

2024 Invest in Youth Breakfast TABLE HOST PACKET

Dear Table Host,

On behalf of the YES staff, Board of Trustees, and especially the children, youth, and families in our community, thank you for choosing to be a Table Host at this year's Invest in Youth Breakfast event! The past several years have been particularly challenging for youth, which is why your support at this year's event is so critical!

As a Table Host, you will play a crucial role in the event's success by inviting your friends, family, and colleagues to attend. We aim to raise \$1,000,000 for young people and their families to receive mental health and substance use treatment they urgently need but can't always afford. Your efforts will extend far beyond the funds we raise, as your guests, whether they are new or familiar to us, will help our YES community strengthen and grow.

Whether you are a first-time Table Host or seasoned veteran, your efforts will help change lives for the better. To support you in this role, we're providing you with this Table Host Guide as a resource. Please let us know if you have any questions or need additional support. We are here to help!

With gratitude,



David W. Downing
YES, Chief Executive Officer



ABOUT THE EVENT

WHAT: Annual fundraising Breakfast for Youth Eastside Services (YES)

WHY: To support children, youth, and families struggling with mental health and substance use challenges

WHEN: Thursday, May 9, 2024

WHERE: The Meydenbauer Center, 11100 NE 6th Street, Bellevue, WA 98004

TIME: Registration 7:30 - 8:00 a.m.
Program 8:00 - 9:30 a.m.

The YES Invest in Youth Breakfast brings together over 1,000 community supporters, civic and business leaders, and mental health advocates with a passion for helping young people and their families.

The event will feature a special message from YES' CEO, David W. Downing, inspirational stories from YES clients and staff, and a captivating fireside chat with emcee Elisa Jaffe and a special guest Seattle wide receiver Tyler Lockett.

SPECIAL GUEST - TYLER LOCKETT



TYLER LOCKETT - SEATTLE WIDE RECEIVER

Tyler Lockett has played wide receiver for Seattle since 2015. In nine seasons with Seattle, Lockett has amassed close to 8,000 yards receiving with 59 touchdown receptions. Off the field, Lockett was named in 2021 and 2022 as the nominee for the Walter Peyton Man of Year Award. Among his extensive philanthropic work, Lockett started the Light It Up Foundation, which provides scholarships to high school students in his hometown of Tulsa, Oklahoma. In 2022, in an effort to combat the stigma around mental health, Lockett shared that he spent at least two NFL seasons struggling with depression and anxiety.

2024 Invest in Youth Breakfast ORGANIZATION INFO

INVESTING IN YOUTH MEANS...



YOUTH EASTSIDE SERVICES' MISSION

YES helps youth reach their full potential, strengthens families, and advocates for a safe, caring, and equitable community through behavioral health support, expert intervention, outreach, and education.

YOUTH EASTSIDE SERVICES' VISION

We are building toward an Eastside community where every young person feels safe, respected, supported, and has a sense of belonging that empowers them to grow into the person they aspire to be.

YOUTH EASTSIDE SERVICES' DIVERSITY, EQUITY, INCLUSION

The young people and families we serve are coping with today's most difficult life challenges, generational traumas, systemic oppression, and inequities. We believe that every person deserves equitable opportunities to achieve their goals, and that the strongest communities support those who face the greatest barriers to well-being.

DEI IN OUR WORK:

We advocate for a diverse and inclusive work and service environment where people of every age, ethnicity, faith, gender expression, immigration status, perspective, physical or mental ability, race, sexual orientation, size, and every intersectionality can thrive. We will continuously evolve to best support young people and families in ways that acknowledge their experiences and identities and promote healing and well-being.

2024 Invest in Youth Breakfast HOW TO BE A TABLE HOST

HOW DO I SERVE AS A TABLE HOST?

Tables seat 10 people, so invite 9 guests to join you, who you know will be inspired by YES's work and would be willing to make a minimum donation of \$200 at the event. Table Hosts may choose to co-host a table with someone else, with the goal being to fill the table.

TIPS ON INVITING GUESTS

Think about people you know who would be interested in supporting the well-being of children, youth, and families in our community! Maybe consider people whose causes you've supported and share your passion for making our community a place where our youth feel supported and empowered. Sharing your personal reasons for why you support YES can be powerful!

SUGGESTED TIMELINE

START NOW:

Identify potential guests

Make a list of who may have an interest in supporting YES: family, friends, colleagues, business associates, members of clubs or groups, etc. **To fill a table of 10, you may need to identify at least 20-25 potential guests.**

FEBRUARY - APRIL:

Begin inviting guests

- Use a personal touch. Invite guests in the way that works best for your relationship with them: email, phone, or a personal visit.
- On the next page we provide **email templates** that you can easily copy and personalize. Send the email invitation as soon as possible!

Register your guests

You can register your guests when you sign up to be a table host, or you can register them as they confirm using the link you will be emailed after registering to be a table host

- If more than 10 guests confirm, we can seat a maximum of 10 people at your table or seat even more overflow guests at a neighboring table.
- **If you need additional help with registration, please contact Becca Holbrook at BHolbrook@youtheastideservices.org or 425.586.2318**

APRIL 30th:

Registration deadline

Tables that are not full by April 30th will be combined with neighboring tables. Guests registered after the deadline will be seated where space is available.

MAY 2nd:

Re-confirm with all your guests

Call/email your guests the week before the event to remind them. **If you have any changes, please contact Becca Holbrook at BHolbrook@youtheastideservices.org or 425.586.2318.**

MAY 9TH:

Arrive at The Meydenbauer Center by 7:30 a.m.

Check-in, get your name tag, a cup of coffee, and be ready to welcome your guests.

- During the program, one of YES' Trustees will make the "ask" which will let people know the appropriate time to make a donation, and how to make it.

