



14th Annual Conservation Breakfast

Connecting People, Conserving Land

Dear Table Captain,

Thank you for volunteering to be a Table Captain at Capitol Land Trust's upcoming Conservation Breakfast on Tuesday, February 6, 2018 at the Marcus Pavilion at Saint Martin's University. We appreciate your commitment to the success of this event!

Your efforts support Capitol Land Trust's mission to further collaborative and strategic conservation of southwest Washington's essential natural areas and working lands. The vital funds raised at the Conservation Breakfast will go directly to conserving, restoring and stewarding the most strategically important lands in our area to improve the quality of life in our community.

This packet is provided to you as an aid to make your job easier and more enjoyable. Please take the time to review and use the information.

Enclosed you will find the following materials:

- Table Captain Guide
- Table Captain Timeline
- Sample Script
- Guest Roster
- More Information Roster
- Capitol Land Trust Fact Sheet

As a Table Captain it is important to remind your guests that the purpose of this event is to raise vital funds for Capitol Land Trust. While there is no fee for attending, a donation is suggested and will be requested at the event.

Thank you for your commitment to Capitol Land Trust! Together we will continue to demonstrate that investment in Capitol Land Trust's mission produces a return beyond compare. We are counting on you!

With Gratitude,

A series of handwritten signatures in black ink, including names like "Ann", "Thom", "Lynn", "Quita", "Mike", "Alison", "Daron", and "Mary".

The Staff of Capitol Land Trust

Table Captain Guide

Make your list:

Tables are for 8 people, including you. Make a list of 15 prospects. Think about your friends, neighbors, colleagues, outdoor enthusiasts, or professionals who benefit from increased quality of life in Washington State through conserving lands and waters. Don't forget about the young professionals and students in your life!

Don't wait – start today!

Schedules fill quickly. Decide if calling your prospects first then following up with a letter or email is best, or if you should send a letter/email and place a follow up call.

This is a Fundraiser:

Communicate the expectation that this event is a fundraiser. There is no fee to attend the event, but we will be asking each guest to make a donation.

Added Benefit:

At the 2018 Breakfast, Capitol Land Trust will celebrate conservation leaders, landowners and supporters, who have prioritized saving special places in your community, and look ahead to what's in store for Capitol Land Trust and what that means for you and your community.

Share your Enthusiasm!

Excitement is contagious. Let people know why you are involved with Capitol Land Trust and donate to its mission. And that they can be a part of it, too, by attending the Breakfast.

Follow up with Everyone:

If you don't hear back from your prospects give them a call. They may be interested, but forgot to get back to you.

Confirm your Guest List by January 23rd!

Your guest list is very important to us. Contact us if you are short a seat from your 8 person table, as we may be able to help fill a few seats, or pair you up with another captain.

Remind your Guests:

Remind your guests at least twice. Send a note one week before the event and call them the day before the event.

Thank your Guests!

Personally thank each of your guests. Notecards at the event and emails or phone calls after the event are great ways to show your appreciation to them for supporting Capitol Land Trust.

Table Captain Timeline

TODAY

Make your prospect list
Start contacting prospects

January 23

Guest Roster deadline

Send your roster to Alison at alison@capitolandtrust.org OR fill out online form at CapitolLandTrust.org/2018TC

January 30

Remind your guests about the event

February 5

Call to remind your guests about the event

February 6

Day of Breakfast!

A packet will be available to you at your table, please open when you arrive

Give your guests the donation forms when prompted by the speaker

If your guest needs to leave early, please ask them to donate before they leave

Thank your guests

Invitation & Reservation Process

- Table Captains are responsible for inviting and confirming attendance of their guests
- Invite guests by phone, e-mail or in person
- Have your guests RSVP to you, rather than to Capitol Land Trust
- When a guest states they will attend, send them a confirmation email with the date/time/location
- Complete the enclosed Guest Roster with your guest's information and send it to alison@capitolandtrust.org OR fill out online form at CapitolLandTrust.org/2018TC by Tuesday, January 23, 2018

Capitol Land Trust

Contact Information:

Alison Beglin

Events Coordinator

360.943.3012 extension 7

alison@capitolandtrust.org

Sample Script

Dear <guest name>,

I would like to invite you to a special event!

