



Heroes of A Precious Child Luncheon – Virtual Table Captain Guide

Thank you for committing to help A Precious Child with our Heroes of A Precious Child Luncheon by hosting a virtual table and helping us raise critical funds that will enable us to serve even more children and families in our community!

Much like an in-person event table captain, as a virtual table captain, we ask that you invite at least nine people from your network to join your virtual table on **April 1, 2021** to network and view the Heroes of A Precious Child Luncheon together. The great part is that you can invite many more people to a virtual event!

Additionally, there is the opportunity for you host a team fundraising page, inviting those same individuals to join your fundraising team or donate to your page and help us move the needle in our community so that we can provide even more children with opportunities and resources to empower them to reach their full potential. Below you will find step by step instructions outlining how to set up your team page, how to invite people to join your team, how to instruct your network to donate to your team, etc.

What is a virtual table and how do I set it up?

Because this year's luncheon is a virtual event, we invite you to host a table virtually, and setting that up can be done in a few easy steps:

- **Invite Your Attendees:**
Determine who you will invite to attend your virtual table. Send your invitees an invitation to join you for the luncheon and share the luncheon registration page – bit.ly/heroesluncheon.
 - Note that you do not need a ticket nor will you need to login to attend the luncheon. We just ask that attendees register so we can track attendance. Please just visit bit.ly/heroesluncheon to view the event. The program will begin promptly at 11:30 AM and the livestream can be viewed directly on the event website.
 - Images and language about A Precious Child can be found in the [fundraiser toolkit](#).
- **Determine Your Viewing Platform:**
Select the teleconferencing platform you prefer and set up the call for 11:15 PM-1:15 PM. We ask that you have your attendees join at least 15 minutes prior to the program to network and ensure they've all joined by the time the program starts at 11:30 AM. The program will conclude at approximately 1:05 PM, but you may want to allot a few minutes to answer any questions your attendees have and to do one more fundraising push.

Some suggested platforms include:

- Zoom – Note if you do not have a paid account, you won't be able to host your attendees virtually for the entire luncheon. If using a free account, you are limited to 40 minutes. In that case, we would recommend utilizing another tool listed.
- Google Meet – Note if you do not have a paid account, you won't be able to host your attendees virtually for the entire luncheon. In that case, we would recommend utilizing another tool listed. If using a free account, you are limited to 60 minutes. In that case, we would recommend utilizing another tool listed.

- Skype – If you have a free account, you can host a videoconference up to 4 hours.

***Feel free to use any other platform that you prefer, just note that you will need to be able to host a 2-hour call.**

- Send Your Virtual Viewing Invite:
Once invitees confirm they'll attend your virtual table, send them a meeting invitation with a link to join you virtually. Additionally, please have them register to attend at bit.ly/heroesluncheon so we can track attendance.
- Tune In:
On April 1, launch your virtual meeting. After you've greeted your guests and done a little networking, share your screen prior to the program start at 11:30 AM to view the luncheon livestream.

What is a peer-to-peer fundraiser?

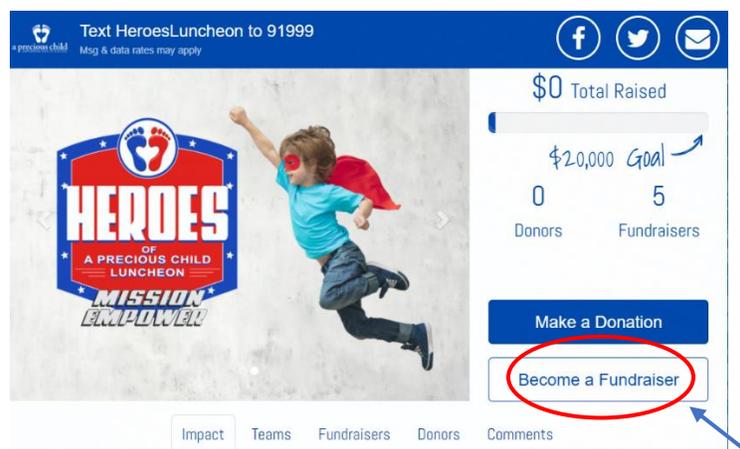
The goal of a peer-to-peer fundraiser is to empower donors to create personal fundraising pages to help us raise funds. This ability to expand our network can increase donations and allow us to reach new donors that might have been inaccessible otherwise. In summary, individuals can share their fundraising page with friends, family, colleagues and community members in order to increase donations.

