



The Seattle Public Library Foundation

# DISCOVER YOUR LIBRARY

## LUNCHEON



## Table Captain Toolkit



The Seattle Public Library Foundation

## Dear Table Captain,

Thank you for sharing your love of the Library with others as a Table Captain for the *Discover Your Library* fundraising luncheon!

On Tuesday, March 17, 2020, more than 700 guests will come together to discover how The Seattle Public Library provides opportunity for so many in our community. The event will take place again at the Sheraton Grand Seattle, located at 1400 Sixth Ave., Seattle, Washington.

The Library is one of our community's greatest treasures, connecting people with books, knowledge, culture, and so much more. You know that, and the luncheon is the perfect way to showcase the Library's widespread and deep impact on the Seattle community with your friends and colleagues.

You and your guests will hear inspirational speakers, watch a moving video featuring a patron of Library services, and have the chance to browse our special Library Showcase where friendly librarians will be on hand to help you discover (or re-discover) what your library has to offer!

Your commitment to being a Table Captain is tremendously appreciated. To support your efforts, the enclosed table captain materials provide all the information you'll need, from sample language to key dates to remember – like the **Tuesday, March 10** registration deadline!

The materials in this packet are also available at [www.supportspl.org/table-captains](http://www.supportspl.org/table-captains). Foundation staff will be sending you regular communications to keep you updated on the event's progress, your guest count, and other helpful resources for your guest recruitment.

Brian Lawrence ([brian@supportspl.org](mailto:brian@supportspl.org)) and Kerri Martinez ([kerri@supportspl.org](mailto:kerri@supportspl.org)), our committed staff team organizing the event, are available to answer any questions you have. Please feel free to reach out at any time.

We are so excited to have you on board to help make this fundraising event a success! Thank you for helping to keep Seattle a vibrant, healthy, and forward-thinking community by supporting The Seattle Public Library.

Warmly,



Jonna Ward  
Chief Executive Officer  
The Seattle Public Library Foundation

## Our Libraries Contribute to a Healthy, Vibrant, and Livable City

The Seattle Public Library is so much more than a place to find books. The Library is an open and welcoming place for anyone who wants to feed their intellectual curiosity, learn a new skill, and meet others in their community. Below are some suggestions for how you can talk about the Library to promote the luncheon.

### The Library Builds a Healthy, Livable City

- With 27 locations, The Seattle Public Library opens its doors to thousands of people every day. It serves as a community hub in every neighborhood. In fact, more than 17 million people visit the Library either in-person or online every year.
- The Library connects people with topics they care about. In doing so, people forge bonds and develop a sense of belonging. Young mothers can attend a Story Time by dropping by their branch. Seniors can attend a book group featuring an author they admire. Kids can attend fun summer learning programs with their friends. Library programs are flexible, free, and inclusive.
- Libraries are unique in our society. Everyone – no matter their age, income, or race – can enjoy their neighborhood Library. From early readers, to recent immigrants, to seniors, the Library serves everyone in our community at multiple stages throughout their lives.

### A Commitment to Equity

- Library programs are offered free of charge. This is particularly important to support our neighbors who might otherwise be unable to afford books, materials, and classes. A fundamental belief is that no one should be denied access to information or the chance to learn because of cost.
- The Seattle Public Library has been a pioneer in the equity movement in libraries. Leveraging its relationships with more than 425 community partners, the Library uses its power, influence, and substantial resources to support communities that are impacted by inequities. It elevates the voices of traditionally underrepresented communities, ensures that services support communities that benefit most, and it makes a conscious effort to identify and eliminate bias across the Library system.

### Strengthening Families and Helping Children

- Success in life begins with literacy. Sparking the love of reading and learning has always been a Library priority. From early literacy programs like Story Time through afterschool programs like Homework Help, the Library offers high quality, free programs to encourage student success at every age.

- Our public libraries are hubs for 21<sup>st</sup>-century learning. With hundreds of free classes for adults and families, our libraries have become engines for economic vitality, workforce development, and engaged citizenry.

