16th annual All In for Kids Event Theme: Northshore Gives
Focus: District Grants: Bike Racks, AVID, Career Days, Art Docent, NBTC

Schedule of Events – Thursday, April 4, 2019
7:00 am    Breakfast Registration opens
7:30 – 9:00 am    Program & Breakfast
9:00 – 11:15 am    Networking & Student Expo
10:30 am    Luncheon Registration opens
11:30 am-1:00 pm    Program & Luncheon

Resource links and pages:
Foundation Web Page: www.NorthshoreSchoolsFoundation.org
Foundation Twitter: https://twitter.com/NSFoundation1
Foundation Facebook: https://www.facebook.com/NorthshoreSchoolsFoundation/

Event Details
Breakfast:
Register for Breakfast: https://allinforkids19breakfast.eventbrite.com
Web: http://www.northshoreschoolsfoundation.org/breakfast/
Facebook: https://www.facebook.com/events/1985332631542495/

Luncheon
Register for Luncheon: https://allinforkids19lunch.eventbrite.com
Web: http://www.northshoreschoolsfoundation.org/events/luncheon/
Facebook: https://www.facebook.com/events/538723029978459/

Be a Sponsor:
http://www.northshoreschoolsfoundation.org/all-in-for-kids-luncheon-sponsorship-opportunities/

Donate Link: https://northshoreschoolsfoundation.kindful.com/?campaign=272023
For More Information: call 425-408-7680 or email carmin@nsdfoundation.org
All In for Kids Event Description

The 16th annual All In for Kids Event is the largest charity event in the Northshore [Bothell, Kenmore, Woodinville] Community, attracting more than 700 guests comprised of local parents, educators, business representatives, elected officials and community leaders.

This year’s theme: Northshore Gives is a tribute to our collective efforts to decrease the opportunity gap for our students. With your help the Foundation amplifies the district's core curriculum by funding projects that inspire student learning, increase creativity and impact lifelong success.

Please plan to attend the Foundation's All In For Kids events – either breakfast or lunch – featuring student and teacher testimony and an address by Superintendent Dr. Michelle Reid. Learn about the factors negatively affecting student success right now. Become inspired about the future and the practical, impactful ways your partnership can minimize and eliminate these barriers. Connect with parents, NSD leaders, teachers, business owners, and community volunteers who share your concerns.

Then, commit to partner in helping raise up to $300,000 for district-wide initiatives. Your attendance and contribution will make the difference for the 23,000 students in our district.

Between the breakfast and lunch events, you're invited to witness some of the amazing things that happen thanks to your support. Students will be performing and presenting projects funded with contributions from Foundation donors just like you, which would not otherwise be possible!

Event Highlights

Brian Calvert, Breakfast emcee – KOMO News anchor
Jake Whittenberg, Luncheon emcee- King 5 News anchor and NSD Parent
Impactful Instruction Award
NSD Students and Teachers demonstrating how the Foundation is supporting students graduating ready for success through their entire school career.
Superintendent Dr. Michelle Reid
Performances by:
Student Works Expo & Community Networking to feature:
Why Is Being A Table Captain So Important?

The All in for Kids luncheon is the signature event for the Northshore Schools Foundation and it serves as the PRIMARY fundraiser for all the grants and funding that the Foundation provides every year. It is an opportunity to acknowledge community partners and sponsors, introduce people to the important work that is funded by the Foundation, and celebrate the impact that has been made thanks to previous donations. The Event is budgeted to raise over $300,000 this year through sponsors, individual gifts and employer matching funds.

Your leadership as a Table Captain is essential in creating an environment where our cause is celebrated and advanced, and a place where supporters feel valued and see that their investments make a difference. You are the heart and hands that make this part of the process possible, and it fuels everything else we do. THANK YOU.

Table Captain Roles & Responsibilities

Ultimately, we would like you to be responsible for filling a table of guests for our event with the intent of exposing them to our important work. You will recruit nine (9) friends to join you at your table. We want you to live out our mission of connecting community members to schools and to fill in the funding gap for our students.