The team fundraising page gives you the ability to build a team of fundraisers, which could include friends, family or colleagues, to further increase awareness and to raise even more money to support A Precious Child. You can invite as many people as you like to join your team. Once you've set up your team page, you and your team can promote your fundraiser via social media and email and offer multiple avenues for them to donate.

How do I set up a team fundraising page?

Visit the [Heroes of A Precious Child peer to peer fundraising page](#) to get started.

Click on "Become a Fundraiser."



Fill out the form and click “Become a Fundraiser” to submit.

Join A Precious Child in our efforts to assist children and families facing difficult life challenges such as abuse and neglect, crisis situations and poverty by becoming a fundraiser for the Heroes of A Precious Child Luncheon today!

First Name * Last Name *

First Name Last Name

Mobile Number * Email *

Mobile xxx-xxx-xxxx name@example.com

🔒 Become a Fundraiser

Once you fill out the form, you’ll have the option to personalize your page or join or create a fundraising team. Select “Join or Create Team”.



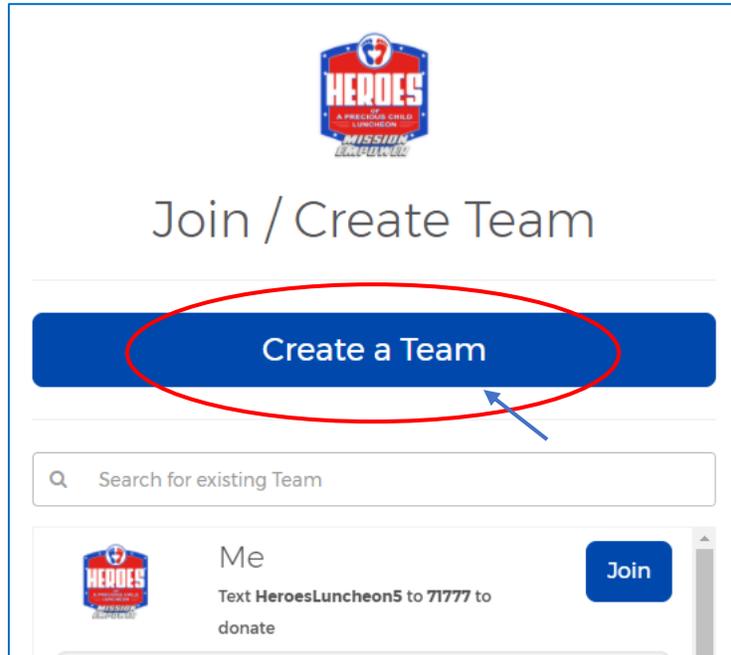
Great! You’ve just become a fundraiser!

What would you like to do now?

