

WE BUILD Breakfast

DISCOVER WHAT **WE BUILD** TOGETHER

Presented By **NEENAN**
ARCHISTRUCTION®



Wednesday, October 7, 2020 from 8:00 a.m. – 8:30 a.m.

Home Edition – Virtual Event Online

Table Captain Packet

Sixth Annual Habitat for Humanity Breakfast



Dear Friends,

Thank you for serving as a Table Captain for Fort Collins Habitat for Humanity's sixth annual We Build Breakfast event on October 7, 2020. The WE Build Breakfast "Home Edition" will be held online this year.

We appreciate your ongoing support and pledge our best efforts to assist you with inviting others to join us. By volunteering as a We Build Table Captain, you will help us spread the mission of Habitat for Humanity to bring people together to build homes, communities and hope by empowering our homebuyers who are models of strength, resilience, and persistence to succeed. Through video presentations and speakers, including a Habitat homeowner, guests will learn more about the deep and generational impact of Habitat's work in our community.

During this time, we have been reminded how vital a stable home is for **everyone** in our community.

Right now, we have 8 families that have been selected as future Habitat homeowners. They have been contributing their "sweat equity" to the process. We are absolutely committed to delivering on our promise to help them BUILD and BUY their own home. This means more now than ever.

The WE Build Breakfast will help us to deliver on our promise and we cannot do this without you, our remarkable supporters who have continued to demonstrate kindness and generosity. You have increased our faith through all the challenges.

The event will invite increased involvement in the Harmony Cottages – which is under construction – to build 48 homes. The community need now is greater than ever, as is the need for community support! WE BUILD.

Although you cannot join us on the construction site to help build with hammers and nails, you can help us keep building by bringing guests who are looking to make something tangible happen for the community good right now. There is no cost for your guests to attend virtually. Instead, we will call on your leadership to help us invite all guests to make a contribution the day of the event – a formal ask will be made by a Habitat representative as part of the program.

Every dollar raised to support Habitat's mission will be MATCHED (up to \$25,000) by Neenan and their partners! That creates twice the impact for families!

We will also celebrate the incredible impact Poudre High School has made by building six Habitat homes through their Geometry in Construction program. Over 100 students sign-up to take the class each year, and looking back on the history, now over 600 students have gone through the program!

The breakfast is scheduled to run from 8:00 – 8:30 a.m. so your guests can get going on their day.

Included in this packet, you will find materials to help you successfully "fill a table" with generous We Build breakfast guests. Thank you again for your tremendous show of support. We truly build together.

Warmly,

Kristin Candella, Executive Director and CEO
kcandella@fortcollinshabitat.org | 970-488-2602

1. Communicate Effectively

This is a fundraising event, but there is no minimum or maximum donation. There is no ticket price, however, we believe your guests will be so inspired by the stories of families in our community that they will choose to make a significant gift at the event.

2. Virtual Tables of 10

While the table captain goal is to engage 10 guests, please feel free to oversubscribe your virtual table! This is one benefit of the “Home Edition” event, there are no limits on attendance.

3. Have Your Guests Register

Invite guests to register by October 1st. Guests can register at this link: <https://bit.ly/3aQvFOz>. Remind them to select you as their Table Captain in the drop-down menu.

4. Pre-Breakfast Reminders

We will send an email reminder to all guests for whom email addresses are submitted by October 1st. The most effective reminder is still for you to personally contact each guest a few days prior to the event. Tell all your friends that you’re excited by posting messages on your Facebook and tagging your friends!

5. Day of the Breakfast

The official program will begin promptly at 8:00 a.m. and will end by 8:30 a.m.

6. The Ask

Toward the end of the program, there will be a call to action culminating in an “ask” for contributions online. Guests can give by clicking on the “Donate” button below the event video.

7. Post-Breakfast Follow-Up

All contributions are 100% tax deductible and all donors will receive an acknowledgement from Habitat. Please also plan to send a personal thank you to each of your guests and to follow-up with any invitees who were unable to attend but expressed interest in making a gift.

