



Register online to let us know you're officially in for the **Centennial Community Leadership Luncheon**

<http://bit.ly/FOSBreakfast2020> (case sensitive)

Inviting Guests

The most effective way to invite guests to the breakfast event is with a personal ask. Our most successful Table Hosts send a preliminary email with the all the details and then follow up with a phone call. We also have printed formal invitations that are sure to be opened when hand addressed and personalized by you.

Remember to let you guests know that this is a non-ticketed event, but all guests must registered so we may seat them with your group. Encourage them to use the Formsite registration link.

Guests will be asked to make a minimum contribution of \$300 during the event. This amount supports one Scout for a year of programs. \$1000 donors are eligible for special incentives available only at the breakfast event.

To avoid misunderstandings, please be upfront about the dollar level at which you would like your guests to contribute. We do realize that there are some hosts that would like to donate on behalf of their guest so they can have an initial introduction to local Scouting inspiration.

While our keynote speaker is an A-lister, many of our best supporters come each year because they enjoy supporting our mission. They feel great about attending and are happy to return year after year. Your advocacy of Scouting is the best reason to attend.

More Tips!

Donations can come in before, during and after the event. We are diligent about making sure the gifts are matched up with table host efforts.

Don't forget that gifts to SVMBC BSA can be matched by employers! Double your table host efforts and learn more here: <http://svmbc.org/svmbc/support-scouting/matching-gifts/>

Tables are set for 10 guests. If you bring in more than a table, we will place additional guests as close to your main table as possible.

More Support!

Your District Executive or Development Director professional will work with you to get the materials you need. Did you run out of invitations? Need a sample letter? Want to see if your neighbor signed up yet to join your table? Did you need a reminder of who your guests were last year? We are here to assist.

Timeline for Success for our Scouts: Be prepared.

2 months out (December-January)

- Fill out your guest prospect sheet and share with staff leadership
- Start inviting guests using personalized emails, hand delivered invitations or save the date postcards
- As your guests register, they will receive an official notification to their email.
- Thank your registered guests and remind them they don't need a ticket, that we will have their name tag ready at registration.

1 month out (February)

- Continue inviting your guests until your table of 10 is full. You are the 10th guest, so you are inviting 9 additional friends and colleagues.
- Our facility this year has plenty of room to grow. If you are able to double or triple table, we can easily accommodate this. Communicate your progress with us and we will arrange your tables adjacent to each other.



- Continue to follow up with guests and remind them register using the formsite link.
- All registered guests will receive official communication a few days prior to the event with reminders about parking and logistics, so the correct contact information is important.

3 weeks out (February 3)

- Ask your guests to help spread the word through their social media We have a Social Media success tip sheet to help with this.
- Review your guests prospect sheet and compare to our registered guests.
- Follow up with guests to make sure they are officially registered. If access is an issue, we will assist and hand add them to our registration.

2 weeks out (Feb 10)

- Guests will receive notifications and reminders about the event, our speaker and program.
- Continue following up with your guests. If they are unable to attend in person, encourage them to make a contribution online to support the Centennial year of local Scouting.

1 week out (Feb 17)

- A follow up call or personal email from you, letting them know you are looking forward to their joining for an inspiring morning helps make sure our guests don't forget and also feel welcome.
- Check in with your District Executive or Development Director with any special instructions on seating or non-attending guest donations to be on the look out.
- February 25th—We can't wait to greet you and your guests!