I am hosting a table at Capitol Land Trust's Conservation Breakfast on Tuesday, February 6, 2018 at 7 AM at the Marcus Pavilion at Saint Martin's University.

Please join me for breakfast as we address the most important challenges to clean air, clean water, and vibrant open space and working lands in our region and raise vital funds for Capitol Land Trust.

<Insert a sentence or two about why you support Capitol Land Trust.>

Your attendance at this event will help keep family farms and ranches in business and support your quality of life in Washington State. I would be proud to have you at my table as a representative of our community's support for Capitol Land Trust.

While there is no fee to attend this breakfast, a request for donations will be made during the program.

Please consider joining me! I am happy to answer any questions you may have. Or you can reach me at 123.555.6789 or _____@_____.com Thank you, I look forward to sharing this event with you!

Sincerely,
<your name>

Confirmation Email Script

Dear <guest name>,

Thank you for joining me at Capitol Land Trust's Conservation Breakfast. I look forward to sharing this event with you!

Date: Tuesday February 6, 2018

Time: 7 AM to 8:30 AM

Location: Marcus Pavilion at Saint Martin's University, 5300 Pacific Ave SE Lacey, WA

Sincerely,
<your name>

Guest Roster

Deadline: Tuesday January 23, 2018

Send to: alison@capitolandtrust.org OR fill out online form at CapitolLandTrust.org/2018TC

Table Captain's Name: _____

You will be recognized by your name, if you wish to be recognized otherwise list it here _____

Please list your confirmed guests, 7 others who will be sitting with you at the table.
Thank you for being thorough and prompt to help make the Conservation Breakfast a success!

Complete the entire form – correct spelling is VERY important!

	First & Last Name	Company/Elected Official	Address	Phone	Email
1					
2					
3					
4					
5					
6					
7					
8					

More Information Roster

If you have anyone who is unable to attend the Conservation Breakfast but would like to learn more about Capitol Land Trust, please provide their information below.

Send to: alison@capitolandtrust.org

First & Last Name	Company/Elected Official	Address	Phone	Email

Capitol Land Trust Fact Sheet

Connecting People, Conserving Land

In 1987 a group of forward looking individuals formed Capitol Land Trust- a volunteer run non-profit organization. These individuals saw a need in their community to:

- increase public awareness of land as an essential natural resource;
- preserve those natural areas, agriculturally productive lands, and open spaces that they valued and depended on;
- protect those areas which enhance the environmental, scenic, historic, recreational, economic, and social values of our community, and that make it a desirable place to live.

This land was (and still is) disappearing at a fast rate.

CLT has since grown and has permanently conserved over 6,000 acres in southwest Washington, including 14 miles of Puget Sound shoreline. We are accredited by the Land Trust Alliance, the highest standard for land trust practices across the country.

Our mission is to further collaborative and strategic conservation of southwest Washington's natural areas and working lands.

We have a proven track record for success. We will continue to work with you and many partners to find the best lands to conserve so that:

- Future generations will be able to watch the salmon run in 30 years
- Your water quality will be maintained
- Farmers and ranchers, who have been on their lands for generations, can keep them in production for many more
- Your kids and their kids will have natural places to explore
- Our work will have the most beneficial impact on you and the community – keeping this a place we all want to live.

For 30 years, we have been supported by the generosity and wisdom of local landowners, members of the community who contribute financially, and the volunteers who make it come together. Throughout our history, for every dollar in private contributions we've received, Capitol Land Trust has secured an additional sixteen dollars in grant funding. The result: collaborative work with partners and private land owners to conserve places like Decker Creek Wetlands, Black River Farm, Twin Rivers Ranch, Gull Harbor, Gordon Farm, Oakland Bay County Park, Bayshore Preserve, Green Cove wetlands, the Wynne Tree Farm and more!