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## VIRTUAL TABLE CAPTAIN TOOLKIT

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Illuminations Luncheon 2020



Benaroya Research Institute  
**ILLUMINATIONS  
LUNCHEON**  
**FRIDAY, OCTOBER 16, 2020**  
11:30 a.m. *Virtual Research Showcase*  
12 p.m. *Virtual Event*  
**REGISTER TODAY!**  
Text the keyword 2020BRI to 76278

Benaroya Research Institute  
Virginia Mason

The poster features a blue gradient background with a network of white dots and lines. The Benaroya Research Institute logo is located in the bottom right corner of the poster.

OCTOBER 16, 2020

VIRGINIA MASON FOUNDATION  
1218 Terry Ave MS: D1-MF Seattle WA 98101

## Frequently Asked Question

### What does it mean to be 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 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.**

### Why would I invite people to Science Friday and Illuminations?

Science Friday is a great introduction and/or refresher. They get to see inside the labs and hear directly from researchers about their work and discoveries. Illuminations will give your guests a chance to engage at a higher level. This event is a deeper dive into the organization on more than the science level. Illuminations will share the story of BRI's patients as well as researchers. Attending Illuminations will allow your guests to learn the real impact of the work that is happening every day at Benaroya Research Institute and how philanthropy can support their efforts.

### 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 Friday, October 16 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**

**Friday, October 16**

**11:30 a.m. – 12:00 p.m. Research Showcase**

**12:00 p.m. – 12:45 p.m. Live Virtual Program**

*This event features a Research Showcase with presentations from BRI scientists and with our host, Steve Raible, an update on BRI's exciting COVID-19 research.*

*Would you please join me? There is a suggested minimum donation of \$250, but the event is free join 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 involving diseases of the immune system and efforts to fast track lifesaving treatments for COVID-19.*

*Register today at [illuminationsluncheon.org](http://illuminationsluncheon.org)*

*[Here is a link](#) to the Facebook event for Illuminations, if you would like to share it directly.*

## 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 including live auction details
- ✓ 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](mailto:events@virginiamason.org).
- Create your guest lists.** Brainstorm potential guests to get you started.
- Learn about Benaroya Research Institute.**
- Invite your guests!** [Here](#) is an electronic invite you can use. You will ask your guests to register themselves at [illuminationsluncheon.org](http://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](mailto:events@virginiamason.org).

# About the Institute

## A HEALTHY IMMUNE SYSTEM FOR EVERY INDIVIDUAL

Benaroya Research Institute at Virginia Mason (BRI) is a world-renowned, non-profit research institute committed to finding causes and cures for autoimmune and immune-related diseases. 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.

## OUR COLLABORATIONS WITH OTHER SCIENTISTS AND INSTITUTIONS SPAN THE GLOBE

BRI researchers work collaboratively with scientists in pharmaceutical and biotechnology companies and life science research institutions throughout the world. Our strategic partnerships include Gentibio, the Allen Institute for Immunology, JDRF, the Parker Institute for Cancer Immunotherapy and many more. Our scientists also regularly engage in research collaborations with local, national and international academic institutions.

BRI is the headquarters for the Immune Tolerance Network (ITN), a collaborative network for clinical research focused on the development of therapeutic approaches that lead to immune tolerance in asthma and allergy, autoimmune diseases such as type 1 diabetes, and solid organ transplantation.

Additionally, BRI serves as the clinical network hub of Type 1 Diabetes TrialNet, an international network that conducts clinical studies that evaluate new approaches to preventing, delaying and reversing the progression of type 1 diabetes.

## MORE THAN 60 YEARS OF SCIENTIFIC EXCELLENCE

Initially established in 1956 as the Virginia Mason Research Center in Seattle, Washington, the nonprofit institute developed a unique niche as a basic sciences research institute associated with a major medical center and a teaching program. Renamed in 2002 in recognition of the Benaroya family of Seattle, BRI now houses more than 325 scientific and administrative staff with a research volume of over \$71 million a year, including grants from the National Institutes of Health (NIH), JDRF and The Leona M. and Harry B. Helmsley Charitable Trust.

## BRI's Rapid Research Into COVID-19

BRI researchers have been awarded four NIH research grants to study the immune response to COVID-19, totaling \$5.8 million. These new grants build upon a dozen other COVID-19 research efforts happening at BRI, a testament to BRI's agile infrastructure and strong clinical connections with Virginia Mason Health System, which allow it to quickly translate work from the lab to the clinic.

With more than 30 Virginia Mason team members and BRI researchers collaborating to study patient blood samples, research is happening at an unprecedented pace, expediting multi-year processes and regulations to just a matter of weeks.

BRI researchers and collaborators also recently identified a new cellular protection pathway that targets a common vulnerability in several different pandemic viruses. This pathway can protect cells from infection by Ebola virus and coronaviruses, like SARS-CoV-2. These exciting findings, published in *Science*, provide a better understanding of cellular mechanisms involved in viral resistance that can inform future treatments and therapies for viral infectious diseases.

Other COVID-19 questions researchers are examining look at why COVID-19 makes some people sicker than others; how the immune system fights off COVID-19; how COVID-19 affects the lungs; how your body responds to different strains of coronavirus; why the immune system goes into overdrive; and identifying better treatments for severe COVID-19.

## Talking Points

- Tell your own story – why are you involved with BRI? Why is their work important to you?
- BRI's new mission to find a healthy immune system for all incorporates autoimmune diseases, cancer, allergies, asthma, and other immune system diseases like COVID-19. The interplay of the immune system to our overall health is essential and BRI is on the front.
- Benaroya Research Institute at Virginia Mason (BRI) is a world-renowned, non-profit research institute committed to finding causes and cures for autoimmune and immune-related diseases.
- 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.
- 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.
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