

Thank you for your interest in serving as Table Captain at Forterra's Annual Breakfast. With your help, we intend to raise \$900,000 to support our work ensuring a livable, resilient and equitable region. **We are grateful for your participation.**

We've pulled together some information to support you in your role as a Table Captain. Included in this packet are:

- Expectations
- Invitation support
- FAQs

ABOUT THE EVENT

WHAT Forterra Annual Breakfast

WHEN 7:30 – 9:00 am
Tuesday, April 30, 2019
Registration begins at 7:00 am

WHERE Washington State Convention
6th floor ballroom

TABLE SIZE 10 guests

EXPECTED ATTENDANCE 1,500

EXPECTATIONS

The success of our breakfast depends on you—the leaders and visionaries in sustaining our home.

RAISE MORE THAN \$2,500

As a Table Captain, you are asked to **invite nine of your professional colleagues, family members, friends or other community members** that you think would be interested in helping to support Forterra's work through a financial contribution.

While the Awards Breakfast is free to attend, there is a **suggested minimum donation of \$250 per person**. There will be a dedicated "ask" during the morning's program where people will be encouraged to donate to help advance Forterra's mission.

1. ENGAGE NEW PEOPLE

Recognizing that you may not have nine people in your network that can contribute at the \$250 level, we also encourage you to invite people who are not yet familiar with Forterra's work but who might become valuable volunteers or partners for Forterra in the future.

During the breakfast

1. MAKE CONNECTIONS

The breakfast is a great place to connect with hundreds of other people who care about the future of this region as much as you do.

2. INSPIRE OTHERS

Explain to your guests why Forterra's work will ensure the well-being and longevity of what we value most in our region. We encourage you to share why you believe it's important to come together to sustain our region.

3. COLLECT DONATIONS

Ensure that all contributions are collected in the dedicated envelopes on the table.

After the breakfast

CONTINUE THE CONVERSATION

The breakfast is a conversation starter—one that we hope to continue with you over time. We'll encourage you to engage with Forterra online and in person at future events.

INVITATION SUPPORT

We appreciate the time you're investing in Forterra by being a Table Captain. We want to make it as easy as possible for you to fill your table. With that in mind, we've created some sample language for you to use. We have a few formats below—please feel free to adapt it to your audience.

SAVE THE DATE

To include the image below in an email, click on the image to select, right click to copy, and then paste into email.



SAMPLE EMAIL INVITE

Below is a sample email invite that you can edit to fit your needs and send to your colleagues, friends and other guests.

Dear _____,

We both care deeply about the future of our home and with so much change upon us, we need to do our part in keeping this place special. That's why I'm serving as a Table Captain for Forterra's Annual Breakfast on April 30th and I hope you will consider joining me at my table.

Forterra has over 25 years of experience convening diverse groups of people to bring about powerful, practical and positive change. They are working to protect what we love most about this place—protecting our natural landscapes and quality of life.

The Breakfast is a fundraiser, so please bring your checkbook and a giving spirit. Breakfast attendees are asked to give at least \$250 and hopefully the philanthropic spirit of the room will inspire you to do even more.

Forterra's goal of transforming our region is ambitious and in the first half of 2019 Forterra needs to raise more than \$900,000 to help fund its conservation, stewardship and community programs.

EVENT DETAILS

Date: Tuesday, April 30th, 2019

Time: 7:30 - 9:00 a.m. (check-in at 7am)

Place: Washington State Convention & Trade Center

I sincerely hope you can join me to celebrate and support these efforts. Please let me know if you can join me by April 12, 2019.

Warm regards,

SAMPLE EMAIL CONFIRMATION

Below is a sample email confirmation that you can edit to send to your confirmed guests.

Dear _____,

Thank you for being my guest at Forterra's Annual Breakfast.

EVENT DETAILS

Date: Tuesday, April 30, 2019
Time: 7:30 - 9:00 a.m. (check-in at 7am)
Place: Washington State Convention & Trade Center

As a reminder, the Breakfast is a fundraiser, so please bring your checkbook and a giving spirit. Guests have been asked to give at least \$250—hopefully the philanthropic spirit of the room will inspire you to do even more. Learn more about Forterra’s work at www.forterra.org.

See you soon!

FAQs

When is the guest list deadline?

Submit your completed guest list(s) by **April 12, 2019** to events@forterra.org. This step is very important to making the breakfast a positive experience for you and all of your guests. Thank you for being thorough and prompt.

What is the best way to ask someone to attend and sit at my table?

An email then a personal follow-up call is the *most effective* way. Tell your potential guest about Forterra and the work we do in the region. Make your conversation personal and let them know how important this is to you. Let your guests know what a unique opportunity this is to enjoy an event that will be educational and entertaining. When they say “yes,” follow up immediately by emailing or mailing them the “Sample Email Confirmation” email.

How many guests fill a table?

You can invite up to nine people to fill a table. If you to invite more guests we can reserve a second table for you. If you are not able to fill a table, we can pair you with another partial table. Remember to encourage your guests to attend, and let them know how important it is for them to be there.

MORE QUESTIONS?

Contact Mia Stigler at 206-905-6931 or mstigler@forterra.org if you have any questions at all.

If you’re interested in Sponsorship Opportunities please contact Sheryl Wiser, swiser@forterra.org.