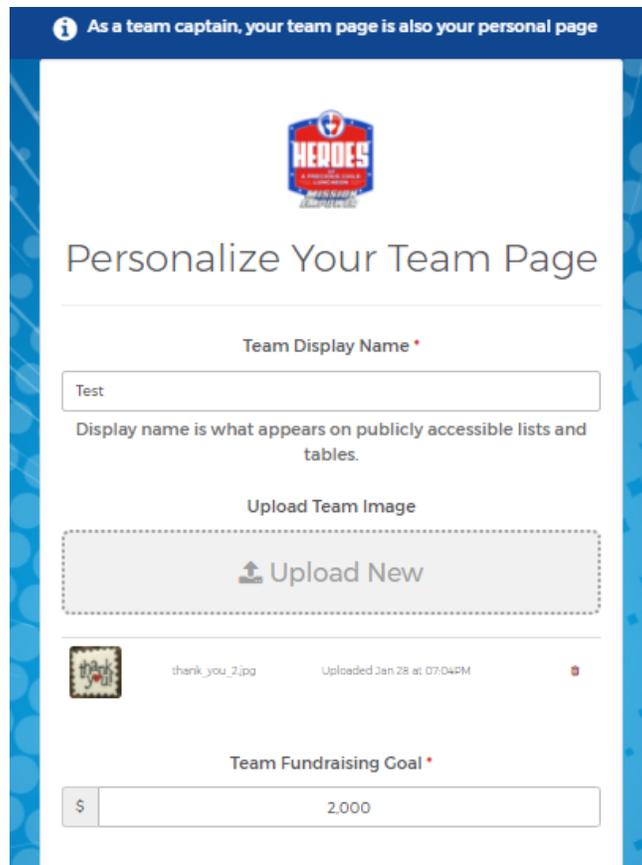
Personalize My Page

Join or Create Team

Next, select “Create Team.” Note that it is important to select “Create Team” instead of personalizing your page in order to set the page up correctly.



You’ll then be prompted to personalize your team page (which will also be your personal fundraising page). There are default settings we’ve set up for you, but you’re welcome to customize images and messaging. We are asking each team to start with a fundraising goal of \$2,000, but certainly you can change that amount if you’d like to aim for more.



Once you've made any updates, click "Create Team."

Message for Your Supporters

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Please join me in supporting A Precious Child's Heroes of A Precious Child Luncheon by donating to this amazing cause! I'm fundraising for A Precious Child because they do amazing work, and I'm inviting friends like you to support my campaign.

The Annual Heroes of A Precious Child Luncheon brings together business leaders, community members and elected officials as we honor individuals currently making a difference in the lives of children in need, and will inspire others to learn more about A Precious Child and the vital work we do. This event is one of A Precious Child's most significant fundraisers of the year, supporting

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You'll then receive an email stating your fundraising page is ready. It is important to keep this email, as it contains the following:

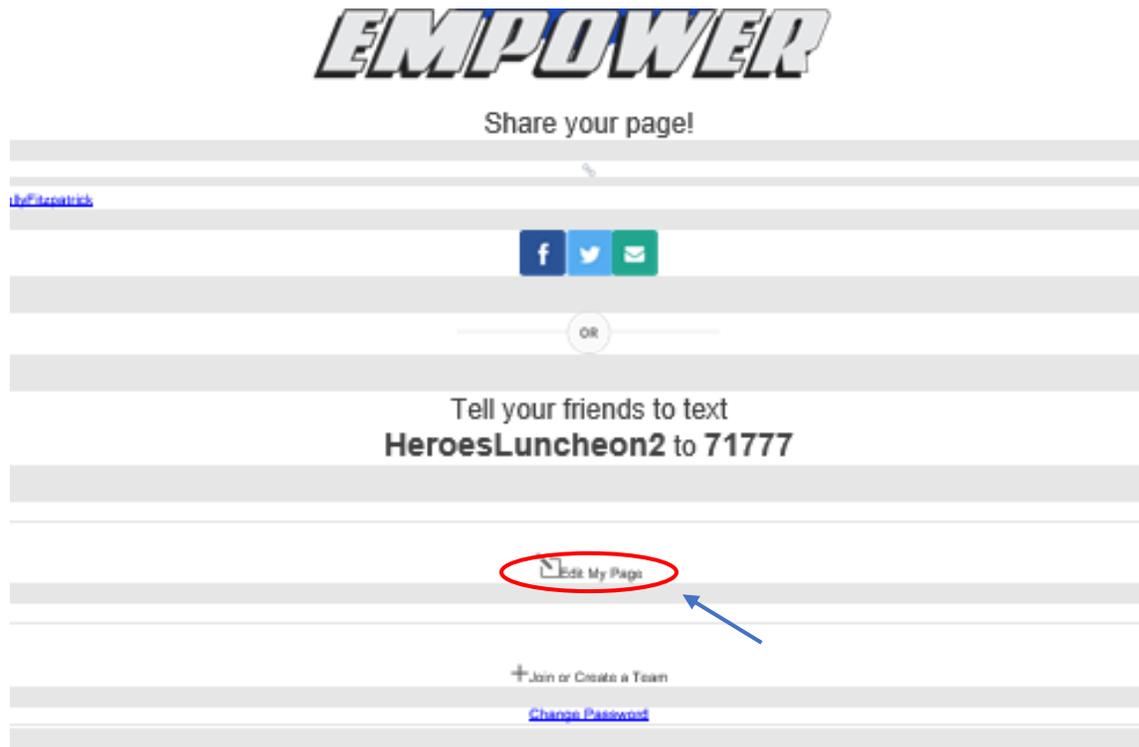
- Your fundraising page link to share with your network to donate online.
- Your custom keyword should your network want to donate via text. Note this custom keyword will automatically attribute funds raised to your page.
- Quick links with default messaging for social sharing
- There is also a link to edit your page.