### Connecting People to the Past & Making the Future Accessible

- The Library promotes, captures and preserves Seattle's rich history and culture. It makes our unique heritage available for everyone to discover online and in-person. Our cultural programs celebrate our rich diversity through live performances, art exhibitions, and author readings.
- As the digital world evolves, the Library has been at the forefront of providing resources to help people access technology. From free Wi-Fi hotspots and tablets available for checkout to database access that helps entrepreneurs make informed decisions, the Library helps people stay connected.

### Invest in the Library's Future through the Foundation

- Gifts to The Seattle Public Library Foundation help make public funding go so much further. While taxpayer dollars cover the basic Library operations such as maintaining buildings and staff salaries, nearly all of the Library's signature programs are enhanced, or made possible, through private support from the Foundation.
- With the support of donors to the Foundation, The Seattle Public Library has the resources to be proactive, to serve as a community catalyst, to take risks, and push for innovation.
- Private support strengthens the Library's capacity to innovate and adapt to change. Seattle has been an early adopter of e-books, streaming services, and innovative programs like the ability to check out a museum admission ticket. The Foundation funds many pilot programs, and if proven effective, these programs later become part of the Library's ongoing operations.
- When you support the Foundation, you help pilot and scale Library programs, ensure a robust collection, improve Library spaces, and fuel innovation.

## Table Captain F.A.Q.s

### What do I need to do in a nutshell?

Table Captains are ambassadors of the luncheon and **will be responsible for filling a table of 10** – which is nine guests, plus you. If you have more than ten guests, we will seat them at an adjacent table.

As you invite your guests, please let them know ahead of time that the Foundation is asking that each guest make a suggested minimum donation of \$200. Gifts will be accepted at the event and there is no ticket that needs to be purchased in advance. While there is no price to attend, this is a fundraising event. Every dollar makes a difference in the Library programming we can offer the children, adults, and families in our community.

After the event, Table Captains will typically send their guests a thank you note for attending. The Foundation is happy to provide notecards and samples.

### What does the day look like?

On Tuesday, March 17, 2020, check-in will begin at 11:30 a.m. and guests will enjoy perusing the Library Showcase in the lobby, where librarians will be on-hand to show and discuss different programs funded by the Foundation. The luncheon and program will begin at 12:00 p.m. and conclude at 1:15 p.m.

When you check in, you will receive an envelope with name tents for you to set at your table for your guests. Extras will be available at the check-in table in case you have last minute adjustments.

### I've never done this before! How do I invite guests?

Don't worry, we have sample language for you to use below and online at [www.supportspl.org/table-captains](http://www.supportspl.org/table-captains). Email is one of the best ways to reach out. It allows your invitees to refer back to your message for more information. Inviting someone when you see them in person or over the phone is great as well, and you can follow up with an email that includes the details.

### How can my guests register?

Guests can register online at [www.supportspl.org/luncheon](http://www.supportspl.org/luncheon).

### What if my guests cannot make the minimum donation?

The donation amount is a suggested donation. While there is no price to attend, this is a fundraiser. Every gift supports programming we offer to children, adults, and families in our community. If you are uncomfortable about asking your guests to make a gift, please consider becoming a table sponsor and purchasing the table for \$2,000, which will cover your guests' suggested donation.

### What if I cannot fill a full table?

That's OK! If you find yourself with less than a full table, Foundation staff will seat other guests with you – either those without a table host or guests whose table captain has more than nine guests. We'll let you know who else will be sitting at your table ahead of time.

## Table Captain Timelines and Checklist

### Right Now:

- Recruit other Table Captains!** Do you know someone who loves the Library and would make a good Table Captain? Connect them with us by sending an email to [kerri@supportspl.org](mailto:kerri@supportspl.org).
- Create your guest list.** Use our [guest brainstorm worksheet](#) to get you started.
- Invite your guests!** Your guests will register online and list you as their Table Captain. Each guest will receive a confirmation email once they have registered.

Use our Invitation Tips and Samples below to guide you through the invitation process. You can also download a digital invitation from our [Table Captain Toolkit](#).

We will update you every week with a list of your guests as we get closer to the event. If you have more than ten guests (including yourself), we will seat your guests at an adjacent table. The more the merrier!

- Promote the Luncheon on social media.** Follow the Foundation on [Facebook](#) and [Twitter](#) – we'll be creating posts about the event that you can share with your friends.

