

Table Host Welcome Packet

2023 Beacon of Hope Virtual Fundraiser
October 25th, 8 to 9 AM
Westwood Country Club 800 Maple Ave E, Vienna, VA 22180



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Thank you for agreeing to serve as a Table Host for Second Story's Beacon of Hope Fundraiser! The success of the event is only made possible by you and your guests. With this in mind, we have compiled information to help you to be successful. Contact Alex at outreach@second-story.org with any questions.

Table Hosts are essential to a successful event. It has been proven repeatedly that most guests attend fundraising events because they have been personally invited to come by a friend, family member, or colleague who is serving as a Table Host. Table Hosts have simple but critical responsibilities: invite and confirm the attendance of 9 or more people (each table seats 10), and make sure they are registered before the event. You are NOT asked to pay for your guests' seats—all spots are free; we just ask that you try and make sure they attend the event.

TABLE HOST STEPS TO SUCCESS:

Invite guests: Our goal is that each Table Host will have nine guests attend the event to make a table of 10 (including yourself). If you get more than nine confirmations, great! There are 10 seats to a table, but if you have more than nine guests, we will work with you to make sure the extra guests are seated nearby. We also ask that you keep us updated on who can attend the event, because we need to let the venue know and there are costs associated with the number of attendees. Do not send mass emails to invite guests, instead send a personalized message.

Communicate Expectations: Please make sure your guests understand that the purpose of this event is to raise funds needed to continue Second Story's programming and there will be a direct ask for support. We want to set the right expectation so that people aren't surprised when the ask is made. Making a donation is not a requirement to attend the event.

Registering guests: You can register your guests or have them register using our event webpage once registration opens. In the meantime, take note of your guests so that once the registration goes live on September 5th, you (or they) can register.

Deadline for registering guests: The deadline for registration is October 6th. Please make sure you (or they) register on time. We will be checking in with you regularly leading up to that date to assist with your invitations if needed.

Check in regularly and follow up: Email your guests one week before, as well as the day before the event to remind them and confirm their attendance. If they say they can't come, please let us know so we can update their RSVP. Since this is an in-person event, we want to accurately track who will attend. Following the event, check in with your guests to ask what their impressions were. And of course, make sure to thank them for coming. Tell them to be on the lookout for correspondence from the Second Story team. We will follow up with anyone who is interested in continuing their engagement with us.

At the Event: The event starts at 8:00am, but registration opens at 7:30am. Please try to arrive no later than 7:30am so you can welcome your guests. You will serve as the representative for Second Story at your table during the event. When the call for donations is made, you as the Table Host will collect the checks and forms at your table and submit the provided envelope to the Table Host station after the event. Contact Alex at outreach@second-story.org for any questions.

Mission-Based Sponsorship: If you know a company that would be interested in supporting the work of Second Story, please let us know! We would be happy to reach out to them and would appreciate an introduction. Contact Alex at outreach@second-story.org for more details.

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SAMPLE SCRIPTS FOR INVITING GUESTS

****You know your guests better than us! If you are familiar with the person you are inviting, this can and should be more personalized. This is just a template to help give an idea of the information that should be included in the invitation.****

Sample social media blurb:

Hi friends! Many of you know that I am a supporter and advocate for a local non-profit called Second Story, a nonprofit focused on providing safe havens and opportunities to youth and families in need in Fairfax County. Second Story is hosting an in-person fundraiser on 10/25/23 from 8 am to 9 am at Westwood Country Club and I would love it if you could join me! For more information and to register, visit www.second-story.org.

Sample email:

Dear friend, family member, or coworker,

As you may know, locally, we're experiencing an increase in the number of youth experiencing homelessness. The Fairfax County government reported a 33% increase in the number of people in families with children experiencing homelessness here in Fairfax County from 2022 to 2023. I'm sure you agree that no young person should have to wonder where he or she will sleep at night.

In trying to find ways to help, I've become a supporter of the nonprofit, Second Story, and their work in the community. They've been around for more than 50 years and work directly with youth experiencing homelessness or youth and families at risk of experiencing homelessness or another crisis. They also do so much more.

This year, I've agreed to help spread the word and am serving as a Table Host for Second Story's Beacon of Hope Fundraiser, and I would be honored to have you join me. The Fundraiser will be held over breakfast on **Wednesday, October 25th from 8 to 9 AM** at Westwood Country Club in Vienna, VA. We're all really excited to be back in person for this moving event.

By agreeing to attend, you're not obligated to make a donation, but we certainly hope you will. During the one-hour breakfast, you'll learn more about the immediate challenges local youth face, how the need for support has increased, and most importantly, how your financial contribution can impact our local youth and families in crisis. Please let me know if you can attend as soon as possible, but no later than October 6th. I've offered to host a table of ten and hope you can join me.

For more information about Second Story and the Beacon of Hope Fundraiser, visit www.second-story.org.

Be well,

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Link to Second Story Event Webpage: <https://www.second-story.org/2023-beacon-of-hope-fundraiser/>

Helpful Information about Second Story

All services are provided at no cost to youth or their families.

Second Story for Teens in Crisis:

Second Story for Teens in Crisis is a completely voluntary program for young people 13 to 17 years old. In addition to safe shelter, food, and clothing, each teen receives intensive individual, group, and family counseling and helps keep up with their education.