Now you're ready to start fundraising!

How do I personalize my fundraising page?

As mentioned above, you'll be prompted to personalize your fundraising page after you've gone through the steps to create your team. However, you can edit your page at any time. Just click on the "Edit my page" link found in the email titled "Your Fundraising Page is Ready".

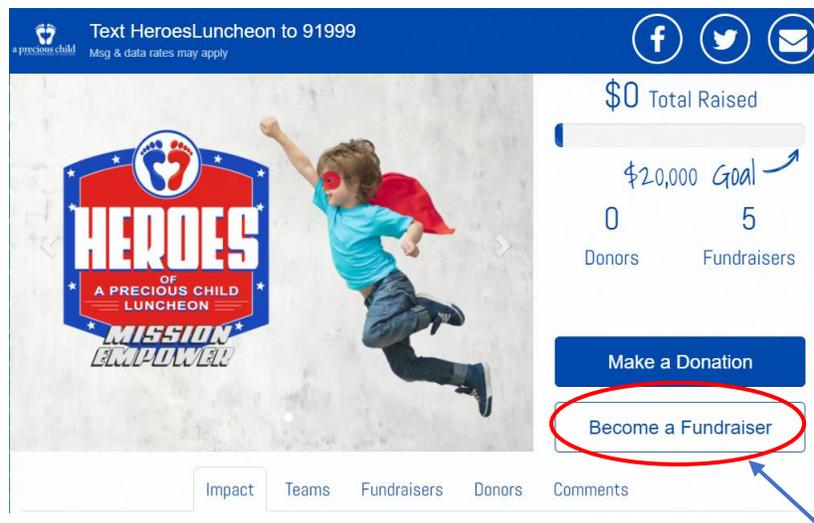


How does someone sign up to join my team fundraiser? There are two ways they can join your team:

Option #1:

Visit the [Heroes of A Precious Child peer to peer fundraising page](#) to get started.

Click on "Become a Fundraiser."



Fill out the form and click “Become a Fundraiser” to submit.

Join A Precious Child in our efforts to assist children and families facing difficult life challenges such as abuse and neglect, crisis situations and poverty by becoming a fundraiser for the Heroes of A Precious Child Luncheon today!

First Name * Last Name *

First Name Last Name

Mobile Number * Email *

Mobile xxx-xxx-xxxx name@example.com

🔒 Become a Fundraiser

Once you fill out the form, you’ll have the option to personalize your page or join or create a fundraising team. Select “Join or Create Team”.



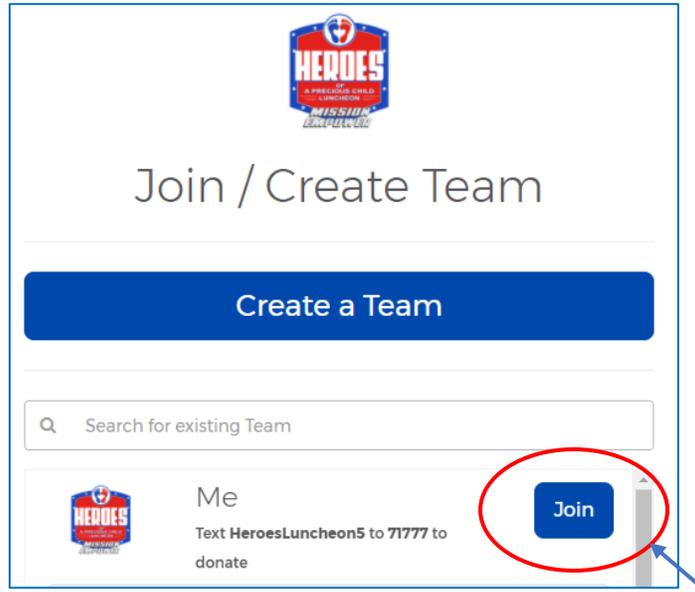
Great! You’ve just become a fundraiser!

