



**Camp Fire USA™**

Today's kids. Tomorrow's leaders.



## Camp Fire USA's Champions for Children Breakfast

Thursday, November 10th, 2011 | 7:30 a.m. - 8:30 a.m. | Dena'ina Center

Dear Table Captain,

Thank you so much for agreeing to serve as a Table Captain for Camp Fire's Tenth Annual Champions for Children Breakfast! This event is an important fundraiser for Camp Fire and, just as importantly, it is an opportunity for us to educate and inspire people about the valuable services we provide for children and their families.

**Table Captains are absolutely essential to the success of the Breakfast. Almost all guests, 90%, come because *they are specifically invited by someone who is expecting them to be there: a Table Captain.***

As a Table Captain, you are responsible for filling a table of ten, including yourself. The breakfast is free to you and your guests. It is a fundraising event and your guests will be asked to consider making a contribution, but there is no minimum and no maximum gift required. As much as anything, Camp Fire is grateful to each guest for taking the time to come and learn more about the vital work we do. It will be our job to inspire your guests to support Camp Fire. Our goal is for you to feel proud of your connection to Camp Fire and of your role as a Table Captain.

This packet is intended to provide you with everything you will need to make your job easier and more enjoyable. Much of this information, including downloadable forms, is also available online at [www.campfireak.org/cfcbreakfast.html](http://www.campfireak.org/cfcbreakfast.html). Please feel free to contact Jo Lamson (257-8820) or Joanne Phillips (257-8819) at any time should you have further questions or need additional materials. Again, thank you for serving as a Table Captain!

Warmly,

*Jo & Joanne*



“Imagine a world where every child was loved, cared for and given every opportunity to reach for their very best; that is our dream -  
thank you for sharing it with us.”

# *Step-By-Step Guide and Key Dates*

## **September - October**

- Invite Potential Guests.** We recommend that you begin by making a list of all potential guests, including personal and business associates, who might have an interest in our organization. Ideally, many of your guests will already be somewhat familiar with the organization. In order to have 10 people on the day of the event, we ask that you pre-confirm 12 guests. Things do come up and sometimes guests have to send their regrets. If on the day before the breakfast you still have 12 confirmed guests, we will set your table for more or seat your guests at a nearby table.
- Make It Personal.** *The best invitation is a personal one.* Invite your guests in person, by telephone or with email. Give your guests more reasons to come. **Tell them why you care about Camp Fire.** When a guest RSVP's, send them a "Save the Date" email or personal card as a reminder.
- Communicate Expectations.** This is a benefit event for Camp Fire and it's always best for you and your guests to understand that this is a fundraising event. It is also important for your guests to know that **there is no minimum and no maximum gift.** You are inviting them because you care about Camp Fire and would like them to learn more about the work we do. If they choose to give their financial support, great! If not, we really do appreciate the fact that they took the time to come.

## **November 1st - Guest list due**

**Confirm your 10 guests.** Please communicate with each of your invitees to confirm the attendance of at least 10 guests. If your communication is direct and personal, your guests will know you are counting on them to be there with you. **Send your guest list (enclosed) to Camp Fire with the names and contact information of each of your confirmed guests.** We need this information to ensure that registration, seating and gift processing go smoothly. Remember to stay in contact with your guests up until the morning of the event. The Guest List can also be downloaded or submitted online.

## **November 7th - Confirmed Guest List**

**Re-confirm your guests.** Please re-confirm the attendance of your guests. Let Camp Fire know of any changes. If you do not have a full table, let us know if you plan to fill it. We may have some individual guests that we can seat at your table.

## **November 10th - 2011 Champions for Children Breakfast!**

**7:00 am - Welcome your guests.** Check in begins at 7:00 am and the breakfast program starts at 7:30 am. Plan on being there early so you can pick up your **Table Captain Packet** and greet your guests as they arrive at your table. **Make it personal.** Consider putting handwritten notes or token gifts at the table for each guest. Say thank you, thank you, thank you! Camp Fire will provide you with more "day of the event" details prior to the breakfast.