### 1-2 months before the event (January – February):

- Make sure your guests have registered.** The earlier, the better! If someone is not on the list we send you, please be sure to follow up with them.
- Create Virtual Guests.** Are some of your invitees unable to attend the event? Ask them to be a virtual guest and [make a donation on our website](#). Have them list your name as a Table Captain.

### Two weeks before the event (Mid-February):

- FINAL GUEST COUNT IS DUE!** Please have all your guests register **by March 10**.
- Think about how you will greet your guests at the event.** Welcome guests to your table the day of the event with a small treat or card to thank them for attending and supporting you and The Seattle Public Library Foundation.

### One week before the event (Late February):

- Send a reminder to your guests.** Remind your guests that the event is coming up, and provide them details about parking, etc. If we have their email address, they will also receive a reminder email from us outlining the details of the day.

## Day-of:

- Arrive Early.** Registration opens at 11:30 a.m. Please allow plenty of time for parking so that you can greet your guests when they arrive. Be sure to check in at the Table Captain Check-In table to pick up your nametag and name tents for your guests.
- During the Event.** Near the close of the program, we will ask guests to make a gift. When instructed to do so from the speaker at the podium, you will pass out the pledge cards and pens inside the large envelope on your table. Please place completed pledge cards back in the envelope and leave the envelope on the table.

## Post-event:

- Say Thank You!** Be sure to thank your guests for their support of The Seattle Public Library Foundation. Personally reaching out via phone or email within 48 hours makes guests feel appreciated and connected.  
  
The Foundation will also be sending out a thank you email with results within 48 hours of the event.
- Share your feedback.** We'd love to hear what you thought of the event and the table captain experience. Please email or call Kerri Martinez, Events & Development Manager, at 206.413.7473 or [kerri@supportspl.org](mailto:kerri@supportspl.org).

## Inviting Your Guests

### Invitation Tips:

- **Invite, Invite, Invite.** To fill a table of 10, you should invite 20-25 people. If you end up with more than nine guests, that's wonderful! We will place them at an adjacent table and work with you on seating. Use our [Guest Brainstorm Tool](#) to help you keep track of who you should invite.
- **Follow-up is key.** Often, people won't respond to your first email/invitation so follow up by email/phone/text/in-person. Then follow up again.

### What to do when...:

- **They say yes!** Congrats! You are one step closer to filling your table.
  - Please ask them to [register online](#) so that we capture their email and food preferences.
  - Let them know you will reach out closer to the event to confirm their attendance.
  - Ask them if they know of anyone else who might be interested in attending.
- **They say no.**
  - If they cannot attend due to a schedule conflict, ask them if they'd consider [donating](#) to support your efforts and be your "virtual guest." They can [make a gift online](#) and list you as their Table Captain. We will share the event video with them as a special thank you.

- **You already know they cannot make the event.**
  - This is still a great time to invite them to learn more about an organization you care about. Let them know that you understand they cannot make it and ask them to [make a virtual guest gift online](#) and to list you as their table captain.

## Sample Email Language:

*(Note: Pages 3 and 4 of this kit offer some helpful language that you can utilize in your messages to guests!)*

As you know, I'm **[insert Library connection]** and I'm excited to be a Table Captain for the *Discover Your Library* fundraising luncheon in support of The Seattle Public Library Foundation! The Library is a cornerstone in our community – it offers programs that help students succeed, provides entrepreneurs and adults with free classes, and it helps people become engaged in our society through ESL and citizenship classes.

**Will you join me for the luncheon on March 17?** You will learn about all the innovative programs at The Seattle Public Library and their impact on Seattle's children, adults, and families. **[insert why you support The Seattle Public Library Foundation – e.g. what's your childhood library story?]**

This is a fundraising luncheon and while there is no cost to attend, there is a suggested minimum donation of \$200 that will be requested at the event. Here are the details:

**Tuesday, March 17, 2020 | The Sheraton Grand Seattle  
12:00 p.m. – 1:15 p.m. (registration opens at 11:30 a.m.)**

I hope you will be able to join me. Please [register online](#). If you cannot attend, please consider being my virtual guest by [making a gift online](#) and listing me as your table captain.

I look forward to sharing my love of the Library with you!