

# WE BUILD Breakfast

DISCOVER WHAT **WE BUILD** TOGETHER



*Presented By*



Wednesday, October 9, 2019 from 7:30 – 8:30 a.m.  
Poudre High School - 201 N. Impala Drive, Fort Collins

*Raise a Wall with Geometry in Construction Students After Breakfast!*

## Table Captain Packet

## **Fifth Annual Habitat for Humanity Breakfast 2019 Table Captain Packet**

Table Captain Welcome	3
Why Table Captains Matter	4
Step by Step Guide	5
Key Dates	6
Sample Email Invite	7
Sample Social Media Posts	8
Sample Reminder Email	9
Sample Thank You Email	10
Guest Tracking Form	10



Dear Friends,

Thank you for serving as a Table Captain for Fort Collins Habitat for Humanity's fifth annual We Build Breakfast event on October 9, 2019 at Poudre High School in the gymnasium.

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 Habitat homeowners, guests will learn more about the deep and generational impact of Habitat's work in our community.

*The event will invite increased involvement in the Harmony Cottages, the largest development ever undertaken by Fort Collins Habitat for Humanity – 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.*

There is no cost for your guests to attend the breakfast. 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. In an exciting new match model, for **every dollar raised to support Habitat's mission (up to \$15,000), NOCO Unify will match it with funds to support the Geometry in Construction program. That creates twice the impact for TWO (or more) families!**

We will also celebrate the incredible impact Poudre High School has made by building six Habitat homes through their Geometry in Construction program. 80 students build a home annually and their fifth home will be under construction. Guests who attend the breakfast will be invited to join the students in the parking lot to raise a wall with the students right after the breakfast. The breakfast will run from 7:30 – 8:30 a.m. and following breakfast, interested parties are invited to join us in the parking lot for a "wall raising" for the 2019-2020 home.

Included in this packet, you will find materials to help you successfully fill a table with generous We Build breakfast guests:

- Step by Step guide for table captains to reference before, during and after the event
- Key dates and deadlines to remember
- Sample emails and phone scripts to make guest communication simple
- Breakfast guest list to complete and return by **October 1st**.

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

# WHY TABLE CAPTAINS MATTER

**WHAT YOU DO:** Invite your friends, colleagues and family members to join you at the 2019 Benefit Breakfast

**IMPACT: The Table Captain Equation**

$$50 \times 10 = 500$$

**Table Captains**

**Guests per table**

**Breakfast Attendees**

Learning how Habitat builds in partnership with hard-working families

**500**

Individual Donors

**X**

**\$100**

Average Gift per Donor

**READY TO CHANGE THE LIVES OF HARD WORKING FORT COLLINS FAMILIES?**

Sign up to become a table captain at the 2019 Breakfast. Contact Mara Johnson at [mjohnson@fortcollinshabitat.org](mailto:mjohnson@fortcollinshabitat.org)

970-488-2603

$$\text{\$50,000} + \text{\$15,000 (Match)} + \text{\$200,000*} = \text{\$265,000}$$

**Raised**

**\*House Sponsors  
Inspired By Event**

**To Build Homes  
with Families**

*THE MULTIPLIER EFFECT: This event is only one day, but relationships forged there can be lasting and can spark increased involvement and impact. Like-minded individuals become advocates and even house sponsors.*

### 1. Communicate Effectively

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

### 2. Tables of 10

Each table accommodates 10 guests (including you) comfortably. Oversubscribe your table! Due to unforeseen circumstances, guests may drop-out last minute. If you have more than 9 confirmed guests, we will be sure to place any overflow of guests at an adjacent table.

### 3. We'll Help Fill Seats

Please contact us if you come short of 10 committed names. We may be able to pair you up as a co-captain. But please let us know right away if you have trouble!

### 4. Submit your Guest List

Guest lists are due October 1st. Please email Mara your guest list at [mjohnson@fortcollinshabitat.org](mailto:mjohnson@fortcollinshabitat.org). For your convenience there is a guest tracking form on page 11. It is important to note that we will print name badges for each of your guests. Please double-check spelling!

### 5. Pre-Breakfast Reminders

We will send an email reminder to all guests for whom email addresses are submitted by October 1<sup>st</sup>. 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!

### 6. Day of the Breakfast

Doors open at 7:00 am. on October 9<sup>th</sup>. All guests are encouraged to come early. There will be opportunities to talk with staff and board members before sitting down. Tables will have numbers displayed, and those numbers will be printed on all guests' name badges so that everyone may find their seats easily. The official program will begin promptly at 7:30 a.m. and will end prior to 8:30 a.m. with a wall being raised for the Poudre High School Geometry in Construction house afterward.

### 7. The Ask

Towards the end of the program, there will be a call to action culminating in an "ask" for contributions. Please be prepared to hand out and collect donation forms and to set an example by making a contribution yourself. A large envelope containing donation forms and instructions will be on your table when you arrive. At the end of the event, return this envelope and all contributions to one of the exit greeters on your way out of the ballroom.

#### 8. 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

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- October 1st
  - Guest Lists Due**
  - Register your guests by email to Philanthropy Director, Mara Johnson at [mjohnson@fortcollinshabitat.org](mailto:mjohnson@fortcollinshabitat.org)
  - Be sure to double check spelling and provide as many emails as possible so that we can send confirmation emails to guests.
  - Email reminder sent to guests by Habitat
  
- October 7<sup>th</sup>
  - Email reminder sent to guests from Habitat
  - Make personal reminder calls to your guests.
  
- October 9<sup>th</sup>
  - We Build Breakfast, you will receive an email that day with event results so you can share those with your guests.**
  
- October 10<sup>th</sup>
  - Send a thank you email or call all your guests to say thanks.

## The Invite

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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 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. The gathering will bring together local business leaders, elected officials, civic and community leaders. I hope you will join me at my table.

The breakfast is Wednesday, October 9th at Poudre High School and will begin with networking starting at 7:00am. The program will begin promptly at **7:30 a.m.** and will conclude by 8:30 a.m. with a "wall raising" ceremony with the Geometry in Construction students afterward in the parking lot. The program is moving and inspirational. It's also packed, so I'll be there early to have time to chat.

*The event will share the vision for 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 the Breakfast, 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 NOCO Unify. Just reply to this email and 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!"

**Facebook:** "Let's make a difference in Fort Collins by supporting our local Habitat builder, join me for breakfast on October 9<sup>th</sup> to hear the Habitat story and help make having a decent home more affordable."

**Twitter:** Can't wait to support one of my favorite non-profits @fortcollinshabitat.org by attending their #WEBuildBreakfast October 9<sup>th</sup>

**Twitter:** Show your support for #FCHabitat and #affordablehousing by attending #WEBuildBreakfast on October 9<sup>th</sup>

## 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 75 homes in Fort Collins and 160 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**

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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 9<sup>th</sup> from 7:30 a.m. – 8:30 a.m.

Where: Poudre High School at 201 N. Impala Drive, Fort Collins, CO

Thank you so much for joining me for Breakfast! Doors open at 7:00 am. Come early to mingle with other Habitat supporters and staff during the networking hour before the program begins.

### **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]