Key Dates

- October 1st
 - Guest Registration Due**
 - Have your guests register online: <https://bit.ly/3aQvFOz>.
 - Remind your guests to select you as their Table Captain in the drop-down menu
- October 2nd
 - Email reminder sent to guests from Habitat
- October 5th
 - Email reminder sent to guests from Habitat
 - Make personal reminder calls to your guests
- **October 7th**
 - **We Build Breakfast! You will receive an email at the end of the day with event results so you can share those with your guests**
- October 8th
 - Send a thank you email or call all your guests with appreciation

The Invite

A very personal invitation from you is the best way to ask guests to attend the Breakfast. Think creatively about whom to invite and then make a phone call, send an email, or invite them over coffee – use the best method for you and the guest you are inviting.

Share your passion! Tell your invitees why you have chosen to support Habitat. Have you volunteered on a construction site? Attended a home dedication? Met a Habitat family? Share these stories with your friends, colleagues, and family members.

SAMPLE EMAIL

Dear [Invitee],

I am honored to be hosting a virtual table at Fort Collins Habitat for Humanity's Breakfast and I would be thrilled for you to join me. Let's discover how we can build together!

This event supports Habitat's efforts to enhance lives by building self-reliance and stability through shelter. We will hear stories of the empowerment of partner families through education, tools, and their own resilience. This virtual gathering will bring together local business leaders, elected officials, civic and community leaders. I hope you will join me at my virtual table online.

The breakfast is Wednesday, October 7th online so you can brew up a cup of coffee and join in pajamas if you like. Nobody will be able to see you.

The program will begin promptly at **8:00 a.m.** and will conclude by 8:30 a.m.

The event will support the Harmony Cottages, the largest development ever undertaken by Fort Collins Habitat for Humanity – to build 48 homes. The community need now is greater than ever, as is the need for community support! WE BUILD.

There is no cost to attend, but there will be a formal ask at the event. All costs for the event are underwritten, so 100% of contributions made that day will go to the mission and will be matched by Neenan and partners. Please register at this link: <https://bit.ly/3aQvFOz>, select me as your Table Captain and then come prepared to join a community of supporters making lasting change.

Warmly,

[Your Name]

SAMPLE SOCIAL MEDIA POSTS

Facebook: "I am registering for the Habitat for Humanity WE Build Breakfast and I want you to be there with me! Register here: <https://bit.ly/3aQvFOz>."

Facebook: "Let's make a difference in Fort Collins by supporting our local Habitat builder, join me for breakfast on October 7th to hear the Habitat story and help make having a decent home more affordable. Register here: <https://bit.ly/3aQvFOz>."

Twitter: Support HOME from HOME by attending the virtual We Build breakfast for @FTCHabitat ! October 7th: <https://bit.ly/3aQvFOz>

Twitter: Join me virtually in supporting @FTCHabitat and their We Build Breakfast on Oct. 7! Free to attend, sign up now: <https://bit.ly/3aQvFOz>

SAMPLE QUESTIONS AND RESPONSES

Is there a cost to attend?

There is no cost to attend the Breakfast, but there will be a formal ask at the event. Come prepared to join a community of supporters dedicated to empowering families to be able to build and then buy their own affordable home in Fort Collins.

Where does the money go?

Fort Collins Habitat for Humanity works in three main areas to address the need for safe, decent, and affordable housing in communities in Fort Collins and around the world.

1. New Construction
2. Global Village – by contributing financially to build homes internationally and sending volunteer teams to build through Global Village trips.
3. Disaster Recovery

Habitat is a grassroots organization that has built, renovated, or repaired over 80 homes in Fort Collins and 240 globally in partnership with hard-working families earning a moderate income. Habitat builds houses affordably, using primarily volunteer labor, and sells them, with no profit and no interest to working families in Fort Collins and surrounding rural areas.

Every dollar raised at the Breakfast goes directly towards providing homes and hope in partnership with hardworking families earning a low to moderate income.

Follow-Up

Your invites have all said “yes.” Yay! Now, help them get it on their calendar by sending an Outlook/Gmail/Hotmail/etc. meeting request.

SAMPLE EMAIL CONFIRMATION

Subject: We Build Breakfast – Fort Collins Habitat for Humanity

When: Wednesday, October 7th from 8:00 a.m. – 8:30 a.m.

Where: “Home Edition” – Virtual Event Online

SAMPLE THANK YOU EMAIL

Dear [Guest’s name],

Thank you so much for joining me at yesterday’s Habitat We Build Breakfast! I hope you found the event both inspiring and uplifting. I appreciate your support in helping to build homes, communities and hope in Fort Collins.

All the best,

[Your name]