We believe our important work speaks for itself and that our primary job is to allow people the opportunity to invest on our students because it is an extension of their own values of public education, equity, community and supporting every student’s potential. Thank you for helping us share this important work. We will never ask you to pressure someone to donate. There is no fee for the luncheon, guests will be invited to make a donation at the event. The suggested donation is $125 a person. Encourage them to give generously.

What

- Invite your guests - Send a letter, e-mail, text, invite on Facebook or call your potential guests letting them know that you would like them to join you at the event you are inviting them to the event.
- Make time weekly to register your guests with our online system, along with their dietary needs or encourage them to register themselves. Always be sure to list your name in the – with whom would you like to be seated section of the online registration. Guests who are registered with eventbrite will receive updates and reminders about the event (if they don’t end up in junk mail)
- Please contact all of your guests to confirm their attendance – we’d love for all tables to be full. If guests cancel please contact emily@nsdfoundation.org and let us know if you
would like to be responsible for filling open seats or if you would like us to do some creative seating.

- **Day of the Luncheon (more instructions will be provided day of in your luncheon packet):**
  - Arrive 45 minutes before the event is about to start.
  - Check in and Pick up your table captain packet.
  - Greet your guests and thank them for coming. Make relevant introductions and facilitate networking.
  - When directed during the program, please distribute the donation envelopes.
  - Collect all donation envelopes and give to a designated volunteer at the close of the event.
  - Enjoy yourself and know that your time and efforts benefit a great cause—providing outstanding educational opportunities for the students in the Northshore School District.

- **After the event:**
  - Use social media to share your experience
  - Thank your friends and guests for joining us

What’s Your Why?
Recruiting Strategies

Brainstorm your guest list – Invite people who share your value of an innovative public education system that allows all students to thrive and graduate ready for success. Consider work colleagues, parents of your child’s friends or team mates, social media friends who like similar things, people who’s events you have attended, family members, neighbors… Make a list of 20 to fill a table of 9. Consider working with another captain to fill more than one table. Need help? We will connect you with a seasoned table captain to answer questions - Contact us at carmin@nsdfoundation.org or 425-408-7680.

Who:

- WORK COLLEAGUES
- PARENTS OF YOUR CHILD’S FRIENDS
- TEAMMATES
- SOCIAL MEDIA
- FRIENDS WHO LIKE SIMILAR THINGS
- PEOPLE WHOSE EVENTS YOU HAVE ATTENDED
- FAMILY MEMBERS
- NEIGHBORS...

What:

- LARGEST LOCAL EVENT
- ALL THREE CITIES, BOTH COUNTIES AND LEGISLATIVE DISTRICTS REPRESENTED
- NSD LEADERSHIP
- INVITE YOUR PRINCIPAL
- BUSINESS PEOPLE WHO CARE ABOUT PUBLIC EDUCATION

Why:

- Our schools can’t do it alone
- $750,000 of identified funding needs right now
- So much more for us to do to support our students
- Each child deserves the opportunity to succeed

Take a minute and Brainstorm who you might want to invite
Commonly Asked Questions

1. How do I put together my guest list?
Think first of your family, friends and co-workers—then expand beyond there to your social network, organizations, and other affiliations. Invite as many folks as you can. You never know who has an interest in education or a personal connection to our mission. This is a “not to be missed” event. You are giving folks the opportunity to be inspired and motivated as well as a chance to make an investment in the future of our students, community and country by getting involved. All In for Kids Luncheon is the largest non-profit event in the Northshore area!

