



25 YEARS OF SILVER LININGS

Team Survivor Northwest Virtual Gala

TEAM CAPTAIN PACKET

EVENT DETAILS:

Date: Saturday, October 10th, 2020

Time: 6pm – 7pm (teams will meet virtually via Zoom break-out sessions at 5:30 and can meet after the event as well)

Format: Online via Zoom

Ticket Price: FREE

More Information: Go to www.teamsurvivornw.org/gala-2020/ for additional details

All guests will be invited to make a meaningful donation at the event. No minimum or maximum gift is required. Auction and raffle items will also be available before and during event.

WHAT IS A TEAM CAPTAIN?

Team Captains are like Table Captains, but because this event is virtual, you will be meeting with your invitees over Zoom, though you may gather with a few in your home if it is safe. Team Captains are the heart of our fundraising event and serve a critical role in its success. Each captain works at creating their own guest list of 3-15 people (no table to fill) helping to ensure that our virtual gala is well-attended and profitable. There is no fee to attend and the event is only an hour, so it should be easy to get people to come. Most of all, you will be helping TSNW with important and needed fundraising and helping to celebrate *25 years of Silver Linings!*

Strong Team Captains believe in the mission of TSNW and want to get their friends and families involved in this important cause. All you need to do is invite people ~ and because it's virtual, they can be from anywhere around the country or even the globe! And of course, donations are tax deductible and go to keeping TSNW programming for the coming year.

Captains will open your Team room 30 minutes before the event for socializing. During the 1-hour event there will not be break-out rooms, but you can gather again for 30 minutes after the event. We will have great auction item, games and fun. You can even order dinner and wine!

WHY BE A TEAM CAPTAIN?

- ✓ Easiest event you will chair because it's virtual.
- ✓ No table to fill ~ your team is a minimum of 3 and recommended maximum of 15.

- ✓ For EVERY 5 guests that register by October 3rd, you will receive a FREE GOLDEN RAFFLE TICKET. If your ticket is selected, you win any auction item of your choice, which could be worth thousands of dollars!
- ✓ Will be easy to invite people with FREE registration.
- ✓ Supports an important nonprofit organization for Cancer Survivors in the Seattle Area.
- ✓ Keep TSNW programs running, despite huge economic challenges.
- ✓ Celebrate the 25th anniversary!
- ✓ TSNW will give you all the tools and directions you need.
- ✓ It will be fun, we promise!

TIPS FOR INVITING GUESTS

- ✓ **Visit www.teamsurvivornw.org/gala-2020/** and check out the event page and resources there and in this packet. Learn some important facts about TSNW to share. And be sure to read the material we will be emailing you.
- ✓ Register as a Team Captain on the event page, and then have your guests register individually and select your name / team name to in order to join your zoom table before the event.
- ✓ **Let people know your personal connection** to TSNW. Your story motivates your friends to want to support you and TSNW. Share why you care about the work TSNW does. Use the [provided](#) letter found at the bottom of the event page.
- ✓ **Use Social Media!** Talk on your social media platforms about your role as a Team Captain for TSNW (Facebook, LinkedIn, Instagram, Twitter). Like our page and share our gala posts.
- ✓ **Invite everyone you know!** But make the emails or calls individually, so they know you care about them. Some ideas to start are neighbors, family, colleagues, social groups, fitness groups, cancer survivor groups, school friends, and people from your religious organization~ remember we are virtual, so it is safe and easy...just an hour or so of their time.
- ✓ **Follow up!** It's very important to check back with people you don't hear back from. People often forget to RSVP even though they have every intention of attending. And remind, remind, remind!
- ✓ **Make sure everyone registers** ~ Be sure to send your invitees the [link to preregister](#) for the event. If they have preregistered, TSNW will send them the link to register to bid two weeks prior to the event when it opens.
- ✓ **If invitees are unable to attend**, consider asking them to make [a tax-deductible gift to TSNW](#). It's also a nice way for your friends to honor and recognize your volunteer work. We have a letter for that, too ~ [click here](#).

