

TABLE CAPTAIN PLAYBOOK

WHAT IS THE TAF VARSITY LUNCHEON ALL ABOUT?

The Varsity Luncheon is TAF's biggest annual fundraiser where we bring together Seattle's most influential leaders to stand in support of building a more equitable public education system. The event showcases student work, TAF programming, and celebrating the supporters who make it happen. This year the Varsity Luncheon will be back in person after three years of being virtual! At the Luncheon, we are Building Together to improve learning environments for our students and teachers.

YOUR ROLE AS A TABLE CAPTAIN

As a TAF Table Captain, you are tasked with inviting guests to discover and support the work TAF does at the Varsity Luncheon. The 2023 Luncheon will be on **Wednesday, March 15th, 2022 at 11:00 AM - 1:00 PM (PDT) at the Amazon Meeting Center**. You can utilize the resources in the promotional toolkit to invite your guests: friends, family, advocates, activists, leaders, co-workers, customers, anyone you know who can rally for equity in education. During the event, you'll serve as a strong TAF advocate by encouraging those you invited to get involved, donate, or partner with TAF. TAF Table Captains are key supporters whose commitment is vital to achieving equitable education through action and advocacy!

FULL TOOLKIT: techaccess.org/tablecaptains

Questions? Contact luncheon@techaccess.org



TAF VARSITY LUNCHEON 2023

Register on Eventbrite:



WEDNESDAY, MARCH 15TH, 2023
11:00 AM - 1:00 PM (PDT)

AMAZON MEETING CENTER
2031 7TH AVE. SEATTLE, WA 98121



guests per
table captain



\$330,000
fundraising goal



450+
attendance goal

techaccess.org/luncheon

TAF

TABLE CAPTAIN PLAYBOOK CONTINUED

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 will have all the necessary resources and support to get you started. Here are some ways to invite:

1. **Get the word out** - use the graphics and social media messages provided in the toolkit to promote the event. Follow up with anyone interested in attending, and don't forget to tell them to select your name during registration!
2. **Send personalized invites** - use the email template provided in the 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 Luncheon Facebook event page](#). There they can find more information on the Varsity Luncheon and make a donation directly to TAF!

WHAT GUESTS CAN EXPECT

- Interact with students as they demonstrate their STEM projects and share lessons learned.
- Hear stories from students and teachers about the education experiences you make possible.
- TAF co-founder and Executive Director, Trish Millines Dziko, will share what's on the horizon for TAF.
- Get inspired by our emcee, TED Tech Podcast host and TAF Alum, Sherrell Dorsey, who will share TAF's impact on her life and career.

IMPORTANT DATES:

Registration opens	January 4th, 2023
Registration closes	March 14th, 2023
Luncheon!	March 15th, 2023

TABLE CAPTAIN TIPS

TIP #1:

If you know people who can support the mission but are unable to attend the event, invite them to donate online and extend the invitation to their circle.

TIP #2:

During the event, encourage your connections to donate via text, which may be easier for mobile pay users.

TIP #3:

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

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!

THANK YOU!

Thank you for dedicating your time and effort to supporting TAF's mission. Your support today means a more equitable society tomorrow.

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