2. What is the best way to encourage guests to attend?
A personal contact (phone, note, etc.) works wonders. Call your guests before the invitations are sent in mid-February or immediately after to confirm that they have received their invitation. It is best to contact your guests prior to the receipt of invitations so they are alerted to the mailing and won’t toss the invitation in the circular file. Be sure to review the Event Fact Sheet (first page of this packet) so you are clear about the specifics of the event. In addition to “when” and “where”, have a clear sense about what the event hopes to accomplish and the programs the Foundation supports. Take a look at the Foundation website for information about recent grants and grants by school www.NorthshoreSchoolsFoundation.org

3. Is there a charge to attend the Luncheon?
Do I have to ask for money? There is no fee to attend but at the end of the program guests will be given the opportunity to enhance education in Northshore with a contribution. Everyone will be encouraged to contribute. We hope, of course, that many people will make larger contributions while some may make smaller ones. As a Table Captain, You do not have to ask for donations. One of the luncheon speakers will make the "ask." You will pass out the envelopes at your table, encourage your guests to give generously and collect the envelopes when they are complete. Tables where the captain gives a small pitch about why they invest in the Foundation or who thank givers as they are filling out their pledge/giving cards usually increases the gifts at the table. We are asking for $125 a person for the event and would like to raise $300,000 for this event. Our neighboring Foundation are raising well over $1M

4. I don’t know if I can ask someone to attend knowing that my guest will need to contribute!
Each potential guest must make that decision for themselves. You are the bearer of the invitation – giving the guest the opportunity to support education.

5. What if someone really wants to attend but can’t contribute?
Your guests will have the choice to contribute on the spot with a credit card or check or divide their gift over the course of several months. This second option will make it easier for your guests to manage. Please feel free to call Emily directly for any support regarding this process at 206-409-3507. Thank you AGAIN for all you do and WHO YOU ARE!
Facebook Invite

To invite people to a public event that’s already been created:

1. Go to the event.
   a.  https://www.facebook.com/events/1985332631542495/
   b.  https://www.facebook.com/events/538723029978459/
2. Click Share in the top right or below the cover photo.
3. Click Invite Friends.
4. Search and select friends to invite and then click Send Invites.

Breakfast Invites Template - Table captain

Dear Colleagues

It is that time of year to invite you to join me at the Northshore Schools Foundation’s All In for Kids Breakfast scheduled for Thursday April 4, 2019 7:30 - 9:00 am. I am hosting a table and I would love to have you join me to support Northshore Students. This year’s theme, Northshore Gives, is a tribute to our collective efforts to decrease the opportunity gap for our students. With your help the Foundation amplifies the districts core curriculum by funding projects that inspire student learning, increase creativity and impact life long success.

The event is being held at: Evergreen Church 3429 240th St SE, Bothell, WA 98021 located just 2 blocks from the administrative offices of Northshore School District. Carpooling is always encouraged.

The breakfast event will feature student performances, teacher testimony and an address by Superintendent Dr. Michelle Reid. Hopefully this event will leave you inspired about the future of the next generation and connected with other stakeholders who share your commitment to being a part of a vibrant healthy community.

Between the breakfast and lunch events, you’re invited to witness some of the amazing things that happen thanks to your support. Students will be performing and presenting projects funded with contributions from Foundation donors just like you, which would not otherwise be possible!

Attending the event is free, however there is a suggested Donation of $125.00+ per person with an overall goal of raising $300,000. I hope that you will consider this opportunity and that you will join me at my table.

You can either register yourself here https://allinforkids19breakfast.eventbrite.com – or to make it super EASY, you can let me know and I will register you and meet you that day with your nametag and show you to our table. Please reply by March 15th.

Thanks so much,

P.S. There is a luncheon on the same day as well. If you can’t join me for breakfast but would like to attend lunch – I can connect you with some really cool people who I am sure you will enjoy.

P.P.S. Can’t join me but still want to support the cause? You can make a donation here.
Dear Friends,

It is that time of year to invite you to join me at the Northshore Schools Foundation's All In for Kids Luncheon scheduled Thursday, April 4, 2019 11:30 am-1:00 pm. I would love to host a table of friends who support NSD schools. This year’s theme, Northshore Gives, is a tribute to our collective efforts to decrease the opportunity gap for our students. With your help the Foundation amplifies the districts core curriculum by funding projects that inspire student learning, increase creativity and impact life long success.