What would you like to do now?

Personalize My Page

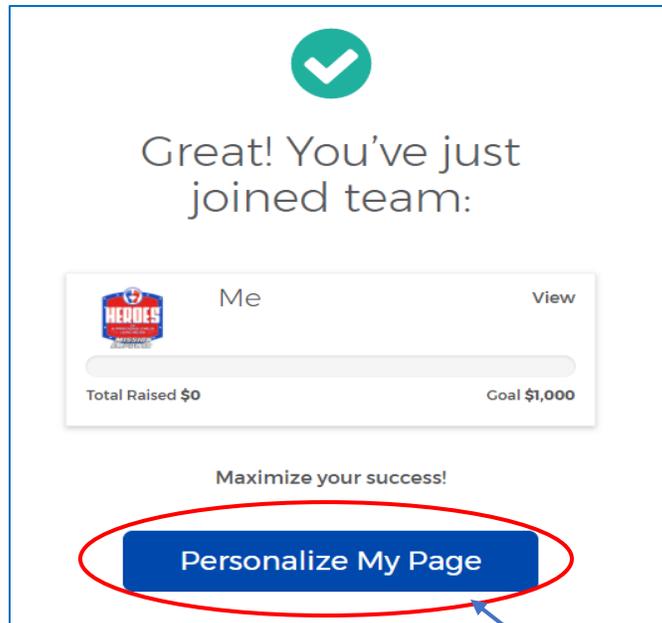
Join or Create Team

Next, select the team you'd like to join from the list or search for the team you'd like to join using the search bar. Click "Join" beside the team name.

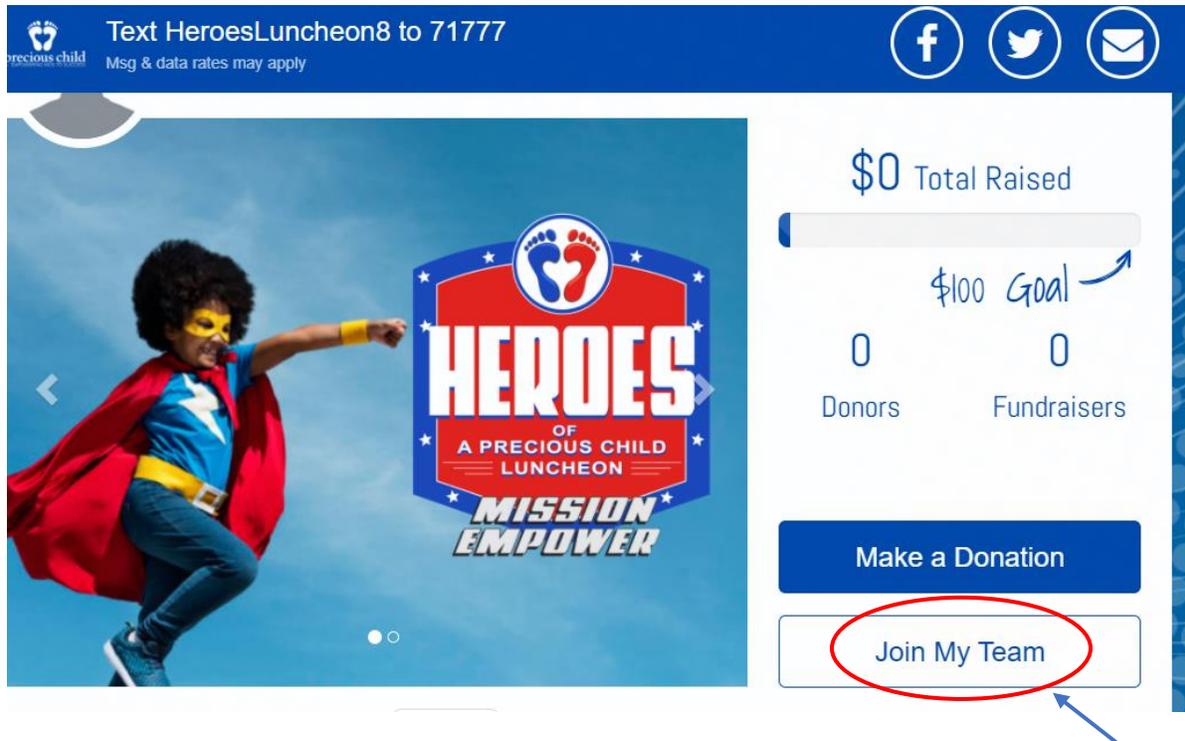


The system will then confirm you've joined the team you selected.

