

December 13, 2016



Dear Prospective Table Captain:

If you've not already done so, please mark your calendar for **Saturday, May 13, 2017** to join **Camp Ten Trees** in raising funds for **our 16th summer of serving children and youth of LGBTQA communities** at this spring's annual dinner and auction event.

Each summer, our campers strengthen inner courage, develop life and leadership skills, and cultivate lifelong friendships when they come together to build community at Camp Ten Trees! You are invited to be a part of that campy spirit when you unite with other supporters to ensure that every child who needs Camp Ten Trees can participate. Last year's auction was a huge success, raising a record-breaking \$142,000 to help us host 100 campers at each of our 2016 summer camp sessions. This year, we hope to continue to build on that success by meeting this year's auction fundraising goal and continuing our tradition of never having turned away a camper due to lack of funds. **Please help sustain this vital opportunity for LGBTQA-connected children and youth by committing yourself, or your organization, to fill a table with 10 people at this spring's Camp Ten Trees auction on Saturday, May 13th.**

As you know, Camp Ten Trees is an overnight summer camp located in Washington State, featuring one week for lesbian, gay, bisexual, transgender, gender diverse, queer, questioning, and allied youth (ages 13-17) and one week for children and youth (ages 8-17) of LGBTQ and/or non-traditional families. Camp Ten Trees is one of only a handful of camps of its kind in the world and the only such residential summer camp in the Pacific Northwest. Because Camp Ten Trees fills such a critical need, we make camp accessible to all campers regardless of their ability to pay for camp. **To do this, we need your help!**

This packet includes a step-by-step guide for Table Captains. You can get more information about Camp Ten Trees at www.camptentrees.org, where you'll also find a video in which campers and volunteers talk about Camp. We recommend including a link to the video in your invitation to potential auction guests!

Here are some quick facts about the auction:

Date: **Saturday, May 13th, 2017**
Time: **6 p.m.** (VIP Guests' Reception at 4:30 p.m.)
Place: **Seattle Marriott on the Waterfront –**
Address: **2100 Alaskan Way, Seattle, WA 98121**
Theme: **Together We Light The Night**

Event Pricing

Regular Ticket: **\$85** for an **individual**
\$425 for a **½ Table of 5**
\$850 for a **Table of 10**

Each Regular Ticket includes admission, choice of entrée, and wine with the meal.

VIP Ticket: **\$185** for an **individual**
\$925 for a **½ Table of 5**
\$1850 for a **Table of 10**

Each VIP Ticket additionally includes the 4:30-6 p.m. VIP Guests' Reception (with free champagne and special appetizers), four complimentary drink tickets, early bidding on silent auction items, and a goodie bag!

Please contact Lynn Goralski, our Executive Director at 206-288-9568 or info@camptentrees.org to sign up or ask any questions. If you're unable to attend the 2017 auction or unable to be a Table Captain, please consider donating to our Campership Fund or joining our Auction Volunteer Work Group. Your support makes the magic of camp possible!

Thank you, as always, for being part of the Camp Ten Trees community!
2017 Auction Volunteer Work Group

Table Captain Guide - Annual Camp Ten Trees Dinner & Auction Event - Saturday, May 13, 2017

