



## LEGACY BUILDERS BREAKFAST 2018

### *“Branching Out & Bearing Fruit”*

Dear Friends,

Thank you for agreeing to be a Table Captain at our upcoming **LEGACY BUILDERS BREAKFAST**, to be held at **The Executive Plaza Hotel** located at **405 North Road, Coquitlam** on **APRIL 28, 2018** at **9:00 am**.

The Table Captains are the most essential element in ensuring the success of the event. This packet is intended to provide you with everything you will need to make your job easier and more enjoyable. Please take the time to familiarize yourself with the contents.

As a Table Captain, you have agreed to try fill a table of 10 people, including yourself. We recommend that you begin by making a list of all potential guests, including your friends, family members and business associates who can support you and might have an interest in our program. Ideally, many of your guests will already be somewhat familiar with our school.

In order to have a full table of 10 people on the day of the event, we ask that you pre-confirm 14 guests. The more personal the invitation, the better it will be. We advise inviting people in person, by telephone, or by email, and by giving them one of the enclosed postcards.

***It is important that you e-mail your confirmed guest list or send the form provided to the Marketing and Development Office as soon as possible so that an Eventbrite Confirmation could be sent to your invited guest to receive their ticket.***

Please plan to call them once more about a week before the event to reconfirm again. Keep a separate list of those who are unable to attend or called to cancel at the last minute. We would like to send them materials about our school and our programs.

We have enclosed your Job Description, Table Captain Timeline, Sample Script, and Treasure Map. We have also attached a list of all the scheduled “C” Our Story Presentations before the big event. We encourage you to invite your guests to visit our school firsthand.

Please feel free to contact Ana Enduma at any time should you have further questions or need additional materials at [marketing@bcchristianacademy.ca](mailto:marketing@bcchristianacademy.ca) or at tel. 604-941-8426 ext. 239.

Again, thank you for serving as a Table Captain. Your participation enables us to continue the important work of British Columbia Christian Academy. ***May our efforts bring glory to God!***

Sincerely,

**ANA ENDUMA**

Marketing & Development Assistant



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### WHAT'S INSIDE YOUR PACKET

- Welcome Letter
- Save-the Date Post Cards / Event Reminders
- Job Description
- Guest List Form
- Treasure Map
- Sample Script / Sample Letter of Invitation
- “C” Our Story session dates
- Pledge card
- Facts About BC Christian Academy



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### YOUR JOB DESCRIPTION AS A TABLE CAPTAIN

1. Fill Table of 10 guests at our LEGACY BUILDERS BREAKFAST. This will mean confirming 14 guests by reminding them personally by phone or e-mail the day before.
2. Make sure that at least 50% of guests have attended a “C” Our Story Presentation by April 28<sup>th</sup>, our Legacy Builders Breakfast date.
3. Send an enclosed Save-the-Date / Event Reminder card to each guest as they accept your invitation.
4. Keep a separate list of those unable to attend who have said they would like to receive more information about our school.
5. Submit final guest list to the Marketing & Development Department so that an Eventbrite confirmation may be sent to your invited guests not later than 3 weeks before the Breakfast, which is on April 7<sup>th</sup>, 2018.
6. Arrive at the event at least 30 minutes early to greet your guests and pick up your Table Captain day-of-event packet.
7. Pass out pledge cards and envelopes as instructed during the Pitch.
8. Set an example for your guests by enjoying the event and filling out your own pledge card at this time. Guests will be looking to you at that moment to see what they are supposed to do.
9. Collect completed pledge cards and envelopes from your guests and turn them in to the event coordinator before you leave the event.
10. Call your guests within 2 days to thank them for coming and get their impressions and feedback. (Do not ask them for money.)



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### Here is the suggested script to invite guests:

“Hello, \_\_\_\_\_, I’d like to invite you to join me at my table at our Legacy Builders Breakfast. This is a free breakfast for people to come and learn more about our school. Yes, it is a fundraiser, too. You will be asked to consider making a contribution. There is no minimum and no maximum gift requested. As much as anything, we want people to come and find out about our school and the lives being impacted by the great programs and services being offered. I would be delighted if you could join me. The Legacy Builders Breakfast this year will be on Saturday, April 28<sup>th</sup>, 2018 at the Executive Plaza Hotel at 405 North Road, Coquitlam, and the program will last from 9 am to 10 am.

