

### **Table Captain Recruitment Tips**

Make a list of anyone and everyone who you think might be interested in supporting Lifelong to invite to the breakfast. Your list can include friends, co-workers, family members, neighbors, people whose businesses you patronize and especially other people who have asked you to participate in their fundraising events!

Send out a save-the-date email to let people know that you are hosting a table at the breakfast and that you are inviting them to join at your table. You can request copies of the save-the-date card and also have access to the PDF on our website at: <http://www.lifelongbreakfast.org>

Be up front with everyone about the breakfast being a fundraiser so that they understand that they will be asked to make a contribution at the event. The suggested minimum donation is \$125 per person and people can always break it down into monthly payments as well.

Familiarize yourself with Lifelong's mission and programs so that you feel comfortable describing them to people. It is helpful to have a 2 - 3 sentence "elevator speech" about Lifelong.

Let people know about your personal connection to Lifelong. How did you first become aware of the organization? Do you volunteer or were inspired by someone's story? Don't be nervous to let others know that you're excited about the breakfast. That is what sparks interest and passion!

Do not be offended if people decline your invitation. Many people are in a tight financial bind and there may be many reasons why they cannot participate this year. If their schedule does not allow for attendance, you can also direct them to our breakfast website where they can join you at the virtual table and still make a donation!

Writing personal notes on the notes or save-the-dates that you are sending is a wonderful way to share a connection with Lifelong since people are usually more responsive to a friend than they are to an organization.

When registering your guests (online or by sending in your registration form), make sure to include their email addresses. A few days prior to the breakfast, a reminder email will be sent with directions, parking instructions and any last minute details.

Lifelong is extremely appreciative of our donor's support and will be sending out thank you cards immediately after the breakfast. People also love to get a personal note from their table captain!

Enjoy yourself! Guest recruitment may seem daunting. Please know that your involvement helps Lifelong provide the essential support for people in need. Thank you!