satisfied that you connected your network with our mission.

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Packet Attachments

- Family Promise® brochure
- Sample Pathway to Home pledge form

Access & download these materials online

Visit: www.familypromisede.org/2023annualbreakfast



Welcome and Thank You!

Thank you for being a Table Captain for our upcoming fundraising event: **Pathway to Home: Building a Brighter Future**. All funds raised go toward preventing and ending homelessness for families. This is our 11th annual fundraising breakfast, and we want it to be the most successful one yet! This year, our fundraising focus is on creating *twice the promise* by expanding to serve twice as many families annually through our forthcoming Hospitality Center.



The Table Captains are essential to the event's success. As a Table Captain, you have agreed to have **8 - 12** committed guests, including yourself. We recommend that you invite people who are new to the mission of Family Promise or those who are ready to deepen their commitment to the mission and financially commit to the sustainability of Family Promise® of Northern New Castle County (FPNCC).

We advise inviting people in person or by telephone. The more personal the invitation, the better! Tell your invitees about your involvement and why you are passionate about this organization. Please plan to call them once more a few days before the event to reconfirm their attendance.

Please send in your confirmed guest list by Friday, September 15, 2023. Email it to blaine@familypromisede.org, or fax it to 302-998-2202. We will be sending a reminder postcard to each invitee on your list. Please, keep a separate list of those who are unable to attend or call to cancel at the last minute. Often, people who cannot attend will still want to pledge or get further involved. We can send them materials about FPNCC.

We encourage you to discuss Family Promise with your guests prior to the breakfast. We can provide an "Inspirational Session" at a convenient place for a group or offer a tour of the Hospitality Center to your guests. Please contact us at any time!

Again, thank you for serving as a Table Captain. Your participation enables us to prevent and end family homelessness in Delaware!

Best Regards,

Blaine

Blaine Breeding
blaine@familypromisede.org
302-998-2222, ext. 105
Development & Marketing Manager



10 Easy Steps to Ensuring a Successful Fundraiser

1. First, **THANK YOU** for your commitment! Together, we can raise awareness for family homelessness and for the successful model of Family Promise® NNCC.
2. **Personally ask 10 - 12 guests to the event.** This will confirm a full table. Our experience taught us that 2 will likely need to cancel. YOU are NOT asking them for money; you are asking them to attend the free event where they will be encouraged to support our organization via a pledge (or donation at the event). The hour-long event is free of charge and hot breakfast is served. The goal is to raise funds for FPNCC and to spread our message in the community. Here is some suggested wording you might want to use to invite your guests:

“Hello, _____, I’d like you to join me at my table at the Family Promise Pathway to Home event. This is a free breakfast for people to come and learn more about our organization. Yes, it is a fundraiser and you will be asked to consider making a contribution. There is no minimum and no maximum gift requested. It is the job of Family Promise to inspire people to want to give. We want people to find out about we do. I would love if you joined me.” Can you join me on Tuesday, Oct. 3 from 7:30 to 9 AM?

3. **Invite NEW people and those who will be inclined to financially support FPNCC.** This year’s event is critical to our ability to *expand the promise* by building additional facilities at our Hospitality Center. Encourage guests to RSVP early. Invite them to a congregation hosting or set up a tour at the Day Center if they are unfamiliar with FPNCC. Share why *you* are passionate about Family Promise® NNCC.
4. **Mail postcards.** This year we will be mailing postcards to each guest before the event. These postcards serve as a reminder of the event for your guests. Call to remind them of the event one week before to confirm attendance.
5. **Keep a list of those attending** (*sample attached*). Keep track of individuals who stated they would like more info about FPNCC but could not attend the event. Guests can financially contribute even if they cannot attend (give them a pledge form, have staff send, or direct them to visit www.familypromisede.org/annual-breakfast). Submit the final guest list to FP Office by Friday, September 15, 2023. Email it to blaine@familypromisede.org, or fax it to 302-998-2202.
6. **Arrive and encourage guests to arrive at the breakfast at 7:30 a.m.** This will allow you to personally greet your guests, introduce them to each other and pick up the day-of Table Captain packet. Guests can get coffee, breakfast, etc. and be ready for the program by 8 a.m.
7. **At the breakfast, pass out pledge forms/envelopes** when instructed (you will be cued toward the end of the program).
8. **Set an example for your guests by enjoying the event and filling out your own pledge form even if you do not personally donate.** Guests will be looking to you at that precise moment to see what they are supposed to do.
9. **Collect all pledge forms and envelopes** and turn them in to the FPNCC staff before you leave the breakfast.
10. **Call your guests within 2 days** to thank them for coming and get their impressions and feedback. Pass on any helpful information on to Blaine.

Your Sphere of Influence



- **Friends**
 - In-state and out-of-state
 - What hobbies/interests do you have?
 - Places of worship, civic organizations, clubs, schools, sports teams
 - Who do you send holiday cards to?
 - Who do you connect with on Facebook and other social networks?
- **Family**
 - In-state and out-of-state
 - Extended family and in-laws
 - Who do you send holiday cards to?
 - Children? Their activities, groups?
- **Place of Worship**
 - Part of a group?
 - Youth groups
- **Employer**
 - Donate items as incentives?
 - Match employee donations?
 - Professional contacts via LinkedIn, customers, clients, vendors
 - Work group
- **Places You Frequent**
 - Bakeries, coffee shops, hair salons, other shops
 - Brochure locations?
 - Incentives and prizes?
- **Hobbies/Clubs**
 - Book clubs, fitness groups, gyms
 - Member of associations, civic groups, professional/trade groups?



Invitee Tracking

Make as many copies of this as you need, or visit www.familypromisede.org/2023annualbreakfast to download this as a Word doc. Submit the final guest list to FPNNCC by Friday, September 15, 2023. Email it to blaine@familypromisede.org, or fax it to 302-998-2202.

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