You'll then be able to customize your fundraising page by clicking on "Personalize My Page." There are default settings we've set up for you, but you're welcome to customize images and messaging.

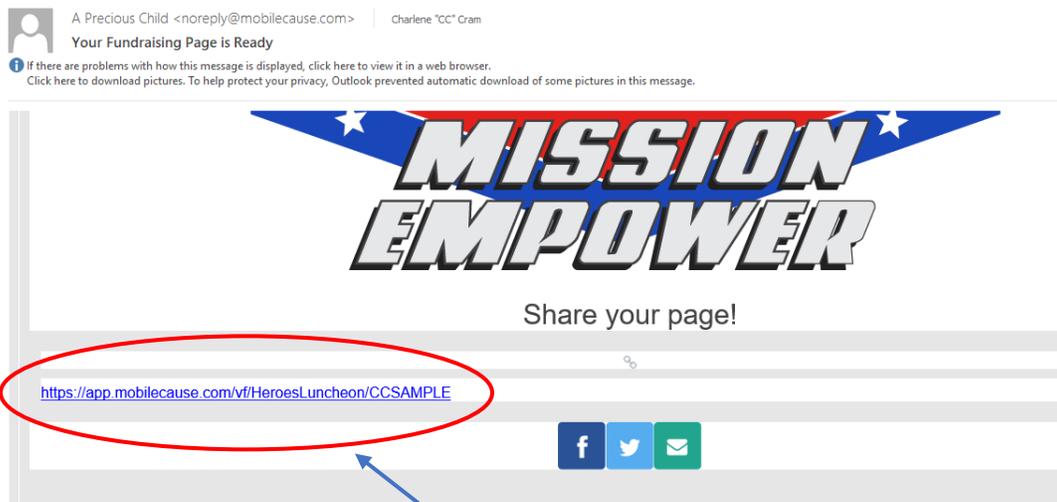


Once they visit the page, they simply click on "Join My Team"

