

Virtual Table Captain Toolkit

Swirl

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Welcome!

Dear Virtual Table Captain,

Thank you for joining us as a Virtual Table Captain for Swirl!

This is our most important fundraiser for the year for Bailey-Boushay House (BBH), and we are grateful for your support.

As a Virtual Table Captain, you are a key component to the success of Bailey-Boushay House's mission to provide compassionate and high-quality professional care to those living with lifelong illnesses like HIV/AIDs. By inviting your circle of friends, family, colleagues, and business contacts to support and learn more (virtually) about the work that Bailey-Boushay House does in the community, you are creating support for all of the programs that BBH's clients rely on every day including providing meals to those with food insecurity.

We are excited and hopeful about the opportunities for community, creativity, and support that a virtual event can bring! This packet serves as a resource for your Virtual Table Captain role. It includes important details about Swirl, an overview and directions on how to be a Virtual Table Captain, communication templates, a step-by-step instruction guide for the online giving platform called GiveSmart and more.

Again, thank you so much for serving as a Virtual Table Captain. Your participation enables us to raise funds continue critical programming at BBH.

Sincerely,

Eileen Harte

Director of Events, Foundation

About Swirl

What is Swirl?

Swirl is a fundraising gala and auction event benefitting Bailey-Boushay House (BBH). In 2021, Swirl will be taking place virtually to ensure the health of all our guests and staff. We are looking forward to seeing everyone in person in 2022. Swirl will include a **week-long silent auction** leading up to the event and a **wine auction** the day of the event. Guests will have the **option to purchase a wine basket, a cocktail kit, a cider basket, and / or a dinner package** to enjoy with the event. A traditionally wine-focused event, Swirl will feature wine tastings from local winery partners.

When is Swirl?

Swirl is on Thursday, **August 19, 2021 at 6:30PM.**

When can people start donating to Swirl?

People can donate to the event whenever they like! All they must do is <http://www.vmswirl.org> to give.

How can people donate to the event?

People can donate to the event by credit card through the event website - <http://www.vmswirl.org>. People can also donate via check, stock, and through a donor advised fund. Please contact the events team at events@virginiamason.org for assistance with any non-credit card payment type.

What does Swirl support?

Swirl supports Bailey-Boushay House (BBH). Bailey-Boushay House believes that **every person deserves respect and dignity**. The staff and volunteers are dedicated to the understanding of each patient's needs and desires, providing nurturing and nonjudgmental care to all our patients. Bailey-Boushay House is a place where patients can feel safe and be a part of a community of people who care about one another. They provide **end-of-life care, shelter for their clients experiencing homelessness, avenues to food and nutrition for those struggling with food insecurity**, and so much more. To learn more visit, <http://www.baileyboushay.org/>

Where will donations go?

Your donation will go directly to Bailey-Boushay House (BBH). A part of the event earning will pay for overhead costs. Virtual events cost less to produce than those in person and a greater percentage of the money donated goes to the beneficiary.

Where can people view the event?

People will be able to view the event live on <http://www.vmswirl.org>.

What is a virtual table captain?

A Virtual Table Captain is like the role of “table captain” at our in-person events – though there are some key differences since this is a virtual event. As a Virtual Table Captain, you will invite your friends, family, and colleagues to learn more about Bailey-Boushay House help spread the word about Swirl.

Virtual Table Captains set a goal. By setting a fundraising goal, Virtual Table Captains have a concrete and measurable objective that helps to focus your guests on the purpose of the event – funding Bailey-Boushay’s critical programs.

We are also encouraging fully vaccinated table captains to host watch parties of the event with their guests who are also fully vaccinated. By meeting in smaller and more intimate groups, we can stay healthy and recreate some of the magic of an in-person event.

When should I sign up to be a virtual table captain?

You can sign up to be a table captain any time before the event! Email Eileen Harte at Eileen.harte@virginiamason.org to sign up as a virtual table captain. Eileen will track your guests and work with you individually on any questions you have about the event. Use this table captain toolkit to invite your family and friends.

Who should I contact if I have questions about being a virtual table captain?

If you have any questions about being a virtual table captain, please reach out to Eileen Harte at eileen.harte@virginiamason.org

Who should I contact if I have questions about the online fundraising platform?

If you have any questions about the online fundraising platform, please reach out to Willa McAllister at events@virginiamason.org

Virtual Table Captain Role Overview

As a Virtual Table Captain, your goal is to spread the word about Swirl and the work at Bailey-Boushay House by:

- Inviting your community to attend Swirl
- Encouraging your community to help spread the word about Swirl
- Sharing details about Swirl on your social media pages like Facebook, Instagram, and LinkedIn. There is an event created on Virginia Mason's Facebook page.

