



## Literacy Source's 20<sup>th</sup> Annual Breakfast

Event Goal: \$165,000  
Per Person Goal: \$150+

**When:** Tuesday, April 5th  
8:00am - 9:00am

**Where:** Virtual

**Contact:** philipz@literacysource.org  
206.782.2050

Before the Breakfast	At the Breakfast
<ol style="list-style-type: none"> <li>1. Invite lots of guests to join you!</li> <li>2. Register your guests with Literacy Source no later than <b>April 4th</b> and</li> <li>3. Send email reminders/or call guests in the days leading up to the breakfast</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Make your favorite morning drink</i></li> <li>2. <i>Cook or order a delicious breakfast</i></li> <li>3. <i>Relax and enjoy the speakers!</i></li> </ol>

- **About the Breakfast:** This event is Literacy Source's major community fundraiser – raising nearly 15% of our annual budget - and providing a great opportunity to share our story with the community. This year the program includes inspiring stories from several Literacy Source students, and the challenges they have faced in the past year. Plus, great book recommendations from our students.

Breakfast sponsorships underwrite all costs, so 100% of the money raised benefits our students.

**Your Role as Table Captain:** Fill your table! Ok, perhaps it's not a real table, but invite all your friends to attend. Some people you invite may be willing to donate, but not interested in attending. Please let them know that this is an option and direct them to our website to donate on-line: [www.literacysource.org](http://www.literacysource.org)

If they can't make the day of, we will have a recording of the event available on demand.

### **Before the Breakfast:**

1. **Invite your guests:** Prospective guests might be members of your book club or gym, work colleagues, friends or neighbors. A very personal invitation from you is the best way to ask guests to join you at the breakfast.
- Follow up with a phone call or e-mail. Think about why you support Literacy Source, and tell that story.

- Be clear with your potential guests about our fundraising goals. The breakfast is our major fundraiser of the year, with a goal this year of \$160,000. There is no cost to attend, but we encourage and appreciate a minimum donation of \$150.

**2. Finalize your guest list by Monday April 4th:**

Please register your guests on-line through the Literacy Source website:  
<https://my.demio.com/ref/uWfkWYgfYpiRujxi>

About a week before the event, we will send each guest an email with the link to the event.

**3. Confirm:** Send an email or make a phone call to your guests a week before the event, and then follow up with a phone call the day before to remind them of the time and date of the breakfast. We also send an e-mail confirmation to all guests, but a personal reminder from you is best.

**After the Breakfast:**

Literacy Source will thank all Breakfast attendees. We encourage you to send your own thank you note, email or make a phone call to your guests as well.

**Thank you so much for supporting Literacy Source as a Table Captain!**