KEY MESSAGES:

Team Survivor Northwest (TSNW) is a nonprofit organization that envisions a world in which every woman who has had a cancer diagnosis has the resources and support to return to her best physical and emotional well-being. We do this by providing free fitness programs to women cancer survivors in the greater Seattle region. These women can be at any stage of treatment and recovery and at any fitness level—there is a program for everyone. The annual gala is TSNW's biggest event of the year, raising over half of the operating budget for the year. This year our goal is \$100,000.

In a year when we need your help the most to keep our programs running through the pandemic, step up and join us as we celebrate 25 years of changing the lives of women cancer survivors! COVID has presented new challenges and costs for TSNW as we pivoted to provide our programming online—because cancer didn't take a break, neither could we. We've hired additional instructors to provide online opportunities when our volunteer-led opportunities couldn't run. Additionally, several of our fundraisers have had to be cancelled. ***More than ever, TSNW needs the support of the community to keep providing the valuable services to women in the Puget Sound region.***

A BIT ABOUT TEAM SURVIVOR NORTHWEST

HISTORY

- ✓ Started in 1995 by the Seattle Dr. Julie Galow, a renowned breast cancer oncologist, who invited breast cancer survivors to train and participate in a women's triathlon, the name of the team was Team Survivor Northwest.
- ✓ Next came fitness retreats which provided the relationship building and knowledge women survivors wanted.
- ✓ As research on the importance of exercise in improving cancer survivorship grew, TSNW also grew to provide more opportunities for women cancer survivors to find programs that fit their fitness needs.
- ✓ Today, exercise is often prescribed to women as part of their treatment plan, no matter the diagnosis.
- ✓ Research has proven that exercise reduces cancer recurrence and mortality, among many other health benefits.
- ✓ All of our programs are offered free of charge to be as accessible as possible for all women who have had any cancer diagnosis.

ABOUT THE NEED

- ✓ Approximately 56,000 women cancer survivors in King County alone.
- ✓ Research shows as much as a 50-60% decrease in death rates from breast and colorectal cancer survivors with exercise.
- ✓ Exercise and a support network are critical to regain health – both physical & emotional.
- ✓ Without TSNW, costly gym membership fees and fitness class fees limit access to exercise.

OUR APPROACH

- | | |
|----------------------------------|---|
| ✓ Cancer education and resources | ✓ Mountain Climbing |
| ✓ Cycling | ✓ Nordic Walking |
| ✓ Dragon boating | ✓ Snowshoeing |
| ✓ Fitness Classes | ✓ Triathlon Training |
| ✓ Fitness Retreats | ✓ Urban Walking |
| ✓ Hiking | ✓ Most were in groups, but we are virtual now |

THE CHALLENGES WE FACE

- ✓ Demand exceeds capacity—we need more programs, staff, instructors and soon facilities.
- ✓ We need to grow more—TSNW membership has grown by 27% percent in one year yet we still only a small percentage of the approximate 56,000 women cancer survivors in King County know that our organization exists.
- ✓ COVID-19 risks negatively impact core programming funding.
- ✓ Lack of staff and funding, to scale and extend to underserved communities.
- ✓ Limited funding prevents program development and facility expansion, despite growing demand

TEAM CAPTAIN TIMELINE

Date Due	Item	Steps	✓ When complete
Things to do right away	Identify your potential guest list	Brainstorm a list of 25-35 prospects you want to invite—past guests, friends, neighbors, or business contacts. Shoot for 3-15 people to participate. (There will be a prize for the table captain who has the most people outside of TSNW attend!) Schedules fill up quickly so start inviting guests early! This is a great opportunity to invite clients and partners with whom you want to share your support for TSNW.	
	Think of Potential Sponsors	Any company you think would identify supporting TSNW with a sponsorship (a Sponsor sell sheet is available at bottom of the event page or click here .) Some ideas are oncologists/cancer centers, physical therapy companies, imaging centers, dentists, prosthetic providers, athletic stores, artists, etc. Make an introduction to Jennefer Boyer, Executive Director of TSNW at 206-732-8350 or email at ExecutiveDirector@TeamSurvivorNW.org .	
	Think of auction items	We are looking for airline miles, vacation rentals, yacht rides, gift certificates of \$25 and up, or any other items that we can put together to make a larger auction package for the auction. Be creative! (Note: there will be a prize for the person who brings in the highest value in gift cards.)	
	Talk up the gala	Bring up the virtual gala and auction in conversation—you never know who might have a connection to cancer, TSNW or who believes in an active lifestyle. Share your passion and commitment with others. Let them know how and why TSNW is important to you and let them know we are celebrating over 25 years of helping women overcome the difficulties of cancer and live healthy lives.	
	Use Social Media	Post the gala and your involvement as a Team Captain on all your social media accounts ~ Facebook, Instagram, LinkedIn, Twitter, etc. Find social networking info on our website which makes it easy to share.	
	Recruit other Team Captains	Ask your friends, family and colleagues to consider hosting a virtual table ~ many have been impacted by cancer themselves or have a family member or close friend who has.	
	Register as a Team Captain	Click here to sign-up as a Team Captain at the same time that you preregister. Then your name will be added to the drop-down list that attendees can select from.	
	Get educated on Zoom	Visit Zoom.com or attend our pre-event training (tentatively planned for October 1 st , but you will receive an invitation). You will also be able to download the training after the event.	

