



TAF VARSITY LUNCHEON

| TOOLKIT |

How to Use the Toolkit

We designed this toolkit to make inviting guests to the TAF Varsity Luncheon a breeze. Whether you plan to share our event on social media or send individual emails to your network, we've got you covered. You can either copy and paste our templates, or create your own personalized messages for an added touch - it's totally up to you!

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Ways to Get Involved

Become a Table Captain

Be an official ambassador of the TAF Varsity Luncheon by serving as a Table Captain. We depend on our Table Captains to recruit guests to our luncheon by filling a table of 10 seats with individuals who are interested in supporting equitable STEM education for students of color and low-income families.

As a Table Captain, we'll provide you with a unique group registration link for guests to access hidden tickets to your table. To learn more contact luncheon@techaccess.org

Share

Help spread the word! Share our Varsity Luncheon with your network. Use a combination of the templates, memes, and videos provided in this toolkit to help us recruit guests and show off the incredible work our students are capable of when socioeconomic barriers are eliminated in public education!

Volunteer

Putting together our largest fundraiser of the year takes the help of many. From organizing mailing lists to greeting luncheon guests, there are multiple ways to get involved.

If you'd like to volunteer, fill out this form and we'll get back to you shortly!

Sponsor

At TAF, we are bridging the opportunity gap for students of color and low-income families to cultivate qualified, local STEM leaders who will go on to push innovation to the limits. Sponsor our luncheon to show your company's commitment to innovation, equity, and improved public education. We have amazing sponsorship packages at all levels.

Contact Tyrone Cunningham at tyronec@techaccess.org for sponsorship opportunities.

Raise Funds

In conjunction with or absence of your presence at our Varsity Luncheon, you can donate or launch a fundraising campaign for TAF.

Spring is the time where we make most of the money that funds our year programs, so anything helps! Create a fundraiser on Facebook or reach out to your network. Our goal this year is to raise \$380,000 and we won't be able to do this without you.

Email Templates

Electronic Save the Date

Dear **[Insert Guest Name]**,

Mark your calendar for **TAF's annual Varsity Luncheon on Wednesday, March 7th, 2018, 11 am - 1 pm** in support of equitable STEM public education that eliminates socioeconomic barriers and closes the technical employment gap in Washington State. It will be held at Seattle Center's Fisher Pavilion and I will be going. I hope you'll join me there.

Technology Access Foundation (TAF) is committed to providing students of color with opportunities in STEM and industry experience that will prepare them for college and beyond. TAF tackles public education from all angles - through professional development for public school teachers, actively recruiting and retaining teachers of color in Washington State for improved racial representation, and by transforming existing public schools using their award-winning STEMbyTAF academic model.

Most notably, TAF recently expanded their former school TAF Academy where 100% of students graduated on-time and 95% were accepted into college, and opened TAF@Saghalie - reaching 400 additional students from traditionally underserved communities.

Let's help support an organization that is truly making an impact. Please save the date or register now: **[Insert Unique Group Registration Link or General Registration Link]**.

I look forward to seeing you there!

Best,

[Insert Name]

Electronic Invitation

Dear **[Insert Guest Name]**,

On Wednesday, March 7th, 2018, I'll be attending TAF's Varsity Luncheon to stand for equitable public education for all students in Washington State - regardless of race, class or income.

I hope you'll join me.

Technology Access Foundation has been a pillar in the community for over 21 years - bridging the gap of inequity for students of color by providing rigorous STEM education, technical skills and industry experiences. They believe that students should be able to create the world they envision - *locally, communally, nationally, and globally* - and I do too.

The TAF Varsity Luncheon is a showcase of student excellence and what is possible when odds *aren't* against you, and supportive systems are in place that allow students to flourish. College, careers, and opportunities are limitless because through district and corporate partnerships, teacher development, and more, TAF's created a way where students stay at the center of education's focus. After all, they are our future leaders and we cannot afford lost innovation due to lack of access.

Register now to join me: **[Insert Unique Group Registration Link *or* General Registration Link]**

I can't wait to see you there!

Sincerely,

[Insert Name]

Additional Email Phrases

- I want to help TAF reach their Varsity Luncheon fundraising goal of \$380,000 because I understand what a difference it makes to have access to equitable STEM learning opportunities. These types of opportunities should be available to all students, and TAF is working with public school districts to ensure students can thrive, regardless of their background!
- TAF not only strives to create academically prepared students, but also instills activism, leadership, and confidence among students.
- You get to see students up close and personal! Speak to students about their innovative projects during the Student Expo session. Learn about the difference TAF's programs are making in their life.
- The theme, Defining Moments, is a testimony to the impact TAF has made in the lives of students, parents, and the community. It's drawn from the pivotal moments of self-discovery and realization, growth, and success as a result of their STEMbyTAF programs.
- This year, all Varsity Luncheon donations will be matched 100%! That means that your gift (and impact) will be doubled!
- TAF's Varsity Luncheon is free to attend. You get to enjoy a special lunch crafted by a local award-winning chef, amazing presentations by students, and socialize with people representing various companies in Washington State. There is an expected donation, but with a program so remarkable, I'm sure you'll be inspired to give.
- TAF has directly educated over 4,100 students and an additional 10,000 through school transformation and teacher development. They are tackling public education from all angles to ensure students receive the best education possible, free from income and neighborhood barriers.
- TAF is helping students find themselves, earlier! Students make connections with industry professionals early-on. From working with architects in elementary school to develop a redesign of their school to participating in innovation challenges and internships in high school, students are graduating with working knowledge of the field they want to enter in college and beyond!

