

Greater Steps Scholars



Friday, November 22, 2024 | 11:00 – 1:30 pm
Charlotte Speedway Club, , Concord, NC

TABLE CAPTAIN OVERVIEW & RESPONSIBILITIES

Thank you for your willingness to serve as a Table Captain for Greater Steps Scholars Inaugural Friendsgiving Brunch Fundraiser. The event will raise funds and awareness to help make the dream of college a reality for more Charlotte area students living in public and subsidized housing.

Imagine a morning filled with the warmth of good company, the tantalizing aromas of a Thanksgiving-inspired brunch, and the joyous sounds of laughter and music. Our inaugural Friendsgiving Brunch promises all this and more, offering a unique blend of fellowship and fun that will leave you with memories to cherish and a heart full of gratitude.

But this event is about more than just having a good time. It's about giving back to the community by supporting students who need it most. **Your participation and generous contributions will help us provide essential wrap-around services** – including mentorship and career preparedness workshops – to economically disadvantaged students living in Charlotte's public & subsidized housing

Table Captains are critical to ensuring that we have a successful event. Your guests bring the hope and spirit of giving that define Friendsgiving. Every dollar we raise from attendees will directly support Greater Steps Scholars mentor and career readiness programs, while providing your guests with a memorable afternoon of brunch and networking.

Following is a step-by-step guide to your Table Captain responsibilities:

1. As a **Table Captain**, your primary goal is to raise **\$1,000** or more for your table. Keep in mind that this goal is separate from our signature Friendsgiving **FUN**draising games.
2. **Tables of 8:** Table Captains are asked to fill a table of 8 at the event. There is no cost for your guests to attend. Nonetheless, when selecting invitees, keep in mind that this is a charity event and there will be an "ask" made during the program.

Invite those who have:

- a. An interest in higher education or upward economic mobility.
- b. A willingness to learn about/support Greater Steps Scholars' unique program of providing educational access and mentoring to under-resourced students.
- c. If applicable, a personal connection to being raised in a low-income household.



3. **Communication with Invitees:** Table Captains will reach out directly to all invitees and should keep track of confirmed attendees, as well as any invitees who decline:
 - a. Send email to potential guests with Save the Date Flyer (see attached).
 - b. Follow up with a phone call within a week.
 - c. Obtain the mailing and email address of each guest who will attend so that Project One can follow up with thank you notes and updates after the event.
 - d. Keep a separate list of invitees who are unable to attend but express an interest in learning more about Greater Steps Scholars.

Sample email invitation:

SUBJECT: Please Join Me – Friendsgiving Brunch

Dear INVITEE NAME,

I am serving as a Table Captain for Greater Steps Scholars Inaugural Friendsgiving Brunch Fundraiser and would love for you to join me at my table. The event will be held on **Friday, November 22, 2024, from 11:00 am - 1:30 pm at Charlotte Speedway Club (5555 Concord Pkwy S, Concord, NC 28027).**

Greater Steps Scholars provides scholarships, comprehensive mentoring, life skills and professional development to help Charlotte Mecklenburg students from under-resourced families living in public & subsidized housing earn their post-secondary degrees. I am **[Insert your personal connection to Greater Steps Scholars]** believe in the work they are doing to break generational cycles of poverty. I hope you will come celebrate with us and learn more about the organization's impact in our community.

While there will be no cost for you to attend, this Friendsgiving Brunch is a FUNdraiser, and I encourage you to come with a giving spirit! Funds raised at the event will directly support the mentor, career readiness and other wrap-around support programs for GSS Scholars.

If you can join me, please let me know as soon as possible. I'll share additional logistics, including parking details, closer to the event date.

Warm regards,
YOUR NAME

4. **Submit Guest List to Greater Steps Scholars:** Track your confirmed table guests' contact information in the attached spreadsheet. Once you have all your RSVP's (8 reserved seats), please email your complete guest information to astrothers@fftc.org. **The deadline to submit your list is November 12th.**
**Also forward information for invitees who declined but wish to learn more (item 3d).*
5. **Pre-Event Reminder:** Personal contact from you is the most effective way to engage your guests. Closer to the event date, Greater Steps Scholars will provide a reminder email for you to forward to your table guests. If anyone cancels at the last minute, please let us know. You will still be encouraged to follow up with them after the event to see if they would like to donate.

6. **Event Logistics:** Friendsgiving is a high-energy event that begins with social time for guests to settle in and network while enjoying great food and drink. Guests should stop by the registration table upon arrival to pick up their nametags, which will include their table number. Tables will be clearly numbered so that guests can easily find their seats. The program begins at approximately 11:45 am.
7. **The Ask:** During the event, Table Captains will be responsible for making sure donor pledge cards and envelopes are visible on the table and passing them out to guests when instructed during the program and let your guests know that you will collect the envelopes at the end of the event. You will turn in all envelopes to designated volunteers. There will also be a QR code to scan for convenient online giving.
8. **Post-Event Follow-Up:** All contributions are 100% tax deductible, and all donors will receive an acknowledgment from Greater Steps Scholars. Table Captains will also be asked to send a thank you email, and to follow up with any invitees who were unable to attend.
9. **Table Captain Timeline:** Our big day will be here before you know it so, please make note of the following timeline/dates:
 - **September** – Confirm Table Captain commitment
 - **October** – Send invitations to colleagues and friends via email
 - **November 1-11** – Follow-up with invitees via email or phone to encourage/confirm attendance
 - **November 12** – Deadline to submit guest list to Greater Steps Scholars
 - **November 20** – Send event reminder/logistics email to guests
 - **November 20**– Celebrate the Friendsgiving with your guests
 - **November 23-25** – Send an email or reach out by phone to thank your guests
10. **Greater Steps Scholars Contact Information:** Please feel free to contact Greater Steps Scholars' executive director, Aisha Strothers, at astrothers@fftc.org or Tai P. Burns, Event Support at friendsgiving@greatersteps.org, if you have any questions.

Thank you for being part of this year's Friendsgiving FUNdraising event!