Date Due	Item	Steps	✓ When complete
Things to Do during early September	Invite your guests!	Share the digital invitation and send/give to guests. Let your guests know why you care about TSNW. Follow-up with phone calls and emails. If potential guests say they can't attend, encourage them to still contribute to the success of the event by making a gift.	
More to do in September	Remind Guests to Preregister Online	Your guests will preregister online and list you as their Team Captain. Each guest will receive a confirmation email once they have preregistered. They will also receive communications leading up to the event.	
	Plan for fun	Maybe a few guests who you are in isolation with will join you in your home or perhaps you will all make the same cocktail. Encourage competition for best dressed, craziest hair or whatever you want. Consider an icebreaker if you have guests who don't know each other, like "Truth, Truth, Lie" or other game. Be sure to check out the "Making a Fun Event" ideas at end of this packet. You and your guests will meet in a break-out Zoom room 30 minutes before and after the event.	
	Order Meals	You can order your choice of delicious Meals and Wine from Chef Dane September 7 th – October 2 nd . Details are provided on their website for where you can pick-up ahead of event in one of several locations and \$5 goes back to TSNW for each meal and bottle of wine. Remind your guests to do the same!	
October 3	Registration Deadline	Saturday, October 3 rd is the last day for guests to register in order for it to count toward your free Golden Tickets (see details under "Why Be a Team Captain" above).	
Early October	Attend pre-event training	You will receive an invitation to see what the break-out rooms will be like.	
October 5	Send Reminders	Remind your guests that the event is coming up and provide them details. Last minute cancellation? Ask them to make a donation.	
October 7	Silent Auction Opens	Guests will need to register in order to bid.	
October 10	EVENT DAY	One last reminder to guests. Arrive early to your room so you can greet everyone.	
October 11	Small Silent Auction Closes	Remind guests to make final bid. Ask them to make a donation even if they don't have the winning bid.	
October 13	Thank your guests	Send a quick note thanking your guests for participating. Remind them to complete a matching gift form if their company matches.	
October 14	Debrief	Complete the survey and let us know how we did and what we could do better next year.	

TEAM CAPTAIN COMMUNICATIONS

SAMPLE INVITATION LETTER OR EMAIL

Sample letter to share to ask people to attend and/or for donations

Send this letter via email or regular mail and post on your social media. Feel free to make changes and make sure to include your reason for supporting Team Survivor Northwest. All donations are tax deductible.

Subject: Join me in supporting a cause dear to my recovery

Dear [Name],

Please join me for a virtual celebration as TSNW celebrates 25 years of helping woman cancer survivors like me. The event, *25 Years of Silver Linings* is on **October 10th, from 6pm-7pm**. (Virtual doors open at 5:30pm to meet with friends.)

Team Survivor Northwest (TSNW) was instrumental in my cancer journey. [Insert your story here, for example: I started by working out with their fitness classes twice a week while going through chemo and radiation and trained with them to summit Mt. Adams last summer.] I love TSNW because of how they support women going through and recovering from cancer, for the supportive community it creates, and their ability to adapt during this time of COVID by providing classes and programs virtually.

