



Masquerade Gala

Behind every mask is a face. Behind every face is a story.

SEEC Gala 2019: Spread the Word Toolbox

It's Gala Season at SEEC and we are hard at work creating another memorable celebration to benefit local members of the community who have intellectual and developmental disabilities. More than 300 guests are expected to attend this year's gala on **Saturday, May 18th at the National Park Seminary Ballroom**. Our theme this year is "Masquerade" highlighting the stories behind the many faces of those we support through SEEC's innovative services. We will feature wonderful food, fabulous music, and unique silent auction items—all for a great cause!

Thank you for joining us AND for spreading the word in support of the event! **We hope to make it easy for you with the below tips and tools to make sure the evening is not only a successful FUND-raiser but a wonderful FRIEND-raiser for SEEC!**

FRIEND-raising Tips and Tools

1. Utilize *Save the Date* Cards

SEEC has beautiful *Save the Date* cards which are a great introduction to the event for your friends and family! We are happy to take a listing of addresses from you and mail the cards on your behalf OR we are happy to provide you stamped cards ready for use! You could even **make it a goal to invite at least one new person to the gala!** If you need help thinking of great connections, see our *FRIEND-raising Worksheet*. Contact Katrina Kugel at kkugel@seeonline.org or 301.576.9020 to request *Save the Date* cards.

2. Consider Sponsorships in Unexpected Places!

SEEC has sponsorships at varying levels perfect for a family or business. Consider your employer, local grocery store, hair salon, or other business who might expand their reach in the community through Cause Marketing! A win-win! Contact Katrina Kugel at kkugel@seeonline.org or 301.576.9020 to request a sponsorship and auction donation package.

3. Make an Auction Donation

We are always looking for unique items for our Silent Auction! Consider your family beach home, sports memorabilia, event tickets, or other items of value! Contact Katrina Kugel at kkugel@seeonline.org or 301.576.9020 to request a sponsorship and auction donation package.

4. Spread the Word!

SEEC's powerful mission of supporting people with disabilities to live the lives they choose is easy to talk about so make sure you spread the word! Whether, you share our emails, talk to your friends, or use social media—we want to make it easy! See our social media tools below!

Social Media Toolbox

SEEC is active on Facebook (@SEEC.org) and LinkedIn. Make sure you are following us to stay on top of the latest news. The best way to interact on social media is to keep it social! It helps others see our page when you not only like our information, but **COMMENT on our posts, SHARE our content, and INVITE others to follow us!**

Sample Facebook posts:

Will you join me in supporting people with disabilities to #LiveWorkThrive? SEEC is a nonprofit based in Silver Spring working every day to improve the lives of our neighbors with developmental disabilities. The gala is SEEC's biggest fundraiser with proceeds directly supporting their mission! This year's event is on May 18th at the National Park Seminary Ballroom. Fabulous food, wonderful company, and a unique silent auction- all for a great cause! Contact me or see www.seeonline.org for more information! #BehindTheMask2019 @SEEC.org

Behind every face is a story. Will you join me in supporting the #LiveWorkThrive stories of our neighbors with developmental disabilities at SEEC's annual gala? The gala is SEEC's biggest fundraiser with proceeds directly supporting their mission! This year's event is on May 18th at the National Park Seminary Ballroom. Fabulous food, wonderful company, and a unique silent auction- all for a great cause! Contact me or see www.seeonline.org for more information! #BehindTheMask2019 @SEEC.org

Sample Tweet:

Join me in supporting people with disabilities in our community! SEEC's gala is 5/18- Wonderful food, fabulous music, and unique silent auction items— all for a great cause! Go to www.seeonline.org for more information! #BehindTheMask2019

Sample LinkedIN:

Will you join me in supporting people with disabilities to #LiveWorkThrive? SEEC is a nonprofit based in Silver Spring working every day to improve the lives of our neighbors with disabilities through increased employment opportunities. The gala is their biggest fundraiser with proceeds directly supporting their mission! This year's gala is on **May 18th at the National Park Seminary Ballroom**. Contact me or see www.seeonline.org for more information! Corporate sponsorships still available! #BehindTheMask2019 @SEEC.org

Images:

