

# TAF VARSITY LUNCHEON 2020

# TABLE CAPTAIN

# PLAYBOOK GUIDE

## Varsity Luncheon: Journey to Justice

TAF Varsity Luncheon is an annual spring fundraiser that brings together Seattle's most influential leaders across multiple sectors to stand in support of training educators of color for success and preparing students for college, careers, and life through an equitable STEM education.

For more than twenty-three years, TAF has dedicated efforts to provide educational justice to marginalized students - specifically of color. Each day we have committed our work towards unveiling new ways to serve our students and teachers better, each day is a stride in the **journey towards educational justice**. That's why this year's luncheon will highlight the commitment of our students, teachers, schools, individuals, foundations, and partners that have been and continue to be a part of the journey to create more equitable opportunities in education and beyond.

## Journey as a Table Captain

Table Captains are the primary ambassadors of our Varsity Luncheon fundraiser. As a table captain, you are tasked with inviting guests to discover and support the work TAF does while partaking in an afternoon with our students, teachers, community members, and professionals that revolve around our work.

You receive a total of 8 seats at a table - including yourself - that you **fill with seven guests** that are friends, family, advocates, activists, leaders, co-workers, customers - anyone you know who can rally for equity and equality. Attending Varsity Luncheon is free, however, a **minimum \$200 donation is expected of each guest. This donation can be split into monthly amounts instead of a one-time contribution.**

You can begin inviting guests how you please as soon as you are informed that you are a table captain. We will provide you resources and support along the way to make inviting and registering your guests as easy as possible.

### EVENT DETAILS

Wednesday, March 11, 2020  
11:00 AM - 1:00PM

Amazon Meeting Center  
2031 7th Avenue  
Seattle, WA 98121

### LUNCHEON AT A GLANCE

**500+**  
attendees

**\$200+**  
minimum donation per guest

**8**  
guests per table

**\$300,000**  
fundraising goal

**#taflunch**  
official hashtag

**techaccess.org/luncheon**  
official page

## Registration

As a table captain, you are responsible for ensuring all your guests are properly registered for luncheon. You can either **(1)** Register guests yourself when securing tickets on Eventbrite or you can **(2)** Allow your guests to register themselves.

Either way, you or your guests **must select “YES” during registration** when asked, “Were you invited by a table captain?” and selecting your name under the question that follows. Otherwise, your guests will be assigned to random general seating. Registration requires guest(s) full name, email address, mailing address, phone number, and dietary preference(s). Please make sure you collect this information from your guests if you will be registering guests yourself. Collecting this information is vital for us to provide an enjoyable experience and follow-up gift acknowledgement to each guest. You are welcome to invite as many guests as you please. We will work with you to seat all of your guests near your primary table and if necessary, determine who will collect donations at extra tables.

**NOTE:** Guests **must be registered by Monday, March 9th, 2020 at 11:59 PM.** Guests can still attend the luncheon, but we are not able to guarantee seating at your table since we fill empty seats with general registration guests.

If you need to make changes to a guest registration, such as changing a contact email or replacing a guest altogether, please email [luncheon@techaccess.org](mailto:luncheon@techaccess.org) with changes **no later than Monday, March 9th at 11:59 PM.** You will receive a confirmation email regarding your changes within 24 hours.

If you know people who can support our mission but are unable to attend - invite them to join virtually for our livestream the day of, and to donate online at [www.bit.ly/taflunch20](http://www.bit.ly/taflunch20) or through your own personal fundraiser via Facebook or GiveLively - a trusted online fundraising partner. This year, table captains that fundraise the most from January 1st - March 11th will win prizes for 1st and 2nd place! Prizes TBA.

Facebook Fundraisers will be hosted on your personal Facebook Page to your Facebook friends. GiveLively fundraisers are hosted online, with your own personal link to share on any platform. Check in on our official page every now and then at [techaccess.org/luncheon](http://techaccess.org/luncheon) for updates, and use #taflunch to promote the event on your social media channels. Recruit guests online using our promotional materials, email invitation templates, and digital assets that **you can find at [techaccess.org/luncheon/promote](http://techaccess.org/luncheon/promote)**

Fundraise  
on Facebook

Fundraise  
on Website

### IN GOOD COMPANY

Your company can be represented at the event to over 500 attendees starting at just \$1,000.

Contact [tyronec@techaccess.org](mailto:tyronec@techaccess.org) for details

### IMPORTANT DATES

Registration Opens	<b>January 1st, 2020</b>
Registration Closes	<b>February 28th, 2020</b>
Last Day to Make Changes	<b>March 9th, 2020</b>

## Know Before You Go

As a table captain, every part of your journey leads to The Varsity Luncheon. At the event, here is what you can expect: When arriving at the venue, you will sign in at the registration table and receive your proper nametag and table number. You get to explore the venue before the program starts, interact with students, and start to greet your guests. Every one will be alerted before the program starts to take their seats around the stage.

**TIP: Fit in enough time to make your guests feel welcome and to have conversations about the projects and experiences you discover at the event. The more welcome someone feels, the more likely they are to give a gift.**

At your table, you will find a large manilla envelope with your table number on it in which you will collect any donation slips, checks, or cash that your guests would like to contribute. Please collect each physical payment in a filled out individual slip. Ensure that your guests have filled out all of their information when submitting cash or a check through a slip, and then place all physical donations into the same large manilla envelope. Otherwise, donations will not be attributed to your table. All donations during the day will count towards our goal; before, during, and after the luncheon.

**TIP: You can encourage people to use their phone to text to donate, which may be easier for mobile pay users. Don't worry, they still are asked which table captain they have.**

**REMEMBER: Promote your fundraiser before, during, and after the luncheon. All donation platforms will ask each donor for a table captain name when processing. Before the event, you can prompt those who cannot attend to donate at [bit.ly/taflunch20](https://bit.ly/taflunch20)**

## Onward, Captain

You are welcome to invite as many guests as you please. We will work with you to seat all of your guests near your primary table and, if necessary, determine who will serve as the acting table captain for your extra tables.

Check in on our official page every now and then at [techaccess.org/luncheon](https://techaccess.org/luncheon) for updates, and use #taflunch to promote the event on your social media channels. Recruit guests online using our promotional materials, email invitation templates, and digital assets that **you can find at [techaccess.org/luncheon/sponsor](https://techaccess.org/luncheon/sponsor)**

Thank you for dedicating your time to supporting our largest-ever annual fundraiser. This journey into the new decade, the work that has been done, and work to be done - would not be possible without you.