1. **Create Interest:** Tell your potential guests what Camp Ten Trees means to you/why you are involved.
2. **Make Contact:** Identify about 18 people to invite to join you at the event. On average, half of the people invited will not be able to attend; so the idea here is to think of more than the number needed to complete your full table of ten. Decide whether a phone call followed promptly by an email, or vice versa, will work best for you and your invitees. Talk to your invitees about the auction and answer their questions. In this packet, you will find a sample email you can edit and send out as an initial invitation, if you wish!
3. **Send Reminders to Invitees:** Send follow-up emails! Make follow-up phone calls! Ask Camp Ten Trees to mail auction invitation postcards to your friends. Encourage your guests to purchase VIP tickets.
4. **Buying Tickets:** There are options!
 - You can tell your invitees to purchase their own tickets via the Camp Ten Trees website, where they can indicate you as their Table Captain.
 - You can collect ticket payments from some or all of your invitees and then purchase some or all of the seats at your table yourself via our website.
 - You can personally pay for tickets for some or all of your guests; simply purchase their tickets when you purchase your own via the Camp website.
 - **All tickets can be purchased at www.camptentrees.org**
5. **Golden Raffle Tickets:** When they purchase their tickets, your guests will have the opportunity to purchase a Golden Raffle Ticket for \$50. The winner of the Golden Raffle will be able to take any item out of the live auction line up home with them – they can choose from Gulf Coast vacations, luxurious dinners, priceless experiences, and more. Only 100 Golden Raffle tickets will be sold, so talk these up to your guests!
6. **We Can Help You Fill Seats:** Please let us know if you want to be a Table Captain but are unable to fill a Full Table. You do have the option of hosting a Half Table of five (4 guests plus you) if that is a better fit for you than a Full Table (9 guests plus you). We can also give you tips, promotional materials, and more to help you recruit guests!
7. **Guest List & Payment:** To help us prepare auction materials and guarantee that all your guests are seated at your table, please ensure that tickets are purchased as soon as possible. The event will sell out, so don't wait for the last minute to buy your tickets. Remember to tell your guests to indicate you as Table Captain when purchasing their tickets. Starting in February, the Executive Director will send you frequent updates (every 1-2 weeks) listing your guests who have purchased tickets, but cannot hold tickets for anyone.
8. **Reminders to Your Guests:** Two weeks before the auction, send an email reminder out to your guests about the event. Make sure your guests know about cool auction packages and are excited about the event!
9. **Centerpieces:** Camp Ten Trees Table Captains are invited to bring the centerpieces for their own tables. You are welcome to have as simple (a vase of flowers, perhaps) or as complex (a diorama of a summer camp, maybe) of a centerpiece as you'd like to create. Many Table Captains base their centerpiece on the evening's theme ("Splash Around in the Rainbow Lake"). To encourage more interaction among your guests, you could even give the centerpiece to one of them as a prize at the end of the evening. It's all up to you; use the centerpiece to make things more camp-y and fun!
10. **Special Table Captain Bonus:** All table captains will receive a complimentary drink ticket, and a special gift bag filled with goodies that won't be available to anyone other than table captains!
11. **Attend the event and have fun!!!** All guests will have assigned seating at numbered tables. Please ensure all guests at your table feel welcomed. You may arrive as early as 4:30 p.m. to set-up your centerpiece and any other table decorations.
12. **Post-Event Follow-Up:** Camp Ten Trees will send a thank you letter, including a receipt for purchases, to all guests. However, we encourage Table Captains to also thank their guests personally. This personal touch helps our guests, especially those who are new to our community, feel connected and appreciated.
13. The event will be held at the Seattle Marriott on the Waterfront (2100 Alaskan Way, Seattle, WA 98121) on Saturday May 13, 2017. Please help us communicate these changes to your guests.
14. We are not able to offer unlimited drink passes this year. We will, however, continue to offer complimentary wine with dinner to all guests and complimentary champagne to our VIP ticket holders. VIP guests will also receive four complimentary drink tickets, each of which can be redeemed for any beverage at the bar, and Table Captains will receive a complimentary drink ticket, too. All guests may purchase alcoholic beverages at the bar with cash or credit/debit cards.
15. **Support for You:** Remember that the Executive Director is here to help you. Please do not hesitate to contact Lynn at 206-288-9568 or info@camptentrees.org with any questions, comments, etc. Your dedication and support makes the summer camp sessions possible and is truly appreciated!

Sample E-mail from Table Captains to Prospective Guests

Here is a basic email to get you started. We encourage you to add personal anecdotes or stories about Camp Ten Trees and/or why you think it's important. Emphasize the impact you believe Camp Ten Trees has on the lives of children/youth, their communities, and the world.

To: Friends, Family, Co-workers, Fellow Activists, Neighbors, etc.
From: You
Subject: Please join me for this spring's Annual Camp Ten Trees Dinner and Auction Event on Saturday, May 13th, 2017!

Dear _____,

As you hopefully already know, Seattle is home to the Pacific Northwest's only residential summer camp for children and youth of LGTQA communities (lesbian, gay, bisexual, transgender, gender variant, queer, questioning, and allied youth as well as children/youth of LGBTQ and/or non-traditional families). For many of these young people, Camp Ten Trees is a safe haven, one of the few places they feel fully welcomed, supported, and engaged.

To help support Camp Ten Trees, I will be putting together a table for their annual dinner and auction event, being held Saturday, May 13th, 2017! This annual event generates the vital funds necessary to ensure that every child and youth who needs Camp Ten Trees can attend, regardless of ability to pay.

This spring's annual Camp Ten Trees auction will be a truly special night as we raise the funds necessary to create this loving and engaging summer camp opportunity for the sixteenth consecutive summer. I sincerely hope you'll be able to attend, joining me in sustaining Camp Ten Trees and celebrating the many lives touched, changed, and even saved by this camp since it began in 2001. Camp Ten Trees hopes to raise \$136,000 through this event. With your help, I know we can do it!

I encourage you to check out the video at www.camptentrees.org to hear from volunteers and the campers themselves as to why Camp Ten Trees is such a special place!

Please let me know if I can expect you to join my table for this very worthwhile event.

My best,
(sign, with contact info)

Possible Responses and Follow-ups

1. "Yes, I will join you."

YOUR FOLLOW-UP: "Great! The event is at 6 p.m. on Saturday, May 13th at the Seattle Marriott on the Waterfront, which is a new location for this event! I can email you further information. Please go on-line to www.camptentrees.org to purchase your ticket. You'll be able to choose either a Regular or a VIP ticket, both of which are described on the website. Remember to list me as your Table Captain

2. "I can't make it that evening but would like to support Camp Ten Trees."

YOUR FOLLOW-UP: "I'm sorry to hear you can't make it but appreciate your support of this wonderful organization! You can send a check directly to Camp Ten Trees, 1122 E Pike ST, #1488, Seattle, WA 98122 or go online and make a donation at www.camptentrees.org. If you'd like to join the Camp Ten Trees listserv, you can sign up by writing to info@camptentrees.org. Thank you so much. I'll keep you on my list for next year."

3. "I cannot attend and am not able to donate this year."

YOUR FOLLOW-UP: "Not in your budget this year? I can certainly respect that. Thank you so much for considering it. May I keep you on my invite list for next year's auction?"