



TABLE CAPTAIN GUIDE

Thank you for your commitment to serve as a 2014 On the Move Luncheon Table Captain. Your guests will be inspired by the powerful stories of those affected by multiple sclerosis (MS). Invite family, friends and colleagues to dine with you as you learn more about MS and how the National MS Society educates and empowers those affected by the disease. With your help, the Society creates innovative programs that meet the needs of people with MS and their families while also funding cutting-edge research into treatments and a cure.

Whether you're a veteran table captain or it's your first time, you can help carry the Luncheons into the future. Consider asking your guests to each invite one friend to join you—and the National MS Society will be sure to seat you all together. Or, encourage one of your guests to host their own table—you know the ropes, now you can share your recipe for success. The format of the Luncheons is simple, but we depend on our Table Captains to make them run smoothly. There are two options for guest reservations. A Table Captain can choose to host all of their guests by making an advance reservation donation of \$1,500. Or, a Table Captain can ask each of their prospective guests to make a personal \$150 donation. Once your guests are invited and confirmed, submit your guest list to the National MS Society before the deadline (three weeks prior to the Luncheon). Chapter staff will then send your guests confirmation materials indicating event location and parking instructions.

Thanks to the support of our corporate sponsors, the donations made by your Luncheon guests will benefit programs and services that help everyone affected by the disease live richer, healthier, more independent lives. We sincerely thank you for partnering with us – your commitment is not only critical, it's extraordinary.

If you have any questions about your role or anything contained in this toolkit, please email lauren.kelly@nmss.org or call 206.515.4566. Also, current information is always available on luncheon.MSnorthwest.org.

Sincerely,
Laurie Black - President, glassybaby
2014 On the Move Luncheons Co-chair

Pat McDonald - Community Leader
2014 On the Move Luncheons Co-chair



**National
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Greater
Northwest
Chapter

on the move
Luncheon

Westin Seattle
Friday, October 10, 2014
Noon to 1:00 pm

Keynote Speaker: Craig Robinson

Craig Robinson is a collegiate basketball coach, former financial executive, brother to first lady Michelle Obama, and son to Fraser Robinson, who lived with multiple sclerosis. He grew up in a working-class neighborhood on Chicago's South Side where his father's dedication enabled him to attend Princeton University, kick-starting his basketball career.

Craig Robinson's father, Fraser Robinson, was diagnosed with MS as a young man, worked as a pump worker for the City of Chicago and, with his wife, raised two children who grew up to attend and graduate from Princeton University. Despite receiving a full scholarship to another university, Robinson's father made it clear that his college decision should not be based on cost – they would figure out how to pay his tuition.

At Princeton, Robinson made a splash, becoming one of the top players in Ivy League history. He ranks fourth on Princeton's all-time scoring list and was also the league's first two-time honoree as Ivy League Player of the Year. After graduating from Princeton with a degree in sociology, Robinson was selected by the Philadelphia 76ers in the fourth round of the 1983 NBA Draft. He played two seasons with the Manchester (England) Giants of the European Basketball League.

Robinson began his coaching career as an assistant coach at the Illinois Institute of Technology and continued on to coach for Brown and Northwestern. Robinson, who also has a MBA in Finance from the University of Chicago Graduate School of Business, took a hiatus from coaching and went into private business in 1990. He was Vice President for Continental Bank, Vice President for Morgan Stanley Dean Witter and then Managing Director for Loop Capital Markets before he made his move back to basketball at Northwestern.

Robinson and his wife, Kelly, have three sons, Avery, Austin and Aaron, and a daughter, Leslie.



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TABLE CAPTAIN SUCCESS TIPS

We welcome the opportunity to talk with you personally if we may provide additional support. If you have questions, please call Lauren Kelly at 206.515.4566.

Start early & make a list of potential guests

Filling your table begins with extending the invitation. Invite friends, family, neighbors, colleagues, or whoever else you feel may have an interest. We encourage you to jot down at least 15 - 20 names since not everyone you invite will be able to attend. Remember, tables accommodate 10 people. However, if you have more than 10 guests we will seat them at an adjacent table. If you do not fill your table or have vacancies, we are happy to fill in any of your empty seats with individual guests—just let us know.

Extend a personal invitation

It is most effective to invite guests to fundraising events with a personal ask. We find it works best to send an email first and then follow up via phone. However, you should use the form of communication that you think will work best with your invitees.

Be clear with expectations

This is a benefit event for the Greater NW Chapter of the National MS Society. Don't hesitate to be explicit about the dollar level at which you would like your guests to contribute. Communicating the suggested donation amount to your guests can help avoid misunderstandings about gift expectations at the event. There is no ticket or cost to attend the events. However, each guest will be asked to consider making a donation of at least \$150 during the program. Remind your guests that their pledge can be paid over the course of a year: monthly or in various installment options. If they cannot commit to the minimum requested gift amount, but would be willing to make a smaller donation, send them a donation envelope or direct them to luncheon.MSnorthwest.org to donate online.

Excitement is contagious and helps create momentum

Let people know your personal connection to MS. Why do you support this cause? Let your friends and family know you are excited about what the National MS Society is doing and the Luncheon.

Follow up with people you don't hear back from

Just because they don't RSVP doesn't mean they are not interested in attending the Luncheon. People get busy and forget to RSVP even though they have every intention of attending the event.

Confirm & submit your guest list

Confirm your guest list with the Chapter before the deadline (three weeks prior to the Luncheon). Even partially completed lists of confirmed guests submitted to event staff before the due date are helpful to ensure efficient reservation processing. As you fill your table, you can continue to add new guests to your table up to two weeks before the Luncheon. Keep a copy of your guest list for reference.

Send a reminder

Reach out to your guests with a reminder call or email two to three days before the event.

Personally thank your guests at the event

Small tokens of appreciation and thank-you cards set at your guests' place setting before they arrive is a special way to show your gratitude for their support.



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3 MONTHS BEFORE

Create your guest list. Make a list of family, friends, colleagues, book club members, etc. Send a quick note and ask them to save the date on their calendars.

2 MONTHS BEFORE

Start inviting your guests! Use our handy E-Invite, sample letters and sample phone scripts. You'll find these documents on our website.

1-2 MONTHS BEFORE

Ask your guests to confirm whether they can attend and check in with those you haven't heard from. For those that cannot attend, send them a donation envelope.

1 MONTH BEFORE

Send your confirmed guests the date, time and location of the event. Ask if they have any special meal requests. Note this on your Guest List Form.

3 WEEKS BEFORE

Guest lists are due! Submit your Guest List Form via email or by fax at 206.284.4972.

2 WEEKS BEFORE

Send your final reminder with the date, location and what time registrations opens. Remind them of the expected gift level and ask them to bring their company's matching gift form to the event.

1 WEEK BEFORE

Your guests will receive a reminder postcard in the mail, including: the event date, location and parking information (but remember, we need their mailing address in order to send it). We've found that a quick email or phone call from you a few days prior to the event is the most effective reminder.

DAY-OF-EVENT

- Have FUN!
- Registration opens for your guests at 11:30 a.m. To register they simply pick up their name tag.
- Noon Event begins
- 1 p.m. Event concludes

During the event program, guests will be asked to make a gift or pledge to the National MS Society. Each guest will have a pledge card and pen at their seat. As table captain, please collect the pledge cards and place all of them into the orange envelope located at your table. National MS Society staff will pick-up the envelope after the program.

POST EVENT

Relax and feel proud of your efforts!
Thank your guests!