AFTER THE EVENT:

Thank your guests!

A quick phone call, email, or thank-you note will be greatly appreciated after the event. An email template is provided in the toolkit.

MORE QUESTIONS?

Contact Becca Holbrook at BHolbrook@youtheastideservices.org or 425.586.2318

2024 Invest in Youth Breakfast TEMPLATES

The templates below are intended to help make inviting guests to the Breakfast simple and seamless. You can either copy and paste our templates, or create your own personalized messages – it's up to you!

EMAIL INVITATION TEMPLATE

Subject: Join me in supporting youth mental health at the Invest in Youth Fundraiser on May 9th

Dear <NAME>,

I am reaching out with a very important request! I hope you will join me on a very special day, **Thursday, May 9, 2024, from 8:00-9:30 a.m. for YES' Invest in Youth Breakfast** to support children, youth, and families struggling with mental health and substance use challenges. I am a Table Host and would love to have you join me at my table.

The Breakfast brings together community supporters, civic and business leaders with a passion for helping young people and their families, this year featuring Seattle wide receiver and mental health advocate, Tyler Lockett!

To give you a glimpse of what to expect, here is a link to a teaser video for the fundraiser at youtheastideservices.org/investvideo

While there is **no cost to attend** the breakfast, there will be an opportunity to donate during the event. The suggested minimum donation is \$200 per person.

Please reserve your seat at my table by registering here youtheastideservices.org/invest. If you have any problems registering, please contact Becca Holbrook at Bholbrook@youtheastideservices.org or 425.586.2318.

I hope you will join me at this very important event!

<SALUTATION>,
<YOUR NAME>

EMAIL GUEST CONFIRMATION

Dear <NAME>,

I am so glad that you can join me for YES' Invest in Youth Breakfast to support children, youth and families struggling with mental health and/or substance use issues. Mark your calendar for Thursday, May 9, 2024 at the Meydenbauer Center in Bellevue.

The Breakfast program will start at 8:00 a.m., but please arrive at 7:30 a.m. and I will be there to welcome you and help you find your name tag. I will also send a reminder five days before the event with parking and other logistical information. Looking forward to sharing this special event with you!

<SALUTATION>,
<YOUR NAME>

2024 Invest in Youth Breakfast TEMPLATES

EMAIL GUEST REGRETS

Dear <NAME>,

I'm sorry you won't be able to join me at the annual Invest in Youth Breakfast benefiting Youth Eastside Services (YES). You will be missed!

A gift to YES will ensure that local children, youth and their families have access to mental health and substance use services, regardless of their ability to pay. Please consider making a gift today at youtheastideservices.org/investdonation. You can list my name as the Table Host when making your gift.

If you'd like to learn more about YES and how they support young people in our community, let's meet up and chat.

Thank you for your consideration, and again, I'm sorry to miss you in May.

<SALUTATION>,
<YOUR NAME>

SAMPLE SOCIAL MEDIA POSTS

Join me in supporting children, youth, and their families who are struggling with mental health and substance use challenges. I'm calling on my friends, family, and others to please join me at my table @youtheastideservices annual benefit Invest in Youth Breakfast on May 9. Message me for details!

Are you free for breakfast on May 9? Join me at my table at @youtheastideservice annual Invest in Youth Breakfast. Enjoy powerful stories from youth recovering from mental health challenges and participate in a conversation with mental health advocate and Seattle wide receiver Tyler Lockett. Message me for details.

Do you ever wish there was more you could do to help youth struggling with mental health? You can take action on May 9th and join me at my table at @youtheastideservices Invest in Youth Breakfast. Let's give youth hope for a better tomorrow, together. Message me for details.

Youth mental health has been declared a national emergency. Take action with me to help children and youth recover by joining me at my table on May 9 at @youtheastideservices Invest in Youth Breakfast. Message me for details.

2024 Invest in Youth Breakfast HELPFUL LINKS

IMPORTANT LINKS




LINKS TO REGISTRATION FORMS:

- Register as a guest: <https://youtheastideservices.org/register>
- Sign up to be a Table Captain: <https://youtheastideservices.org/tablehostsignup>
- Add guests to your table: <https://youtheastideservices.org/guestregistration>
- Inspire donations by becoming a Champions for Youth Giving Circle Member: <https://youtheastideservices.org/champion>

LINKS TO WEBPAGES/INFORMATION PACKETS:

- Event webpage: <https://youtheastideservices.org/investinyouth/>
- Table Host packet: <https://youtheastideservices.org/tablehostpacket>
- Sponsorship opportunities: <https://youtheastideservices.org/sponsorshippacket>
- Donation page: <https://youtheastideservices.org/investdonation>
- Invest in Youth teaser video: <https://youtheastideservices.org/investvideo>
- Blog posts related to the breakfast: <https://youtheastideservices.org/category/events/breakfast/>

YES SOCIAL MEDIA ACCOUNTS

-  <https://www.facebook.com/YouthEastsideServices/>  <https://www.linkedin.com/company/762045/>
-  https://www.instagram.com/youth_eastside_services/

CONTACT INFORMATION

Becca Holbrook
Event Manager, registration, table host information, donations, sponsorships
BeccaHolbrook@youtheastideservices.org
425-586-2318

Lidia Harding
Marketing materials, social media, public relations
lidiah@youtheastideservices.org
425-586-2322

Lisa Hay
Champion for Youth Giving Circle membership
lisah@youtheastideservices.org
425-586-2328

2024 Invest in Youth Breakfast PROMOTIONAL IMAGES

HEADER IMAGE



PROMOTIONAL IMAGE



SOCIAL MEDIA IMAGE



EMAIL SIGNATURE

Lidia Harding (she/her)
Marketing & Community Relations Manager
425-586-2322

JOIN ME ON MAY 9TH!

