



on the move *Luncheon*

Thursday, October 27, 2016
Westin Seattle

Thank you for your commitment to serve as a 2016 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 make a difference for people with MS. 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 Luncheon is simple, but we depend on our Table Captains to make it run smoothly. Each Table Captain is responsible for filling a table with a maximum number of 10 guests. During the program, each guest will be asked to make a minimum donation of \$150.

The program is from noon – 1:00 p.m. and features information on National MS Society programs, a compelling keynote speaker, moving client stories, and a sit-down lunch. There will be a formal ask for donations, at which time guests will complete pledge cards, to be collected by you in the envelope located at your table.

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 email confirmation materials indicating event location and parking instructions to your guests we have email addresses for. At the event, guests will receive a name tag at registration that includes their table number so they can easily find their seat.

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 luncheonMSnorthwest@nmss.org or call **206.515.4566**. Also, current information is always available on nationalMSSociety.org/luncheonNW.

Sincerely,

Chelle Chase, C³
2016 On the Move Luncheon Chair

Brian Chase, Morgan Stanley
2016 On the Move Luncheon Chair

Ross Case, White Star, LLC
2016 On the Move Luncheon Chair

The Who, When & Where?

SEATTLE

KEYNOTE SPEAKER: **Janice Dean**

Thursday, October 27, 2016

Noon to 1:00 p.m.

Westin Seattle

The How and the Why?

HOW DO I SERVE AS A TABLE CAPTAIN?

By asking friends, family members or colleagues to join you at the On the Move Luncheon.

HOW DOES REGISTRATION WORK?

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 donation.
- 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.

WHY SHOULD I SERVE AS A TABLE CAPTAIN?

With your support, we create innovative programs to meet the needs of people with MS and fund cutting-edge research into treatments and a cure. With a passion for bringing about a world free of MS, we help everyone affected by the disease to live richer, healthier, more independent lives.

WHEN SHOULD GUESTS ARRIVE?

Registration will be available for your guests starting at 11:30 a.m. To register they simply pick up their name tag.

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2016 ON THE MOVE LUNCHEON SPEAKER

Janice Dean



Janice Dean is a well-known Senior Meteorologist for Fox News Network who has been living with multiple sclerosis since 2005. Janice describes finding out about her diagnosis as initially devastating. However, as she learned about MS and sought treatment, Janice realized

her career and life were far from over. She is passionate about sharing her story to encourage others who are diagnosed with MS to live their best lives.

 together we are
STRONGER

Pre-event Checklist

☐ 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 who 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 list is 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 email, including: the event date, location and parking information (but remember, we need their email 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!

11:30 a.m.	Registration opens
Noon	Event begins
1:00 p.m.	Event concludes

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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!

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 Northwest 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 event. 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 nationalMSSociety.org/luncheonNW 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 to the National MS Society 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 phone call or email to your guests 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.