How to be a Virtual Table Captain

1. Register for Swirl and put your name in the field "Name of your table captain (or n/a):"
2. Decide who you will reach out to about Swirl. People to reach out to include family, friends, colleagues, business and community contacts – anyone who may be inspired to support Bailey-Boushay House
3. Determine how you will reach out to people. Phone, email, and social media tools like Facebook are all good options, and you can do a combination of these communication methods
4. Determine when and how often you will reach out, along with the purpose. We recommend reaching out 2-3 times, with the purpose of:
 - a. Contact #1: Inform people about Swirl and invite people to support you
 - b. Contact #2: Remind people about Swirl and encourage them to participate by buying a basket or bidding in the auction
 - c. Contact #3: Encourage people to tune-in to Swirl and donate
5. After the event, thank each person you invited and attended

Templates for Correspondence

Sample email to potential guests:

Dear _____,

I am hosting a virtual table at Virginia Mason's upcoming event, Swirl, benefitting Bailey-Boushay House taking place on Thursday, August 19, 2021 at 6:30PM. Bailey-Boushay House's mission is to provide compassionate and high-quality professional care to those living with lifelong illness like HIV/AIDS. Many of their clients struggle with housing and food security. Bailey-Boushay House fights to care for their clients and address the struggles their clients face that are outside of their control. Their efforts are not possible without the support and partnership of dedicated friends and supporters in the community.

Can I count on you to join my table?

I've attached an electronic invitation. I hope you can join me!

Sincerely,

[Your Name]

Response to those you cannot attend:

Dear _____,

I'm sorry to hear that you are unable to attend Swirl. I hope that you will consider donating in lieu of your attendance. If you would like, here is a link to find out more about Bailey-Boushay House and to donate.

vmswirl.org

Sincerely,

[Your Name]

Resources for Social Media

Sample social media post:

Bailey-Boushay House is an amazing organization that goes above and beyond to provide compassionate and high-quality care to those living with HIV/AIDs. Their annual fundraiser, Swirl, will be held virtually their year. Please consider joining me to support the amazing work that they do.

www.vmswirl.org

Second sample social media post:

I'm excited to virtually attend Swirl, a fundraiser for Bailey-Boushay House. There is an amazing silent auction that I can't stop myself from bidding! Check it out at www.vmswirl.org

Note: We would recommend including an image along with the post (like the invite). You can also share the Facebook event hosted on Virginia Mason's Facebook.

Software User Guide

Steps to Register for the Event

You can register via text message:

1. Text the keyword vmswirl to 76278 (if you already have an account, steps 2 and 3 will be skipped)
2. Respond to the prompt and provide your name
3. Next prompt, provide your email address
4. You are now registered for Swirl! You will receive a text message and email in confirmation.

Note: If you receive a “Service denied error” please call your carrier to activate the ShortCode Text or Premium SMS service.

Or on the website:

If you attended a Virginia Mason Foundation event last year,

1. Visit www.vmswirl.org.
2. Click on “Sign In or Register” button located in the top right-hand corner.
3. Enter your username and password. If you’ve forgotten your username or password, click on “Forgot username or password?” You will be asked to enter in your mobile number so that a four-digit reset code will be texted to you. Enter the reset code, and from there you can change your username and password.
4. Once you’re signed in, find the “Register Now” button on the homepage and click on it.
5. After completing these steps, you will receive a text message and an email confirming your registration.

If you didn’t attend a Virginia Mason Foundation event last year,

1. Visit www.vmswirl.org.
2. Click on the “Register Now” button.
3. You will be taken to a page entitled “Create an Account.” If you registered and attended one of Virginia Mason’s event last year or attended another event from any organization using the same software, you might already have an account.
4. To tell if you already have an account, input your mobile number in the field entitled “Mobile (area code first). When your number is fully entered next to that box it will either read in green “OK” meaning that you don’t already have an account or it will read in red “An account already exists for this phone number.”
5. If don’t already have an account, continue through the form to create an account and register.
6. If you already have an account, click on “Click here to access your account” and follow steps 3-5 above.
7. After completing these steps, you will receive a text message and an email confirming your registration.

If you have any difficulties with registration, do not hesitate to contact us at events@virginiamason.org.

Steps to Give on the Web

1. Visit www.vmswirl.org.
2. Scroll down the homepage until you find the section entitled "Donate Now"
3. Either click on one of the amounts to donate or enter in any other amount.
4. Additional fields will appear below the amount. Fill in your credit card information and other required fields.
5. Make sure to indicate that you are not a robot.
6. Then click "Donate \$X"

Steps to bid on auction items

1. Visit www.vmswirl.org.
2. Once you are registered, click on the tab "Items" at the top of the page.
3. Browse the items either by scrolling through the page or by selecting a category from the "categories" drop down at the top of the page. You can also search if you know what you're looking for.
4. Click on the item you are interested in and place a bid! You can set automatic bids up until a certain amount.
5. Each time you are outbid, you will receive a text message letting you know!