

# TAF AMBASSADOR

# PLAYBOOK

## EQUITY IN

# REACTION

TAF VARSITY LUNCHEON 2021

## WHAT IS THE TAF VARSITY LUNCHEON ALL ABOUT?

TAF Varsity LunchBreak is our biggest annual fundraiser that brings together Seattle's most influential leaders across multiple sectors to stand in support of building a more equitable public education system that works for everyone. Since we've already invited people to join us on the journey to educational justice, this year's luncheon will focus on how we can put equity into action by involving diverse members of the community in creating more equitable learning environments for our students, teachers, leaders, and schools.

## YOUR ROLE AS A TAF AMBASSADOR

As a TAF Ambassador, you are tasked with inviting guests to discover and support the work TAF does through our virtual luncheon premiering on **Wednesday, March 3rd, 2020 at 11:30 AM (PST) on YouTube**. You will receive a promotional toolkit to invite your guests - friends, family, advocates, activists, leaders, co-workers, customers, anyone you know who can rally for equity in education - and ensure all your guests are properly registered for the event. During the event, you'll serve as a strong TAF advocate by encouraging those you invited to get involved, donate, or partner with TAF. Being an TAF Ambassador means taking the lead in putting equity in to action!

### EVENT DETAILS

WEDNESDAY, MARCH 3RD, 2021

11:30 AM - 12:30 PM (PST)

YOUTUBE LIVE



Register on Eventbrite:

**REGISTER**



## TAF LUNCHEON AT A GLANCE



10+  
guests per  
ambassador



\$300,000  
fundraising goal



1,000+  
viewership goal

[techaccess.org/luncheon](https://techaccess.org/luncheon)

official page

**#taflunch**

official hashtag

Have questions? [Contact luncheon@techaccess.org](mailto:luncheon@techaccess.org)

TAF

## HOW DO I INVITE & REGISTER MY GUESTS?

You can begin inviting guests as soon as you've been confirmed as a TAF Ambassador. Once you receive your TAF provided promotional toolkit, you'll have all the necessary resources and support to get you started. Here are some ways to invite:

- 1. Get the word out** - use the graphic + social media messages provided in your toolkit to promote the event. Then, follow up with anyone interested in attending with this registration link:  
<https://bit.ly/taflunch-2021>  
Make sure to tell them to select your name during registration
- 2. Send personalized invites** - use the email template provided in your toolkit to send individual email invitations to people in your network. Feel free to add your own personal touch!
- 3. Invite people to the Facebook Event** - invite your guests to register for the event by adding them to the Varsity LunchBreak Facebook event page (hyperlink). There they can find more information on the luncheon and make a donation directly to TAF!

**Need a way to stay on track?** Use the [Guest Tracker](#) to keep track of your guests from invitation to registration and utilize the [Activity Calendar](#) to stay on schedule!

### IMPORTANT DATES:

Registration opens	January 6th, 2021
Registration closes	March 2nd, 2021
<u>Virtual Lunchbreak!</u>	March 3rd, 2021



### AMBASSADOR TIPS

#### TIP #1:

If you know people who can support our mission but are unable to attend the live event, invite them to donate online and view our virtual luncheon playback on our YouTube channel!

#### TIP #2:

During the event, you can encourage people to donate via text, which may be easier for mobile pay users.

#### TIP #3:

Check-in on our official page at [techaccess.org/luncheon](http://techaccess.org/luncheon) every now and then for updates leading up to the event.

# THANK YOU!

THANK YOU FOR DEDICATING YOUR TIME AND ENERGY TO SUPPORTING TAF'S MISSION - IT TRULY TAKES ALL OF US TO PUT EQUITY INTO ACTION!