



## Table Captain Packet

### Inviting Guests and Communications Schedule

#### Inviting Guests

For eNews sharing:

- Hit “forward” on our luncheon eNews you receive. Let me know if you’d like me to forward one to you.
- Use the sample language below if it’s helpful, adding your invitation to the body of the email at the top and **updating text in red as needed**.
- NOTE: Change the eNews subject line before sending (see suggestion below).

OR

To send your own email:

- Craft your invitation language in an email to friends and colleagues Including a link to our event page, <http://www.shepherdstherapy.org/index.php/get-involved>.
- See 2 samples below for ideas on what to write.
- Feel free to also add an image if you’d like. You’ll find a few options in your Table Captain’s Toolkit, and let me know if you’d like me to send the images to you via email.

**A follow up call or follow up email** can help get people’s attention in our busy lives and let them know you’re thinking of them specifically with your invitation.

We recommend that you send invitations to one person at a time and personalize your message to reflect your style and your relationship with each person you invite.

#### Invitation Language Sample 1

Subject: Can you join me at this special event?

Dear **name**,

I would like to invite you to join me at a very special event, “Finding Hope, Inspiring Healing,” to benefit Shepherd’s Counseling Services. I am proud to support this organization in the good and important work they do providing specialized therapy to guide survivors of childhood sexual abuse through a process of life-changing healing.

Please join me at my table for their Third Annual Fall Luncheon, “Finding Hope, Inspiring Healing,” on October 3, 2018 from 11:30am-1pm at the Pacific Tower Panoramic Room (the iconic brick building on the top of Beacon Hill with spectacular views of the Seattle waterfront).

I hope you will join me at my table as we learn more about the difference this wonderful organization is making in people's lives and add your support to healing for survivors. **Please see the invitation below for more details (for eNews forward).**

It's sure to be a fabulous celebration of hope and healing and what's possible when a community comes together to make a difference.

I hope you can join me!

Warmly,

**Your name**

### **Invitation Language Sample 2**

Subject: You're invited to my luncheon table (or) Let's do lunch (or) Join me to lunch for a great cause

Hi **name**,

I will be attending a luncheon for a great cause on Oct. 3<sup>rd</sup>, and I would love for you to join me at my table!

Shepherd's Counseling Services is a unique local organization with nationally recognized expertise in providing specialized therapy for adult survivors of childhood sexual abuse.

Please join me to help build a bridge to healing for survivors on October 3<sup>rd</sup> from 11:30am-1pm at the Pacific Tower Panoramic Room.

With the help of funds raised at last year's luncheon, over 75 people walk through Shepherd's doors each week finding the support they need to put the pieces of their lives back together and get a new chance at life.

Can you join me?

Early-bird registration ends August 15<sup>th</sup> and the final registration deadline is Sept. 14<sup>th</sup>. Here's the link: <http://www.shepherdstherapy.org/index.php/get-involved>

Let me know if you'd like to join me this year!

Thanks!

**Your name**

## Shepherd's Communication Schedule: PENDING UPDATE FOR 2018

### eNewsletters

- July 19 (Sent): First eNews announcement of luncheon
- Thur, Aug 10: eNews reminder early-bird pricing ends Aug. 15<sup>th</sup>
- Tue, Sept. 12: eNews reminder last day to register is Sept. 19<sup>th</sup>
- Sun, Oct. 1 (to luncheon registrants only): Directions, Parking, Final Details
- Thur, Oct. 5: eNews thank you with luncheon fundraising results

### Facebook

Visit <https://www.facebook.com/Shepherds-Counseling-Services-251369494583/> to see latest Facebook posts.

### Instagram

Find us at shepherdstherapy on Instagram!

### CONTACT

Jill Armitage

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Feel free to contact Jill any time, and to refer guests to contact Jill with any questions they may have.

We look forward to seeing you at the luncheon  
and building a bridge to healing together.

*Thank you!*