If you cannot join, consider making a donation to this great nonprofit organization by going to www.teamsurvivornw.org or [clicking here](#). They need our help more than ever right now due to the extra costs the pandemic has brought. Cancer didn't take a break and TSNW has continued offering programs, despite losing several fundraisers this year

Together we can ensure that TSNW can continue to be a silver lining for cancer survivors!

RSVPS ARE EASY

Preregistration: Preregistration is 4 simple questions – your name, email, who you want to be in a break-out group with and whether you are a TSNW member or a guest. Select the group from the drop-down menu or write in my name. It is important to register early as group sizes are limited! [Click here to preregister now.](#)

Registration: Registration opens 2 weeks before the event. If you have preregistered, you will receive an email to let you know when registration is open. Registration is quick and is required in order to participate in the event. Luckily, registration is FREE! Once you have registered, you will be able to preview, then bid, on early auction items and purchase your Golden Ticket(s).

This is going to be a fun virtual event and I hope you can join me!

GUEST WHO CANNOT ATTEND

I am sorry that you will not be able to join me for the Team Survivor Northwest 25th Anniversary Gala. In lieu of attending the event, I hope you will consider making a donation to this important nonprofit organization. This is the year when TSNW needs your help the most to keep programs running through the pandemic. COVID has presented new challenges and costs for TSNW as the organization pivoted to provide our programming online—

because cancer didn't take a break, neither could TSNW. Additionally, many of their fundraisers have had to be canceled. More than ever, TSNW needs the support of the community to keep providing the valuable services to women in the Puget Sound region.

[Click here](#) to make a contribution...every dollar makes a difference!

DAY BEFORE REMINDER

I am really looking forward to seeing you tomorrow at the Team Survivor Northwest 25th Anniversary Gala. We will be celebrating 25 years of silver linings. As a reminder, we'll be meeting virtually. Log-in 30 minutes early (5:30pm Pacific Time) if you would like to join our group for a social time.

If something comes up and you cannot attend, please let me know and consider making an online donation at www.teamsurvivornw.org or [clicking here](#).

All money raised during the event will go to helping continue the important programs that nearly 500 women cancer survivors currently rely on. Donations are fully tax deductible. In addition, there will be some great auction items to bid on, so come in a generous spirit!

SAMPLE EMAIL TEXT FOR CONFIRMED GUESTS

Thank you so much for being part of my table at the TSNW gala. Here are some details: The gala is Saturday, October 10th, from 6:00-7:00pm. I hope you will join our group for the optional social time at 5:30pm.

If things come up and you are unable to make the gala, please give me a call as soon as possible – and consider making an online donation. Thank you!

MAKING A FUN TEAM OR VIRTUAL TABLE

Here are some ideas to help make it a fun, cohesive event for your guests:

1. Run a sizzle reel - invite attendees to provide a picture or 10 second video of them or someone else they care about as to why they are participating in TSNW. Put it together as a sizzle reel to play as people log-in and before the event starts. It is about the participants so people will feel part of the evening.
2. Photo selfie kit: - silver props “25 year anniversary” “cheers” or silver boas, etc. Be sure to have people send you their pictures and share during event. Photos that are submitted will run on a small slideshow during the main event.
3. Let people play with virtual backdrops for zoom, [click here](#) for directions
4. Consider a signature cocktail you all can make, such as [silver mule](#), [silver martini](#), [silver margarita](#), or a [silver mocktail](#). Send the ingredient list to your team before the event.
5. Order the catered dinner and wine and virtually share it together in the social hour.
6. Submit your selfies or screen shots of your whole team during the event to be part of the slideshow that will take place during the main event.
7. Encourage members of your team to compete for one of the following awards: Best Dressed, Farthest Distance (the person attending the farthest from Seattle), Most Unique Hair, The Silver Lining (the person who is the most decked out in the color silver or the theme). Photos of those competing must be submitted by 6:10 (submission directions will be provided).
8. You can also create your own contests amongst your team members! Maybe highest bid or largest donation?
9. During the main event, we plan to do a couple of games, like a Scavenger Hunt, to see who can get a specific item the fastest. Be ready to run around your home!
10. Stay for the whole event, as gift cards will be randomly given out to those in attendance, throughout the event. Plus, you won't want to miss the Gralow Award.



