



beyond the basics

table captain toolkit

Meeting the basic needs of children is more than just the diaper or car seat that we distribute. These items represent dignity, freedom, and joy for the child, and their entire family. For 20 years, you have come alongside WestSide Baby to work collectively in support of the belief that every child deserves to have their most basic needs met.

And yet, we know we are only meeting a fraction of the growing need.

In order to achieve our bold vision where each child is a happy, healthy, and resilient member of our community, we must go

beyond the basics.

What does it mean to be a Table Captain for our virtual event?

Table Captains are absolutely essential to a successful event. It has been proven over and over again that the majority of guests attend fundraising events because they have been personally invited to come by a friend, family member or colleague who is serving as a Table Captain. And this year, since the event is virtual, your guests can join from anywhere – even in their pajamas!

Getting Started

Begin inviting guests today!

Forward the electronic invitation, call, text or share on social media and link to the event page. You can find downloadable graphics on the table captain page or simply share WestSide Baby's posts. Try a combination of ways to invite your friends and tell them why you care about WestSideBaby. Stay connected to those guests who told you they would join you at the event.

Recruit other Table Captains!

If you know or meet enthusiastic supporters who would make good Table Captains, connect them by sending an email to jayanthi@westsidebaby.org and to them with the subject "Possible New Table Captain."

Register your guests! There are two ways:

- You can forward the email invitation to your guests. They can register by clicking the "Yes, I will join!" button and filling out their details.
- You can register your guests by clicking the same button and filling out their information.

Pick-up your Table Captain package:

The Table Captain package includes a packet of activities, a bottle of wine and a blown glass cup to thank you for helping to make this event a success! Table Captain packages will be available for pick-up at the [White Center hub](#) every Wednesday in March until the event from 10am-1pm and at the [South Lake Union branch](#) every Monday in March until the event from 10am-1pm. You can register your guests by clicking the same button and filling out their information.

Important note:

Because we are hosting a virtual event this year, you can invite and recruit guests up until March 25! But the earlier we receive your registrations, the better we are able to prepare your guests with the information they need to access and enjoy our event.

Checking in with us:

We are available for support any time you need it. We will send regular Table Captain E-mails to keep you up-to-date on the event. This is such an important time for all of us who support WestSideBaby, and we are looking forward to expanding our community through this event!

Jayanthi Ragubathi, Development Project Specialist
jayanthi@westsidebaby.org

Launch Your Personal Fundraising Page

Build your own fundraising page – it's really easy! Share it with your community, including your guests, and set a goal to reach together.

The personal fundraising campaign will launch on Thursday March, 18 and end Sunday March, 28. You will receive an email with detailed instructions on how to set up your page a couple weeks before the launch date.

Timeline

Prior to Event

- [Register as a table captain.](#)
- Invite friends to join you in supporting WestSide Baby.
- [Register guests online](#) as soon as you can and no later than March 25.
- Encourage [gifts in lieu of attendance.](#)
- Communicate important event details to your guests.

Day-Of

- Arrive to the virtual event early and encourage your guests to do the same so there is time to address any technical difficulties.
- Welcome guests and encourage them to introduce themselves in the chat.
- Watch our livestream! Participate in the chat to win prizes, encourage speakers, share your WestSide Baby support.

After the Event

- Thank guests personally. Let them know it was meaningful to you that they attended and gave! [Encourage gifts in lieu of attendance.](#)