



Jewish Family Service

2019 COMMUNITY OF CARING LUNCHEON

- WHAT:** Major annual fundraiser to benefit Jewish Family Service clients
- WHEN:** 11:30 a.m. – 1:30 p.m., Tuesday, April 2, 2019
- WHERE:** Sheraton Seattle Hotel (Downtown Seattle / 1400 6th Avenue)
- CHAIRS:** Michele Rosen and Rabbi Dan Bridge

Step-by-step Guide for Table Captains

1. **PLAN & MAKE CONTACT:** Make a list of about 20 potential guests. Decide whether a phone call, email, letter or combination works best for you and your guests, and then start your invitations. In January, invitations will be mailed by JFS to guests who attended last year, although an invite from you adds a personal touch and encourages them to attend again this year.
2. **COMMUNICATE YOUR EXPECTATIONS:** This is a benefit event. As you present your invitation, be clear about the expectation of a *\$180 minimum donation per guest* to Jewish Family Service. Misunderstandings about gift levels can be avoided if guests are made aware of the minimum amount beforehand.
3. **TABLES:** Tables accommodate 10 to 12 people maximum. However, we anticipate that about 10 percent of guests will be unable to attend at the last minute due to unforeseen circumstances. If any of your guests are tentative about attending, please consider recruiting an extra person so you will end up with a full table should someone cancel.
4. **REGISTERING YOUR GUESTS:** JFS offers online registration to your guests. Please direct them to visit www.jfsseattle.org and click on the Luncheon page, which will direct them to the online form. Please remind them to enter your name into the Table Captain space so we can be sure to seat them at the correct table.
5. **REPLACEMENT GUESTS:** If someone cancels, you can substitute a guest until the end of the day on Friday, March 29, 2019. Please register these guests by emailing or by calling [Vanessa Bassett](mailto:Vanessa.Bassett@jfsseattle.org).
6. **PRE-LUNCHEON FOLLOW-UP:** In addition to a confirmation sent immediately after each guest registers, all attendees receive reminder emails from JFS, including one a few days prior to the event. **A phone call or email from you a few days before the event is always the most effective reminder though!**

Questions? Contact [Vanessa Bassett](mailto:Vanessa.Bassett@jfsseattle.org), Director of Special Events, at vbassett@jfsseattle.org or (206) 861-3151.

Talking Points for Guest Recruitment

- The 2019 Community of Caring Luncheon is Tuesday, April 2 from 11:30 a.m. – 1:30 p.m. at the Sheraton Seattle Hotel (Downtown Seattle / 1400 6th Avenue).
- More than 1,100 guests attended last year's Luncheon. They gave generously and, in doing so, created incredibly positive energy throughout the Grand Ballroom. This year promises to be even bigger and better!
- JFS helps thousands of vulnerable individuals and families each year, and provides effective services to people of all backgrounds in the Puget Sound region.
- JFS is able to help vulnerable people achieve well-being, health and stability, largely because of donations received at the yearly Community of Caring Luncheon. The Luncheon is entirely underwritten by generous sponsors so money raised at the event goes directly to support JFS clients, services and programs.
- Each guest is asked to contribute a minimum of \$180 to Jewish Family Service. Please gauge whether or not the person is comfortable with that amount. Ask if they would like some time to think about it and then arrange for a time to call back.
- The Community of Caring Luncheon is a major fundraiser held by JFS. Let those you invite know you would be honored for them to attend and sit at your table.
- **HELPFUL HINT: *Don't be shy to inform people that this is a **benefit** Luncheon, and explain the purpose of the minimum donation. People enjoy being asked to participate!***

Sample Email for Guest Recruitment

Hello Friends,

I'm writing to ask you to take a look at your spring calendar and join me at the 2019 JFS Community of Caring Luncheon. With your participation, we will gather 1,100 people to support JFS and, in turn, the very important work it does helping others with the tools they need to build healthier, more stable lives.

**JFS Community of Caring Luncheon
Tuesday, April 2, 2019**

11:30 a.m. – 1:30 p.m.

**Sheraton Seattle Hotel • Grand Ballroom
(Downtown Seattle / 1400 6th Avenue)**

Please remember: This is a word of mouth event and the format is the same as always — **no** pricey ticket to attend, **no** formal gala dinner to sit through. There is a *minimum donation of \$180 per guest*, which directly supports services and programs upon which JFS clients rely.

Please let me know as soon as possible if I can count on you to help fill the room. I'd love to see you there.

Take care,
(Your name here)