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Attending the event is free, however there is a suggested Donation of $125.00+ per person with an overall goal of raising $300,000. I hope that you will consider this opportunity and that you will join me at my luncheon table.

You can Register yourself here https://allinforkids19lunch.eventbrite.com – or to make it super EASY, you can let me know and I will register you and meet you that day with your nametag and show you to our table. Please reply by March 15th.

Thanks so much,

P.S. There is a breakfast too. While I am not hosting a table then – I can connect you with some really cool people who I am sure you will enjoy.

P.P.S. Can’t join me but still want to support the cause? You can make a donation here.
Our company is pleased to be supporting Northshore students by being a sponsor of the Northshore Schools Foundation’s All In for Kids Breakfast scheduled for Thursday, April 4, 2019 7:30 am - 9:00 am at Evergreen Church 3429 240th St SE, Bothell, WA 98021 (just 2 blocks from the NSD admin office).

We are hosting a table and would like to invite you to join us and be a part of this inspiring and dynamic event.

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Between the breakfast and lunch events, you’re invited to witness some of the amazing things that happen thanks to your support. Students will be performing and presenting projects funded with contributions from Foundation donors just like you, which would not otherwise be possible!

Attending the event is free, and you are our guest. However we would love for you to consider supporting the students of Northshore by making a donation $125.00+ per person at the event. If your company would like to consider being a sponsor of this event, please contact Executive Director Carmin Dalziel by 2/25 and she can share with you some of the additional benefits that come with being a sponsor.

You can either register yourself here https://allinforkids19breakfast.eventbrite.com – and mention that you would like to be seated at our table or to make it super EASY, you can let me know and I will register you. We really hope you will consider joining us. Please reply by March 15th.

Thanks so much,

P.S. There is a luncheon on the same day as well. If you can’t join me for breakfast but would like to attend lunch – I can connect you with some really cool people who I am sure you will enjoy.

P.P.S. Can’t join us but still want to support the cause? You can make a donation here.
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Thanks so much,

P.S. There is a Breakfast on the same day as well. If you can’t join me for luncheon but would like to attend breakfast – I can connect you with some really cool people who I am sure you will enjoy.

P.P.S. Can’t join us but still want to support the cause? You can make a donation here.
Thank you for your efforts to fill the room for the 16th Annual All In for Kids Event.

Resource links and pages

**Foundation Web Page:** www.NorthshoreSchoolsFoundation.org

Foundation Twitter: https://twitter.com/NSFoundation1

Foundation Facebook: https://www.facebook.com/NorthshoreSchoolsFoundation/

Register for Breakfast: https://allinforkids19breakfast.eventbrite.com

Register for Luncheon: https://allinforkids19lunch.eventbrite.com

Event Details:

**Breakfast:** Web: [http://www.northshoreschoolsfoundation.org/breakfast/](http://www.northshoreschoolsfoundation.org/breakfast/)

Facebook: https://www.facebook.com/events/1985332631542495/

**Luncheon** Web: [http://www.northshoreschoolsfoundation.org/events/luncheon/](http://www.northshoreschoolsfoundation.org/events/luncheon/)

Facebook: [https://www.facebook.com/events/538723029978459/](https://www.facebook.com/events/538723029978459/)

**Be a Sponsor:**


**Donate:** [https://northshoreschoolsfoundation.kindful.com/?campaign=272023](https://northshoreschoolsfoundation.kindful.com/?campaign=272023)

**Timeline**

NOW - Start Recruiting

NOW - Make sure you are on the table captain SIGN UP. COM

NOW - Put 4/4 on your calendar

This week - Social Media - Like our page and event

This week - Social Media when you get your invitation

Next week 2/11 - Invite your friends via social media

Next week 2/11 - Electronic Invitations - round one

When you see it - Forward press release to your friends, invite them to join you

Week of 3/4 - Electronic Invitations - round two

March 22 - RSVP’s are due

March 29 - Check in with Emily confirm your table

April 1 - Remind your guest via email or phone about attending