



## **The Lighthouse for the Blind, Inc.**

100 Years of Jobs, Independence, and Empowerment

**1918**



**2018**

**The Lighthouse for the Blind, Inc.  
Centennial Celebration  
Table Captain Packet**

**Saturday, September 15<sup>th</sup>, 2018  
Museum of Flight**

**Dear Centennial Table Captain,**

Thank you for being a part of the *Lighthouse's Centennial Celebration*. Your role as a Table Captain is vital to the success of the event!

As our largest community event of the year, the *Lighthouse Centennial Celebration* event is an opportunity to celebrate the changes being made in our community and the success of the organization, donors, corporate and foundation partners, business and community leaders, and families dedicated to creating a world where people who are blind, DeafBlind, and blind with other disabilities are instilled with a feeling of self-worth and independence.

During our *Centennial Celebration*, we will share stories of our past and the many ways the Lighthouse has helped shape and redefine our community for 100 years! This elegant evening will feature entertainment, delicious dinner and drinks, a silent auction, opportunities to learn more about the Lighthouse and special guest speakers, including an employee presentation about their journey.

**The Lighthouse for the Blind, Inc.**  
**Centennial Celebration**  
Saturday, September 15<sup>th</sup>, 2018  
Museum of Flight  
T.A. Wilson Great Gallery

Please take a moment and read through the Table Captain Packet for tips and information about filling a table at our event. If you have any questions or would like more information, please contact Events and Development Coordinator Molly McLachlan at (206) 436-2253 or [mmclachlan@seattlelh.org](mailto:mmclachlan@seattlelh.org).

Thank you,

Katherine Perry  
Events Committee Chair  
Foundation Board Member

## TABLE CAPTAIN INFORMATION

### Table Captain Responsibilities

The primary job of a Table Captain is to be an ambassador and promoter of our *Centennial Celebration*. You are the front line to bringing guests to the event. Each Table Captain pledges to fill at least one table of ten guests (including you) with your friends, family, co-workers, and colleagues.

Some people may want to pair up as Co-Table Captains to fill a table. We know for those who this is your first time you may not fill a full table, that is okay, give it your best try! If you are unable to fill a table, we will fill any remaining seats.

When you are inviting guests to the event it is your opportunity to tell your guests why you choose to support the Lighthouse and share with them the great things we're doing to help create opportunities for individuals who are blind, DeafBlind, and blind with other disabilities.

Remind your guests that this is a fundraising event. Let them know how their donation will impact the lives of people who are blind and DeafBlind in our community. A minimum \$200 investment in our mission is suggested.

Encourage your guests to register online at [www.redefiningvision.org](http://www.redefiningvision.org) by **Saturday, September 1<sup>st</sup>**, 2018. You can also collect the names and e-mail addresses of your guests and send them to us by that date.

Guests who are registered for the event on or before **Saturday, August 1<sup>st</sup>, 2018** will be entered into a raffle drawing to win a fun prize.

Let guests know that they can tour The Museum of Flight on Saturday, September 15<sup>th</sup>, 2018 between 10:00 a.m. to 5:00 p.m. free of charge! They just need to tell the museum they are attending the *Lighthouse Centennial Celebration* that evening and they are free to explore. Remind guests that registration for the event will open at 6:00 p.m., so they will need to leave the museum between 5:00 to 6:00 p.m. for staff to set-up.

During the event be an ambassador for the Lighthouse and ensure guests are having an enjoyable and memorable time.

Follow up with guests after the event and remind them how excited you were to have them join you for the *Lighthouse Centennial Celebration*.

Invite your guests to become more engaged with the Lighthouse by attending other events, taking tours and/or volunteering.

Most of all it is about having fun and advancing the mission of the Lighthouse!

# TABLE CAPTAIN INFORMATION

## Inviting Guests

### Who do I invite?

The simple answer is to invite everyone and anyone you know — but the goal is to invite potential donors who will invest in the mission of the Lighthouse and become long-standing supporters. There are many ways to think about whom to invite, and some potential guests are obvious while others are not.

### Your Circles of Influence and Mapping Potential Guests

This exercise is to help you think about potential guests from various “circles of influence” in your life. The following worksheet will help you think through the obvious choices and then create various tiers of potential guests to help you achieve your goal of “Table Captain Success.”

**Tier 1** – Obvious Invites: With this list you want to list as many people as you can think of who would be “obvious” attendees for the luncheon. This might include family members, colleagues, friends, clients, etc.

Use the space provided to make your list ... don't forget your past Lighthouse event guests!

- |           |           |
|-----------|-----------|
| 1. _____  | 11. _____ |
| 2. _____  | 12. _____ |
| 3. _____  | 13. _____ |
| 4. _____  | 14. _____ |
| 5. _____  | 15. _____ |
| 6. _____  | 16. _____ |
| 7. _____  | 17. _____ |
| 8. _____  | 18. _____ |
| 9. _____  | 19. _____ |
| 10. _____ | 20. _____ |

**Tier 2:** These individuals are less obvious, but people you may have direct contact with on a frequent and ongoing basis. This level requires a little more thinking and you may first need to consider the types of organizations you belong to, companies you work with, associations you belong to, suppliers, vendors, affinity groups, etc. The key to consider is that you have direct contact with the organization and potentially the person you are listing.

**Organization / Group / Association**

Example: ABC Corporation

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Person**

- 1. Susan Smith
- 2. Bob Maker

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**Tier 3:** This level is a little less obvious and maybe not on the top of your mind, but think about the various types of environments and places you interact with on a daily basis. Within the context of “where we go” and “who we meet” we can usually come up a list of potential guests. For this level, think about the gym, sports and activity groups and teams, restaurants and coffee shops, alumni associations, community and political groups, medical practices, etc.