Please let me know if you can join me so that an Eventbrite confirmation and ticket can be sent to you by our school Event Coordinator. “

### SAMPLE LETTER/E-MAIL INVITATION

Dear (Guest Name),

I hope this e-mail finds you well!

As you may know, I am a parent / volunteer / supporter at BC CHRISTIAN ACADEMY. Each year, our school hosts a Breakfast Fundraiser to share about the lives being impacted by the great programs and services being offered.

This year, I am hosting a table and would be honored if you would be my guest. This is a free breakfast and will be an hour long for people to come and learn more about our school. Yes, it is a fundraiser, too. You will be asked to consider making a contribution. There is no minimum and no maximum gift requested. As much as anything, we want people to come and find out about our school and the work that we do. I would be delighted if you could join me.

The Legacy Builders Breakfast this year will be on Saturday, April 28<sup>th</sup>, 2018 at the Executive Plaza Hotel at 405 North Road, Coquitlam, and the program will last from 9 am to 10 am.

I will call you in the upcoming week to answer any questions you might have and to confirm your availability. You can also reach me at \_\_\_\_\_ or via e-mail at \_\_\_\_\_.

Warm regards, (Your Name)



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### STEP-BY-STEP GUIDE FOR TABLE CAPTAINS

#### 1. MAKING CONTACT

List the guests you want to invite, about 14 prospects. Decide the best way to contact each of your guest which could be through phone, email, letter or in person. Ideally, your invites have all come to our C our Story Presentations. So if they have not yet attended one, please invite them to C Our Story. See enclosed C our Story dates of presentations.

#### 2. COMMUNICATING EXPECTATIONS

This is a fundraising event. Please make sure that you make it clear to your guests that they will be asked to give financially, hence you can tell your guests gently that they may donate in cash, check or through their credit card. There is no charge for the Breakfast. Please tell your guests that they will be asked to place their donation inside an envelope which will be given on the day of the event. Send a Save-the-Date/Event Reminder Card to each guest as they accept your invitation.

#### 3. GUEST LIST RESERVATION PROCESSING

You need to submit your guest list by in person or by e-mail using the Guest List Form enclosed in this packet. Please submit your guest list not later than April 7<sup>th</sup>, 2018 so they can receive Eventbrite confirmation and ticket. It is hoped that you have completed your list by then. Please keep a hard copy of your Guest List for your reference.

#### 4. WE CAN HELP YOU FILL SEATS

Please contact us if you are unable to fill your table or if you have vacancies. We are happy to fill in any of your empty seats with individual guests—just let us know.

#### 5. SUBSTITUTE GUESTS

You are allowed to substitute guests for those who cancel anytime up to the day before the Breakfast. Please register your new guests as soon as possible by contacting Ana at the Marketing & Development Office at 604.941.84.26 ext. 239 or email [marketing@bcchristianacademy.ca](mailto:marketing@bcchristianacademy.ca).



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#### **6. PRE-BREAKFAST REMINDERS**

The Marketing & Development Department will send an Eventbrite confirmation and ticket to your guests who have accepted our Legacy Builders Breakfast invitation. A quick email or phone call from you a couple of days before the event is an effective way of reminding your guests.

#### **7. DAY OF THE BREAKFAST**

Arrive at the event at least 30 minutes early to greet your guests and pick up your Table Captain day-of-event packet. All guests will have an assigned seating at numbered tables. Tables will have numbers displayed and will be printed on all guests' nametags for quick seating. Doors open as early at 8:00 am. Pass out pledge cards and envelopes as instructed during the Pitch. Set an example for your guests by enjoying the event and filling out your own pledge card at this time. Guests will be looking to you at that moment to see what they are supposed to do. Collect completed pledge cards and envelopes from your guests and turn them in to the event coordinator before you leave the event.

#### **8. POST-BREAKFAST FOLLOW UP**

Please reach out again to all your guests and Call all your guests within 2 days to thank them for coming and get their impressions and feedback. (Do not ask them for money.)





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### EVENT CHECKLIST

#### 3 MONTHS BEFORE

Create your guest list. Look at your Treasure Map or list of family, friends, colleagues, etc.

#### 2 MONTHS BEFORE

Start inviting your guests! Use our handy sample script.

#### 1-2 MONTHS BEFORE

Ask your guests to confirm whether they can attend and check in with those you have not heard from. For those who can attend, an Eventbrite confirmation and ticket will be sent to them. For those who cannot attend, we will still send them information about our school.

