

Virtual Table Captain Toolkit

Dreambuilders

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Welcome!

Dear Virtual Table Captain,

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

The beneficiary for the 30th annual Dreambuilders is the Floyd and Delores Jones Cancer Institute, and we are grateful for your support. As a Virtual Table Captain, you are a key component to the success of the event and the fundraising efforts supporting our cancer care teams and patients.

The cancer care specialists at Virginia Mason include seasoned surgeons, radiologists, medical oncologists, pathologists, nurses, nutritionists, social workers, and other professionals working as a team to develop a comprehensive and personalized treatment plan for each patient. Our targeted and deliberate approach to cancer care provides our patients with improved quality of life and a sense of confidence and control over their treatment journey. Through your support, Virginia Mason continues to innovate and improve our care to ensure the best outcome possible for all our cancer patients.

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 Dreambuilders, an overview and directions on how to be a Virtual Table Captain, communication templates, a step-by-step instruction guide for GiveSmart, our online giving platform, and more.

Again, thank you so much for serving as a Virtual Table Captain. Your participation enables us to continue providing critical care at the Cancer Institute.

Sincerely,

Eileen Harte

Director of Events, Foundation

About Dreambuilders

What is Dreambuilders?

Dreambuilders is a fundraising gala and auction event and in 2021, benefits the Floyd and Delores Jones Cancer Institute. This year, Dreambuilders will be taking place virtually to ensure the health of all our guests and team members. We are looking forward to seeing everyone in person in 2022. Dreambuilders includes a **week-long silent and wine auction** leading up to the event. Guests also have the **option to purchase a dinner package** from chef Kaspar Donier to enjoy during the event.

When is Dreambuilders?

Dreambuilders is on Thursday, **October 14, 2021 at 7PM.**

When can my guests start donating to Dreambuilders?

Your guests may donate to the event whenever they like! All they need to do is go to <http://www.vmdreambuilders.org> to give.

How can my guests donate to the event?

Your guests may donate to the event by credit card through the event website at <http://www.vmdreambuilders.org>. They may also donate via checks, stocks, and donor advised funds. Please contact the events team at events@virginiamason.org for assistance with any non-credit card payment type.

What does Dreambuilders support?

Where will donations go?

Donations will go directly to the Floyd and Delores Jones Cancer Institute.

Where can my guests view the event?

Your guests will be able to view the event live at <http://www.vmdreambuilders.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 Virginia Mason and the Cancer Institute and help spread the word about Dreambuilders.

As a Virtual Table Captain, you will set a fundraising goal giving you a concrete and measurable objective that will help to focus your guests on the purpose of the event – supporting the Floyd and Delores Jones Cancer Institute.

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! Please email Eileen Harte at eileen.harte@virginiamason.org to sign up. 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.

Whom 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

Whom should I contact if I have questions about GiveSmart, the online fundraising platform?

If you have any questions about GiveSmart, 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 Dreambuilders and the work at the Cancer Institute by:

- Inviting your community to attend Dreambuilders.
- Encouraging your community to help spread the word about Dreambuilders.
- Sharing details about Dreambuilders 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 Dreambuilders at <http://www.vmdreambuilders.org>.
2. Let Eileen Harte at eileen.harte@virginiamason.org know that you'd like to be a table captain.
3. Decide whom you will reach out to about Dreambuilders. This might include family, friends, colleagues, business and community contacts – anyone who may be inspired to support the Cancer Institute.
4. Determine how you will reach out to people. Phone, email, and social media tools like Facebook are all good options, and you can use a combination of these communication methods.
5. Determine when and how often you will reach out. We recommend reaching out 2-3 times, with the purpose of:
 - a. Contact #1: Inform people about Dreambuilders and invite them to support you.
 - b. Contact #2: Remind people about Dreambuilders and encourage them to participate by buying a basket or bidding in the auction.
 - c. Contact #3: Encourage people to tune-in to Dreambuilders and donate.
6. After the event, thank each person who attended.

Templates for Correspondence

Sample email to potential guests:

Dear _____,

I am hosting a virtual table at Virginia Mason's upcoming event, Dreambuilders, benefitting the Floyd and Delores Cancer Institute and taking place on Thursday, October 14, 2021 at 7PM.

The cancer care specialists at Virginia Mason work as a team to develop a comprehensive and personalized treatment plan for each patient. Their targeted and deliberate approach to cancer care provides patients with improved quality of life and a sense of confidence and control over their treatment journey.

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 Dreambuilders. 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 the Floyd and Delores Jones Cancer Institute and to donate.

<http://www.vmdreambuilders.org>

Sincerely,

[Your Name]

Resources for Social Media

Sample social media post:

The Cancer Institute at Virginia Mason provides excellent cancer care with a focus on giving patients a sense of confidence and control over their treatment journey. This year's Dreambuilders event will raise funds for this critical program! Please consider joining me to support the amazing work that they do.

<http://www.vmdreambuilders.org>

Second sample social media post:

I'm excited to virtually attend Dreambuilders, a fundraiser benefitting Virginia Mason's Cancer Institute. There is an amazing silent auction and I can't stop myself from bidding! Check it out at

<http://www.vmdreambuilders.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

How to register via text message:

1. Text the keyword **db21** 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. At the next prompt, provide your email address.
4. You are now registered for Dreambuilders! You will receive a text message and email 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 <http://www.vmdreambuilders.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 <http://www.vmdreambuilders.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 events last year or attended an event from another 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 you 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 <http://www.vmdreambuilders.org>
2. Scroll down the homepage until you find the section entitled "Donate Now"
3. Click on one of the amounts to donate or enter in another 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 <http://www.vmdreambuilders.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 may also set up automatic bidding up to the maximum amount that you would like to bid.
5. Each time you are outbid, you will receive a text message letting you know!