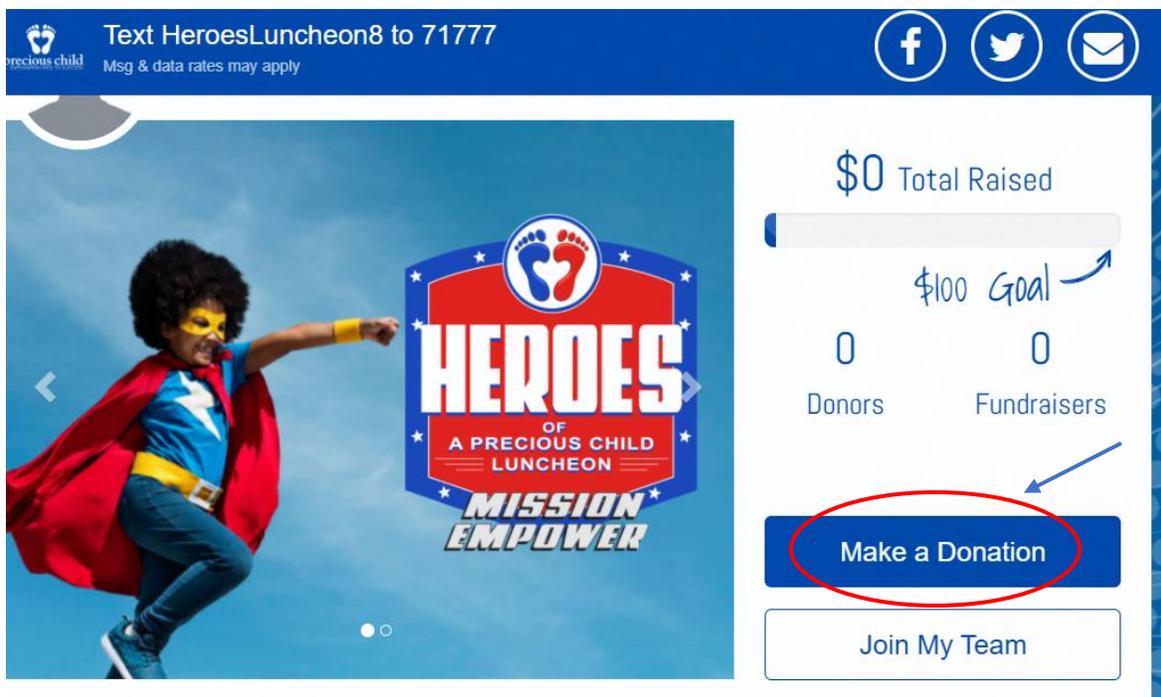


How does someone donate to my fundraiser?

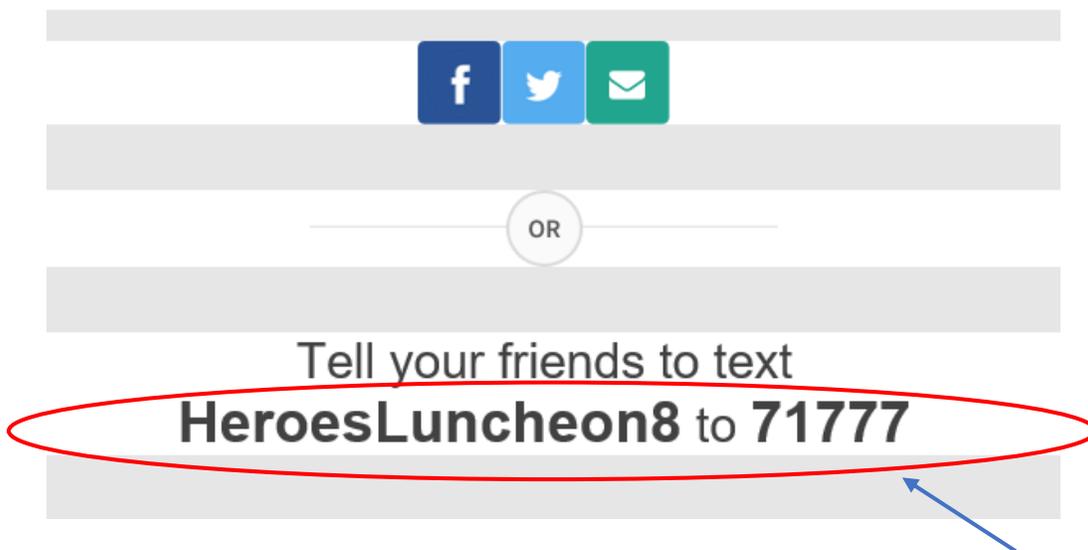
As mentioned, in your "Fundraising Page is Ready" email, you will receive a link to your personal fundraising page, which you can share with anyone.



Once they visit the page, they simply click on “Make a Donation.”



Also in your “Fundraising Page is Ready” email, you will receive a custom keyword and number that is tied to your personal fundraiser. You can also share this keyword and number with your network to donate via text.



What is the [fundraiser toolkit](#) and how does I use it?

The fundraising toolkit has everything you need to promote your fundraiser, from sample copy for social media and emails, to a suggested social media schedule and email timing, to our campaign hashtag and more!

Just click on the toolkit [here](#), select any of the sample social or email copy and/or imagery you'd like to use, copy and paste it, customize as you'd like, and share away! Note that you'll want to include your personal fundraising page link (found in the “Your Fundraising Page is Ready” email you received when you set up your page). We also include links to our luncheon main

page so that your network can learn more about A Precious Child and the Heroes of A Precious Child Luncheon.

**Please note that MobileCause does not have a social sharing button for LinkedIn, but that doesn't mean you can't share on that platform! Simply copy and paste any of our sample language right on your LinkedIn page, or draft your own copy!

Have questions or need help?

If you're unable to find the answer to your question above or need help, please contact Molly Fitzpatrick, Events Director, via email at molly@apreciouschild.org.