\_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## How do I Invite Guests?

There are a variety of ways to invite people to be your guest! What is most important and most effective is when it is personal! People like to connect emotionally with the organization, so be sure to let them know why the Lighthouse is important to you. Many potential guests won't have a connection to our mission except through you!

So what are the various ways to invite people?

1. **Ask in Person:** This is the easiest and most direct way to invite guests. You either do it *in person* or over the *phone*. The key to this ask is a follow up with the guest to provide them with a link to the registration website or with a paper invitation. You can also tell them you will register for them and let the Development Team know who are you guests are.

2. **Email Invites:** This is the easiest and most people prefer this option. We will provide you with a template to use for your email invites and you can forward to your contacts now or in the **beginning of March**. Again, we encourage you to put a personal spin on the message, highlighting why this event and the Lighthouse **is important to you**. A sample of the email template is included in the packet.

3. **Mailed Invitations:** Every year the Development Team creates a formal hard-copy invite that goes out to our database. These beautiful invitations are also available for you to use, just let the Development Team know how many you would like and we will ensure you receive them in a timely fashion. **These will be available in the beginning of July.**

### 7 Key Factors to a Successful Invite!

1. Ask in a timely fashion, have your tiers Save the Date now and then invite them more formally 60-90 days prior to the event!
2. Your guests are people you know or have influence with.
3. Your message is clear.
4. The invite is personal and your passion for the organization is apparent.
5. Instructions on how to register are clear.
6. You follow up in a timely manner after your invite.
7. You thank your potential guests for considering and you thank them again for registering.

## TABLE CAPTAIN INFORMATION

### Day of the Event!

Below are some instructions for you and some information to share with your guests.

- Arrive early to the *Centennial Celebration* to familiarize yourself with the Great Gallery and your table. Guests really appreciate it when their Table Captain is there when they arrive.
- Please pick up your Table Captain Packet at the check-in table when you arrive.
- In this packet you'll find:
  - 10 donation envelopes
  - Pens (also at each place setting, which your guests are welcome to keep).
- The "ask" for charitable donations will occur at the end of the program.
- When the speaker doing the "ask" prompts you to do so, please distribute the donation envelopes.
- After your guests have made their contribution, please ask them to pass their envelopes back to you. Please put them into your Table Captain packet.
- **Return your packet to one of the Development Team members (Molly, Kate, or Josiah) before leaving. Please do not leave with your envelope!**

### Mission-Related Activities

- Encourage your guests to stop by our product display and Employee and Community Services table in the Side Gallery to see some of the many different items we manufacture at the Lighthouse and the programs we offer to employees. Volunteers will be present at the tables before and after the program.

### Post-Event Follow Up

- Lighthouse staff will send out thank-you post cards within 72 hours of the event including how much was raised at the event.
- Lighthouse staff will send a post-event thank you email within 72 hours from the event summarizing the night and will include photos taken during the evening.
- Lighthouse staff will send gift receipts to all guests who donated within a week from event.
- Please consider sending thank you notes to your guests for their participation in the event.
- Remind them to visit [www.RedefiningVision.org](http://www.RedefiningVision.org) to share the photos and videos from the event.
- Invite your guests to attend other events at the Lighthouse and be sure to invite them for a tour. Other events include:
  - October 2<sup>nd</sup>: "Get to Know" the Lighthouse – Seattle, WA (10:00 a.m.)
  - November 9<sup>th</sup>: "Get to Know" the Lighthouse – Seattle, WA (2:00 p.m.)
  - November 10<sup>th</sup>: Annual Dim Sum Lunch – Seattle, WA (11:00 a.m.)
  - December 6<sup>th</sup>: Centennial Donor Appreciation Breakfast (8:00 a.m.)

## TABLE CAPTAIN INFORMATION

### SAMPLE TEXT FOR INVITING GUESTS

Dear \_\_\_\_\_,

I'd like to invite you to join me in supporting The Lighthouse for the Blind, Inc. at their ***Centennial Celebration*** on Saturday, September 15<sup>th</sup> from 6:00 – 8:30 p.m. at the Museum of Flight.

Since 1918, the Lighthouse has empowered people who are blind, DeafBlind, and blind with other disabilities in our community. From humble beginnings producing brooms, baskets, and jigsaw puzzles, the Lighthouse currently employs over 260 individuals who are blind, and DeafBlind in variety of jobs across eleven facilities, manufacturing aerospace parts for The Boeing Company, and provides services to customers including the U.S. Military.

The Lighthouse is a unique social enterprise dedicated to creating and enhancing opportunities for independence and self-sufficiency for people who are blind, DeafBlind, and blind with other disabilities. To ensure each employee has the tools and supports necessary to excel at work and in the community, the Lighthouse offers a variety of training programs such as braille literacy classes, computer and technology training, and orientation and mobility training.

During the Centennial Celebration the Lighthouse will share stories of their past and the many ways the Lighthouse has helped shape and redefine our community for 100 years! This elegant evening will feature entertainment, delicious dinner and drinks, a silent auction, opportunities to learn more about the Lighthouse and special guest speakers, including an employee presentation about their journey.

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Museum of Flight  
Great Gallery

Your support of this and Lighthouse events help fund vital training programs and services that ensure the Lighthouse can continue to meet the needs of people who are blind and DeafBlind in our community. A minimum \$200 investment in our mission will be suggested at the event.

I hope you will consider joining me at this event on September 15<sup>th</sup>. If you are interested in attending, please RSVP online at [www.redefiningvision.org](http://www.redefiningvision.org) or e-mail me back with your confirmation before September 1<sup>st</sup>.

Sincerely,  
(Your name)  
Table Captain