



## **A Guide for Table Captains**

Your objective, as a table captain for the Promise of Hope fundraising event is to find between 7 - 9 acquaintances to sit with you at your table, the tables seat 10!

### **What would your ideal table look like?**

You would find at least 7 people who may be familiar with the Promise of Hope Fashion Show and the cause we're raising money for, but don't know much about it and probably haven't donated, (although it's ok if they have). Bringing in new potential donors is one of the key goals of our fundraising event. It's certainly all right to have some good, regular donors, but our prime target is getting people who are in your network of friends, family and acquaintances, but not in ours.

### **Where To Find Invitees**

Our luncheon Fashion Show fundraiser is a casual, relaxing social event ideal for you to get closer to family members and friends. It's also a great networking opportunity for you to build relationships with clients or business contacts. Start with a list of invitees who you are comfortable calling or extending an email invitation. You'll want to emphasize you are attending and hosting a table because you believe in the cause.

Use the Creative Brief to briefly describe the program, and explain, **“It is \$90 per ticket, which includes a reception, lunch program and professional Fashion Show featuring models showcasing fashions from national and local retailers. A portion of your gift supports the Comprehensive Community Based Cancer Research and Oncology Program at UChicago Medicine.”**

### **Fill your table**

As you gather RSVP's for your table, if you get down to the last few spots, then it's time for a blast email or a message to your online social network that targets your "acquaintances." Here it would be OK to say something to the effect of: "I've got two seats left at my table for the Promise of Hope Fashion Show. It's going to be a really good program, including lunch, speakers and professional fashion show.

### **Send a reminder!**

The day before or two days before, it's a really good idea to email or call those who agreed to come and remind them of the date and time.