



VIRTUAL TABLE CAPTAIN TOOLKIT

Illuminations Luncheon 2021



NOVEMBER 4, 2021
VIRGINIA MASON FOUNDATION
1218 Terry Ave MS: D1-MF Seattle WA 98101

Frequently Asked Questions

What does it mean to be a Table Captain?

Table Captains are ambassadors for the Illuminations Luncheon and Benaroya Research Institute. They enthusiastically inform others about the lifesaving research being conducted to understand the immune system and ways to predict, prevent, reverse and cure diseases such as any autoimmune disease, allergy, asthma and now COVID-19.

For a virtual event, a table captain is committed to virtual table of ten! In virtual events, table captains play a vital role by inviting friends to join you in support of BRI.

Who do I invite?

Start by thinking about your colleagues, friends, and family members who you believe care about Benaroya Research Institute's mission to advance the science that will predict, prevent, reverse, and cure diseases of the immune system. **To fill a table of ten, you typically will need to invite 20-25 people.**

How do I invite guests?

We have created multiple formats of the invitation, so you can invite guests in the way that is most natural for you: face-to-face, over the phone, via email or through social media.

Sample email to potential guests:

Dear _____,

Please join me at the Illuminations Luncheon on Thursday, November 4 to support the Benaroya Research Institute at Virginia Mason (BRI). I am captaining a virtual table at this year's event and invite you to join me to learn about BRI's latest research and to be inspired to support their vital work.

BRI Illuminations Luncheon
Thursday, November 4, 2021
11:30 a.m. – 12:00 p.m. Research Showcase
12:00 p.m. – 12:30 p.m. Live Virtual Program

This event features a Research Showcase with presentations from BRI scientists and a live program with our host, Steve Raible.

Would you please join me? The event is free to join and share. All proceeds benefit the groundbreaking research taking place at BRI to achieve their mission of a healthy immune system for every individual.

Sincerely,
[Your name]

Sample social media post:

Join me at the Illuminations Luncheon to learn more about the groundbreaking research that Benaroya Research Institute (BRI) is doing every day. While BRI scientists study the immune system, we learn more and more about how to predict, prevent, reverse, and cure immune system diseases.

Learn about BRI's work on new discoveries in autoimmune disease, the latest in COVID-19 research, and groundbreaking therapies that show promise in asthma, cancer, and more.

Register today at illuminationsluncheon.org

What to Do When...

They say yes!

- ✓ Ask them to register at <http://www.illuminationsluncheon.org>
- ✓ Let them know they will be receiving email communications from us at the Foundation about the upcoming event
- ✓ Ask them if they know anyone else who might be interested in attending

They say no or you already know they cannot attend:

If they cannot attend due to a schedule conflict, ask them if they'd consider donating to support Benaroya Research Institute. See sample response below:

Response for those who cannot attend:

Dear _____,

I'm sorry to hear that you are unable to attend this upcoming event. 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 Benaroya Research Institute and to donate.

<http://www.illuminationsluncheon.org>

Sincerely,
[Your name]

Timeline & Checklist

Right Now

- **Recruit Other Table Captains!** Do you know someone who loves Benaroya Research Institute and would make a good Table Captain? Connect them with us by sending an email to events@virginiamason.org.

- **Create your guest lists.** Brainstorm potential guests to get you started.
- **Learn about Benaroya Research Institute.**
- **Invite your guests!** You will ask your guests to register themselves at illuminationsluncheon.org
- **Promote the Illuminations Luncheon on social media.** Follow the Benaroya Research Institute on Facebook. Above is a sample post to share with friends.

Two weeks before the event

- **Check in with those you have invited to see if they have registered.**

One week before

- **Send a reminder** to your guests and let them know how excited you are for the event!

Day of

- **Answer Questions.** Prior to the event, take a moment to ensure none of your guests have unanswered questions about how to access the live stream or donate.
- **Raise Your Paddle.** Your guests look to you and when you raise your paddle, they also feel encouraged to give.

After the Event

- **Say thank you!** Please take some time to thank your guests for their support. You can personally reach out via phone.
- **Share your feedback.** We would love to hear what you thought of your experience as a table captain as well as the overall event. Please take a moment to fill out the survey that is sent out after the event. You can also reach out to us directly at events@virginiamason.org.

Talking Points

- Benaroya Research Institute at Virginia Mason (BRI) is a world-renowned, non-profit research institute committed to finding causes and cures for diseases of the immune system.
- BRI researchers uniquely study the immune system in both health and disease, and accelerate discovery through laboratory breakthroughs in immunology that can be translated to clinical therapies. Diseases we study include type 1 diabetes, multiple sclerosis, rheumatoid arthritis, lupus, inflammatory bowel disease, cancers, allergies and now COVID-19. At BRI, we believe a breakthrough in one of these diseases can lead to progress against them all.
- Through world-class research, BRI is advancing the science to predict, prevent, reverse and cure diseases of the immune system to achieve our vision of a healthy immune system for every individual.
- BRI researchers have been awarded several major NIH research grants to study the immune response to COVID-19. These grants build upon a dozen other COVID-19 research efforts at BRI, a testament to its agile infrastructure and strong clinical connections with Virginia Mason, which allow it to quickly translate work from the lab to the clinic. We are leveraging our expertise in the immune system and its relationship with disease to advance our understanding of COVID-19—not just how a person is infected, but the severity of that infection and how it resolves. BRI was the only site in Western Washington for the Pfizer Phase III vaccine clinical trials, and more recently the booster trials.
- Samples from subjects who had COVID-19 are now part of our BRI biorepository, a resource for ongoing and collaborative research. Working closely with Virginia Mason Medical Center providers, BRI scientists examined these samples to learn more about the effects of COVID-19 infection on the immune system, sharing their findings in eight publications.
- BRI is conducting a study in people with autoimmune disease who received COVID-19 vaccine. Participants donated blood before and after receiving their vaccinations. We are examining changes in the immune systems of these subjects and comparing them with healthy controls.
- One in every 15 Americans suffers from an autoimmune disease. Because many causes of autoimmune diseases are shared, people living with an autoimmune disease are more likely to suffer from more than one of these destructive diseases. BRI scientists aren't focused on eliminating just one or two autoimmune diseases—we're taking on all 110+.
- A leader of collaborative initiatives such as the Immune Tolerance Network and Type 1 Diabetes TrialNet, BRI partners with global research institutes, academic institutions, pharmaceutical and biotech companies.