TRANSFORMING FAMILIES 2012
11th Annual Giving Luncheon

Table Captain Packet
Dear Table Captain,

Your commitment as a Table Captain for Domestic Abuse Project’s 11th Annual Fundraising Luncheon on October 16 at the Earle Brown Heritage Center has our most important event of the year off to a marvelous start!

As a Table Captain, you are the key component to the success of this event by inviting your circle of friends and loved ones to learn more about DAP directly from former clients. While our luncheon is a fundraiser, it is also a unique opportunity for you and your guests to be inspired by truly amazing stories of the many lives impacted over the past 33 years by DAP’s pioneering brand of healing services for men, women and youth.

For an inside look at the services of DAP consider attending a DAP Tour, held the 4th Friday of every month from Noon-1PM. DAP’s Justice Tour and From Secrets to Safety presentations are 1-hour, free events that show behind the scenes work of DAP therapists and advocates. Guests have reported finding the luncheon even more powerful after already being acquainted with DAP through a Tour. Invite your luncheon guests to join you at a DAP Tour before the luncheon!

DAP Tour dates:
May 25   Justice Tour       August 24   From Secrets to Safety
June 22   From Secrets to Safety  September 28  Justice Tour
July 27   Justice Tour

Thank YOU for being the kind of caring person who invests time in helping individuals working to heal from domestic abuse. This event would not happen without you!

Sonia Palmer
Director of Advancement

Packet Includes
- Event Overview
- Table Captain 101
- Table Captain Tips
- Guest Roster form

Dates to Remember
- August 9 – Table Captain Kickoff
- October 1 – Guest lists due
- October 16 - Luncheon
- October 25 – Table Captain Celebration

Contact Information
Sonia Palmer
612.874.7063 x217
spalmer@mndap.org
Event Overview

What  DAP’s 11th Annual Transforming Families Fundraising Luncheon

When  Tuesday, October 16, 2012
      11:00 AM    Registration & Socializing
      Noon-1:00 PM  Program & Light Lunch

Where  Earle Brown Heritage Center
        6155 Earle Brown Drive
        Brooklyn Center, MN  55430

Why  To raise $200,000 or more from individuals and businesses, which will provide the funding DAP needs to bridge the gap that is left as government and foundation funds shrink. The money raised at the event will allow DAP to:
      1.  Eliminate waiting lists.
      2.  Increase the number of women Advocacy can serve.
      3.  Bring the DAP program to more children in the community.

How  The luncheon is free. Guests will be asked to make a contribution, and there is no minimum or maximum gift level. Though imagine that all guests donate $300...DAP’s goal will be met which means a stronger DAP program reaching more people in need.

Audience  Over 600 community members will be in the audience including public policy makers, judges, business owners, law enforcement, concerned neighbors, friends and professionals from around the Twin Cities.
Table Captain 101

Being a Table Captain is one of the most impactful ways you can influence the success of DAP’s fundraising efforts and help DAP to provide hope and healing to the families in our community. Any individual, couple, company or group can be a Table Captain.

What a Table Captain Does
A Table Captain invites 11-12 other people to join them at their table to learn more about the work that DAP has been doing in our community for 33 years. Family, friends, neighbors and work colleagues make excellent potential guests. The luncheon is free to you and your guests. Although everyone will be asked to consider a contribution, Table Captains do not have to ask for money, and there is no minimum or maximum gift level. It will be our job to inspire your guests to give.

Inviting Guests
The best invitation for your guests is a personal one. Invite them in person, by phone or by email. DAP will provide an evite for you to forward. To enhance your guests experience of the luncheon, you can invite them to participate in a DAP Tour before the luncheon. Information attached.

Following Up with Guests
If DAP received the email address for your confirmed guests, we will email a reminder with directions and parking instructions.

It will be very important to contact your guests a day or two before the event to remind them that you are looking forward to having them join you at your table.

At the Event
So that you can be settled and ready to greet your guests, please arrive at the Earle Brown Heritage Center no later than 11:15am on October 16. Check in at the Table Captain registration desk where you can pick up your nametag and pledge forms. The tables will be pre-set with lunch. Gluten-free and vegetarian meals are available upon request.

The walk across the parking lot can be quite far the closer to noon you get. The DAP program starts and ends on time, so please encourage your guests to plan for plenty of time to park, register and be seated by noon. We don’t want anyone to miss a moment!

After the Event
Please call your guests a day or two after the event to thank them for attending. Also, join us on October 25 to celebrate the luncheon and debrief.
Tips & Sample Email

☐ Take some time to learn about DAP to help you share our mission. This packet contains useful information for you to use to spread the word about our important work. Another meaningful way to connect with the DAP mission is to attend a DAP Tour (Justice Tour or From Secrets to Safety). Invite your guests to join you as well. Guests can RSVP online at www.domesticabuseproject.org.

☐ Let people know your personal connection to DAP. Why do you care about domestic violence, DAP, philanthropy or community involvement? Your story often means as much to your friends and colleagues as it does to you.

☐ Be up front with everyone about the luncheon being a fundraiser. There is no fee to attend the event, but all are invited to invest in DAP. One option for payment is the monthly pledge, automatically charged to a credit card.

☐ Use the eblasts provided.

☐ Send your guests the link to sign up to attend the luncheon online.
www.domesticabuseproject.org

☐ Follow up with people you don’t hear back from. Just because they don’t follow up with you doesn’t mean they’re not interested in joining you. People get busy and forget to RSVP even though they have every intention of attending.

☐ Have fun!

Sample Text for Inviting Guests

I’m writing today to invite you to an important event for an organization which means a lot to me. It’s for Domestic Abuse Project, also known as DAP. I’ve been [supporting/involved with DAP for ______ years]. This year I’m hoping you will join me at my table for their annual fundraising luncheon, to hear the DAP story and consider making a gift.

DAP is a local organization that has worked with families in the Twin Cities for 33 years. DAP in not a shelter. Instead, they offer therapy for EVERY member of a family and provide this care in a supportive and nonjudgmental environment. In addition, DAP offers critical crisis intervention advocacy. This entails writing orders for protection, replacing windows or eyeglasses, changing locks, finding shelter locally or out of town or being by their side during the courtroom proceedings. DAP serves over 4,000 people every year with a staff of less than 25. They need our help.
Final Guest Roster
Transforming Families Luncheon 2012

Table Captain ____________________________________________________________

Please send your guest roster by **October 1, 2012** to one of the following addresses “Attention Sonia”

Mail:    DAP  
         204 West Franklin Ave.  
         Minneapolis, MN  55404  

Email: spalmer@mndap.org  
Fax:  612.874.8445

OR Enter your guest roster electronically on the DAP website, www.domesticabuseproject.org.

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Requests for More Information

Table Captain ____________________________________________________________

If you have friends, family or colleagues who are unable to attend the luncheon but would like more information about DAP, please provide their information below.

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