Second Story for Homeless Youth:

Second Story for Homeless Youth helps high school students and youth experiencing homelessness with housing and case management using a combination of host homes, rental assistance, and rapid re-housing.

Second Story for Young Mothers:

Second Story for Young Mothers provides housing and counseling to young mothers experiencing homelessness so they can learn to support themselves and their children. They focus on parenting skills, education, job readiness, and self-sufficiency.

Second Story in the Community:

Second Story serves the communities of Culmore, Annandale, and Springfield through Family Resource Centers, Safe Youth Projects, and a Teen Center. Second Story also proudly serves as the lead agency for the Bailey's Crossroads area as part of Opportunity Neighborhoods (ON). Through ON, we work alongside residents, government, public schools, and other partners to elevate community voices, provide training, and deliver resources to the community.

Why this event matters

Never was there a more important moment in time to turn our attention to local youth as they face an onslaught of challenges threatening their mental health and well-being. Last year alone, there was a 33% increase in the number of people in families with children experiencing homelessness in Fairfax County. Not a single young person should have to deal with those uncertainties. Together, we can spark change. This year's theme is Our Community, United for Youth. The Beacon of Hope Fundraiser is Second Story's only major fundraising event of the year. We are thrilled to be in-person, together again. Your support will allow us to meet the growing needs of local youth experiencing homelessness or another crisis, as well as their families.

Social Media Handles

Facebook - @secondstoryorg

Instagram - @secondstoryorg

Twitter - @secondstoryorg

LinkedIn - @secondstoryorg

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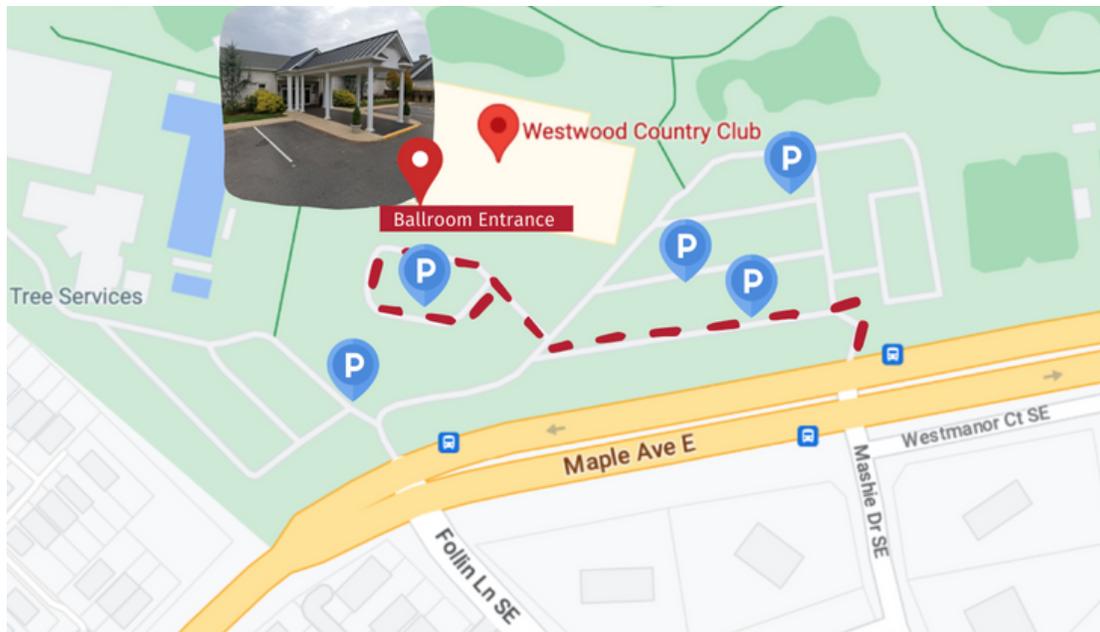
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RESOURCE PAGE

Westwood Country Club Parking:

We suggest you allow adequate time to park, walk to the Ballroom, and register. Upon arrival into the parking lot, please follow signs to the Ballroom (see red dashes below). Complimentary valet parking will be available, or you may park yourself, which requires a short walk, and in some cases, stairs. Once inside, please follow signs for the Ballroom. We look forward to seeing you!



How to Donate for Those Who Can't Attend

There are a few ways to donate toward this year's fundraiser. If you choose to donate via our event page, click on the "donate" button on the left-hand side. Click your gift amount and follow the prompts. You can also mail a check to:

Second Story

*Attn: Alex Villegas – BoH Fundraiser,
P.O. Box 694, Dunn Loring, VA 22027.*

If they choose to donate via our general donation page, just be sure to let your friends and family know that toward the bottom of the form labeled "additional details" they need to indicate it is for the BOH Fundraiser. To discuss other giving options, contact Alex Villegas, at outreach@second-story.org.

Important Dates

Registration Opens on Event Page - **September 5th**

Prioritize reaching out to and registering guests - **from September 5th to October 6th**

Registration Closes on Event Page - **October 6th**

Beacon of Hope Fundraiser at Westwood Country Club - **October 25th, 8 to 9 AM (Arrive by 7:30 AM)**