Social Sharing

TAF Social Accounts

Facebook

facebook.com/stembytaf

Twitter

[@stembytaf](https://twitter.com/stembytaf)

Instagram

[@stembytaf](https://www.instagram.com/stembytaf)

LinkedIn

linkedin.com/company/technology-access-foundation

Official Varsity Luncheon Hashtag

#taflunch

Official Varsity Luncheon Webpage

techaccess.org/luncheon

Facebook Message Templates

Facebook #1

Join me at @Technology Access Foundation's annual Varsity Luncheon to support equitable education for students of color in Washington State.

Register now: **[Insert Unique Group Registration Link *or* General Registration Link]**

For over 21 years, TAF has worked to equip students of color for success in college and careers through STEM education and industry experience - tackling public education from all angles. Through teacher development, STEM curriculum design, and district and corporate partnerships, students are well-prepared to shake up the industry for the better.

I'm going to support their work, and I hope you will too. #taflunch

Facebook #2

In the absence of socioeconomic barriers, all students can succeed. Join me at @Technology Access Foundation's annual Varsity Luncheon on Wednesday, March 7th, 2018 from 11 am - 1 pm in the Fisher Pavilion (Seattle Center), where I'll be celebrating students success and excellence alongside Seattle's most influential STEM leaders, philanthropists, and education stakeholders who all believe in the same thing - with the right support, tools, and resources possibilities are limitless.

Register before March 5th to reserve your seat! **[Insert Unique Group Registration Link or General Registration Link]**

#taflunch

Facebook #3

Imagine knowing exactly what you wanted to study in college as a freshman in high school. Students like TAF alumni Cameron Sharpe were afforded that opportunity through a variety of industry opportunities like internships, job shadows, and professional networking.

Join me at @Technology Access Foundation's annual Varsity Luncheon Wednesday, March 7th, 2018, 11 am - 1 pm at Fisher Pavilion to witness how access to opportunity through STEM helps students "find themselves", earlier.

Register to come with me: **[Insert Unique Group Registration Link or General Registration Link]**

#taflunch

Facebook #4

It's only one month away from the @Technology Access Foundation's annual Varsity Luncheon and seats are filling up fast! Come with me to see how TAF is transforming public education in Washington State to ensure a high-quality, STEM rich education is within reach for everyone!

Register now, before March 5th, to reserve your seat: **[Insert Unique Group Registration Link or General Registration Link]**

#taflunch

Twitter Message Templates

Twitter #1

Save the Date! Mark your calendar for @stembytaf's 2018 Varsity Luncheon on Wed. March 7, 2018 to celebrate and support equitable STEM public education for underserved students in Washington State. Register here: **[Insert Unique Group Registration Link or General Registration Link]** #taflunch

Twitter #2

Join me at @stembytaf's 2018 Varsity Luncheon on Wed. March 7, 2018 from 11 am - 1 pm for an afternoon rooted in STEM excellence and empowerment of students of color and underserved communities through public education. Register here: **[Insert Unique Group Registration Link or General Registration Link]** #taflunch

Twitter #3

I'm saving a seat for you! Join my friends and I at @stembytaf's 2018 Varsity Luncheon on Wed. March 7th, 2018 to celebrate and support equitable STEM public education for all students in Washington State. Register here: **[Insert Unique Group Registration Link or General Registration Link]** #taflunch

Twitter #5

Register today for the @stembytaf Varsity Luncheon on Wed. Mar. 7, 2018 for an amazing afternoon filled with incredible food, awe-inspiring projects, and celebration of student success in STEM: **[Insert Unique Group Registration Link or General Registration Link]** #taflunch

Twitter #6

Following the donations at last year's luncheon, @stembytaf opened their new school @TAFatSaghalie, serving an additional 400 students. Will you join me at this year's Varsity Luncheon? Let's see what more we can accomplish, together! Register: **[Insert Unique Group Registration Link or General Registration Link]** #taflunch

Twitter #7

A quality education is NOT only for the rich & privileged. Won't you join me at @stembytaf's Varsity Luncheon where we celebrate TAF's programs which offer ALL students access to gain STEM and 21st-century skills needed to thrive? Register: **[Insert Unique Group Registration Link or General Registration Link]** #taflunch

Shareable Digital Assets

We've included a variety of digital assets to help you share our event with your friends and people you believe are interested in our work at TAF. [Access all digital assets online here.](#)

Below, you will find a sample of the images included in the shareable digital assets:

Email Headers



Social Media - Twitter, Facebook, Instagram



Email Headers



Questions?

If you have any questions regarding how to use this toolkit, please contact marketing@techaccess.org.