25 YEARS OF SILVER LININGS

Team Survivor Northwest Virtual Gala

[Date]

Dear _____,

As someone who appreciates your role in our community, I would like to invite you to be part of a cause that is near and dear to my heart, that of Team Survivor Northwest. Team Survivor Northwest is a nonprofit organization that envisions a world in which every woman who has had a cancer diagnosis has the resources and support to return to her best physical and emotional well-being. They do this by providing free fitness programs to women cancer survivors in the greater Seattle region. Research shows that exercise saves the lives of those who have had a cancer diagnosis, and Team Survivor goes beyond physical health by creating a tight community of cancer survivors who support each other in all of the ups and downs of cancer recovery.

Team Survivor requests your support for their 25th anniversary gala, which will be held on October 10, 2020. The event is the most important fundraiser of the year, enabling Team Survivor to continue to provide its life-changing services for women cancer survivors. This year is particularly important because the organization has had to cancel other fundraising events due to the pandemic and is relying on this event to keep programs running next year. **Can you provide a donation of an item or experience that can be auctioned off during this important gala?** We are looking for items valued over \$1,000. What a great difference you can make in the lives of women like me! It is also a great way for people to learn about your product or services.

Team Survivor Northwest has made such a difference in my life, I would be grateful if you could support this organization so that they can continue helping other women through program growth and increased resources for those in need.

Go to www.teamsurvivornw.org to learn more about the organization. Thank you so much for supporting a cause that I truly believe in! Our community is stronger because of people like you!

Sincerely,

Team Survivor Northwest 200 NE Pacific St, Suite 101 Tel: 206-732-8350
Team Survivor Northwest is a 501(c)(3) nonprofit organization, IRS Tax ID #91-1743945.

25 YEARS OF SILVER LININGS

- SPONSORSHIP OPPORTUNITIES -

TEAM SURVIVOR NORTHWEST

Team Survivor Northwest (TSNW) is a nonprofit organization that envisions a world in which every woman who has had a cancer diagnosis has the resources and support to return to her best physical and emotional well-being. We do this by providing free fitness programs to women cancer survivors in the greater Seattle region. The annual gala is TSNW's biggest event of the year, raising over half of the operating budget for the year.

WHY BE A SPONSOR IN 2020?

You will be recognized as a key supporter of cancer survivors in front of hundreds of guests from the cancer community, including survivors and prominent health care providers. Your tax-deductible donation will be highlighted in event promotions, publications and on our 25th anniversary plaque. Due to the COVID-19 pandemic, our gala will be a live virtual event, attended by hundreds more than could fit in a ballroom. This provides high visibility to our sponsors.



In a year when we need your help the most to keep our programs running through the pandemic, step up and join us as we celebrate 25 years of changing the lives of women cancer survivors!

TSNW VIRTUAL GALA - 25 YEARS OF SILVER LININGS - OCTOBER 10, 2020



	MATCHING \$10,000	PLATINUM \$7,500	SILVER \$5,000	SUNLIGHT \$2,500	STAR \$1,000
Donation Doubled Sponsor's gift will be matched by attendees and sponsor will receive acknowledgement during event.	Included				
Public Relations Sponsor will be named in any event-related press and media releases.	Included	Included			
Recognition Video Sponsor can submit a video (or photo) telling why they support TSNW. Video will run during the event.	30-second video	30-second video	15-second video		
Publicity Sponsor recognized on TSNW's home web page (for 1 year), in event related emails, and on social media.	Included + personal posts	Included (web page for 6 months)			
25th Anniversary Plaque Sponsor's name will be engraved on TSNW's 25th Anniversary Plaque, grouped by amount donated.	Included	Included	Included	Included	Included
On-Screen Logo Sponsor logo will be on the screen during the full event.	Included	Included	Included	Included	Included
Number Remaining Sponsorship levels are limited.	1	1	2	3	Unlimited

For more details, payment plans, or to customize sponsorships, contact executivedirector@teamsurvivornw.org or call 206-732-8350. All sponsorships are tax-deductible (Tax ID #91-1743945). We are proud to have the opportunity to partner with you for our 25th anniversary!