Thank you for your interest in serving as a Table Captain at Forterra’s Annual Breakfast. With your help, we intend to raise $1 million 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

### 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 others 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.

- **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 with Forterra in the future.

### During the breakfast
- **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.
• **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.

• **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—please forward your Save the Date or evite. If you need another copy, please email the events team at events@forterra.org.

**SAMPLE EMAIL INVITE**

*Below is a sample email invite that you can edit to fit your needs and send to your guests.*

Dear __________,

We both care deeply about the future of our region, 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 Tuesday, April 21 and I hope you will consider joining me at my table.

Forterra has over 30 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 within your means 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 2020. Forterra needs to raise more than $1 million to help fund its conservation, stewardship, and community programs.
EVENT DETAILS
Date: Tuesday, April 21, 2020
Time: 7:30 - 9:00 am (check-in at 7am)
Place: Washington State Convention & Trade Center, 6th floor

I sincerely hope you can join me to celebrate and support these efforts. Please let me know if you can join me by April 8, 2020.

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 21, 2020
Time: 7:30 - 9:00 am (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 10, 2020 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 it 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’d like 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 Paula Wrzecionowska at 206-905-8208 or events@forterra.org if you have any questions at all.

If you’re interested in Sponsorship Opportunities please contact Rafael Saucedo, rsaucedo@forterra.org.