**7:30 am - 8:30 am - Enjoy the program.**

**8:30 am until... Follow up.** Say thank you again with a call, e-mail or handwritten note. We welcome your feedback and that of your guests. Please feel free to pass along any comments.

# Sample Invitations

## Sample E-mail or letter invitation - for a new guest

Dave -  
I am serving as a Table Captain for Camp Fire USA's annual Champions for Children Breakfast and I would love for you to join me at my table. The breakfast is free and is scheduled for Thursday, November 10th, at the Denaina Center. The doors open at 7 a.m. and the program starts at 7:30 in order to end promptly before 8:30 a.m.

As you [may] know... *share your personal connection with/ reasons for supporting Camp Fire.*)

This is a fundraiser, but Camp Fire realizes there are many ways to make a contribution such as a donation of time, a collaboration commitment, sharing a good idea, and for some it's writing a check. Every contribution is valuable. Most important of all, we want you to come and find out about the great programs Camp Fire offers Alaskan children.

Please join me at my table - Can you come?

Warm regards,

*(your name)*

P.S. Please RSVP by October 31st so I can get my guest list in to Camp Fire.

## Sample E-mail or letter invitation - for a repeat guest

Dave -  
Last year, you were kind enough to join me for Camp Fire's annual Champions for Children Breakfast . I hope that you found it inspirational and informative. I would love for you to join me again at my table this year. The breakfast is scheduled for Thursday, November 10th, at the Denaina Center. The doors open at 7 a.m. and the program starts at 7:30 in order to end promptly before 8:30 a.m.

As you [may] know... *share your personal connection with/ reasons for supporting Camp Fire.*)

This is a fundraiser, but Camp Fire realizes there are many ways to make a contribution such as a donation of time, a collaboration commitment, sharing a good idea, and for some it's writing a check. Every contribution is valuable. Most important of all, we want you to come and find out about the great programs Camp Fire offers Alaskan children.

Please join me at my table - Can you come?

Warm regards,

*(your name)*

P.S. Please RSVP by October 31st so I can get my guest list in to Camp Fire.

# Why?

As a non-profit organization, Camp Fire USA Alaska Council depends on gifts from individuals, corporations and foundations to touch the lives of thousands of children in communities across Alaska each year.



## Summer Camps...

are a place where children develop self-esteem, independence, leadership ability, environmental awareness, a taste for adventure and friendships that can last a lifetime. Camp Fire operates two camps each summer: 1) Camp Kushtaka, an overnight camp located on the shores of beautiful Kenai Lake, 2) Camp Si-La-Meo Anchorage, a day camp located on the campus of Alaska Pacific University. Individual and corporate contributions allow us to provide "camperships" to children whose families could not otherwise afford it.



## School Age Child Care...

helps working families and keeps kids safe while offering them challenging activities, learning experiences and meaningful opportunities for involvement and membership. Camp Fire operates 28 licensed programs in Anchorage elementary schools. Individual and corporate contributions enable us to provide financial aid to families in need of after school care and provide one on one staffing for special needs children.



## Community Centers...

are located in low-income neighborhoods and provide youth with a safe and protected place to play, an extra measure of adult attention, additional help with homework and opportunities to explore interests and test abilities in a variety of areas. The centers are open in the after school hours and through the summer, and are free to all participants. Camp Fire operates three Community Centers in Anchorage (Fairview Rec Center, Central Lutheran Church and Tyson Elementary). The Community Centers are 100% funded by individual and corporate contributions.



## Rural Alaska Program...

teaches swimming and cold water survival skills to children and teens who live in communities along Alaska's coasts and large rivers. Alaska consistently has the highest rate of drownings in the country; more than ten times the national average. The program came to life more than 40 years ago as a way of addressing the drowning rate, and has evolved to include teaching healthy life skills and providing recreational activities such as crafts, games, hikes, camp-outs, special teen activities and youth community service projectd. Camp Fire visited 21 rural communities this summer. Individual and corporate contributions allow us to conduct this program in communities where financial assistance is needed.

For more information on the Champions for Children Breakfast and to download Table Captain Materials, visit:

[www.campfireak.org/cfcbreakfast.html](http://www.campfireak.org/cfcbreakfast.html)