#### 1 MONTH BEFORE

Send a Save-the-Date/Event Reminder card to your guest to confirm the date, time and location of the event. Ask if they have any food allergies and make a note of this on your Guest List form.

#### 3 WEEKS BEFORE

This event is likely to sell out, so the earlier we have all of your information, the more likely we can ensure that you and your guests have a table. Please note that Saturday, APRIL 7<sup>th</sup>, 2018 is the FINAL deadline for your Guest List. Be sure to provide the Marketing & Development Office with your guests' email addresses so that the Eventbrite confirmation and ticket could be sent to them.

#### 1 WEEK BEFORE

An email confirmation will be sent to all your guests and a final reminder of the event and the time registration opens.

### KEY DATES TO REMEMBER:

**APRIL 7, 2018**    **DEADLINE** for GUEST LIST  
**APRIL 21, 2018**    **CONFIRMATION** Emails sent out  
**APRIL 28, 2018**    **LEGACY BUILDERS BREAKFAST**



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### FACTS ABOUT BC CHRISTIAN ACADEMY

#### BCCA Mission

*“To assist the family by providing a Christ-centered, Bible-based education that inspires each student to pursue excellence in moral character, spiritual growth, academics, fine arts, physical fitness and service to others.”*

#### About the School

British Columbia Christian Academy is a Pre-K to 12 Interdenominational Christian school that draw its students from the Tri-Cities area and throughout the Lower Mainland since 1992. Students are taught by an all Christian, B.C. certified teaching staff who is committed to guiding students to increasingly view themselves and all of life through a biblical worldview. In addition, through the consistent teaching and enforcement of Christ-like morals and values both in and outside of the classroom, students develop an others-orientation that places importance on accepting all people because they are each made in the image of God.

We have built our school on 3C’s of “Community, Compassion, and Christ.” This is the foundation of our school over the last 25 years.

#### Our School Offers

- Christ-centered education
- 95% Graduation Rate
- 90% Post-Secondary entrance rate
- AP Courses
- Bus service
- Early introduction into French and Music
- Competitive Sports and Arts Program

#### Did you know?

- BCCA is a non-profit, independent Christian school
- Tuition and fees cover the basic cost of running the school
- We only receive 50% funding from government grants for operating cost but \$0 for capital costs
- About \$200,000 worth of Financial Aid is given annually to families who mostly could not afford tuition
- This school year alone, about 46 families have received some form of financial support
- 20% of our students receiving financial aid are from single-parent homes
- We value our donors who come to help us offer learning opportunities that would not be possible with tuition alone.



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### TABLE CAPTAIN DUTIES ON THE DAY OF THE BREAKFAST

- Doors open as early at 8:00 am. Arrive at the event at least 30 minutes early to greet your guests and pick up your Table Captain day-of-event packet. Put on your best BC Christian Academy smile and greet your guests. Lead them to Registration to check in. Show them to your table and make them feel comfortable. There will be ushers at the door who will assist in seating your guests but they always love to meet the people who invited them.
- The package will contain individual pledge cards, pens and envelopes for each of your guests. It will also contain a last minute instructions/reminders sheet for you to peruse prior to the event.
- When the event starts, sit back, relax and take in the presentation. When Arlene Johnston comes up to the mic, she will make a pitch and walk guests through the donation/pledge cards that you will hand out when instructed. Be sure to become familiar with the card in advance so that you can help the guests should they have any questions regarding their donation.
- Pass out pledge cards and envelopes as instructed during the Pitch.
- Set an example for your guests by enjoying the event and filling out your own pledge card at this time. Guests will be looking to you at that moment to see what they are supposed to do.
- Collect completed pledge cards and envelopes from your guests and turn them in to the event coordinator before you leave the event.
- Once the event closes, thank everyone! And be sure to have collected all the cards from the guests at your table and place them back in the Manila Envelope you were given at the start of the day. Hand this envelope back to Ana Enduma at that time. Please do not take them home as this opens the door for many problems. Once the envelope is handed in, you will be free to go and enjoy the rest of the day.
- Make sure, however, to give your cellphone number to Ana Enduma so that once the total amount raised is tallied we can send this news to you and you can in turn share it with people at your table. We will be sending out to all those who attend a thank you letter to everyone who came and donated. This is why it is important to get their addresses and contact information written down on the pledge card.



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