



CHANGING LIVES

STARVISTA'S ANNUAL FUNDRAISER

October 7, 2021

TABLE CAPTAIN PACKET

CHANGING LIVES

TABLE CAPTAIN PACKET

Thank you for helping to make this year's Changing Lives fundraiser a success!

Out of concern for the continued wellbeing of our community, Changing Lives will be virtual on October 7th, 2020 at 12:00pm SHARP (Don't miss the Pre-Show starting at 11:45am!). The theme of the event is **55 Years of Empowering Individuals, Inspiring Hope, and Strengthening Communities**. The funds we raise this year will help to ensure that our much-needed mental health and supportive programs can continue serving our community for the next 55 years.

We can't do this without you! As a member of the StarVista community, you play a vital role in helping us reach our fundraising goal of **\$200,000**. By becoming a Table Captain, you are raising StarVista's profile, sharing our mission with other compassionate people, and making memories that will last!

This packet has everything you need to make being a Table Captain easy and enjoyable. Please take the time to familiarize yourself with its contents. As a Table Captain, you are agreeing to "fill a table" with at least 10 people but since our event is virtual, there is no limit to the size of your "table"!

The pages of this packet provide instructions on the following:

- 1. Who will you invite?**
- 2. Create your personal Star Chart and start building your Guest List!**
- 3. How will you invite your guests?**
- 4. What can you do to make the most of the event for your guests?**

Please contact Amanda Peters, Development Manager, at any time should you have further questions or need additional materials, amanda.peters@star-vista.org.

Thank you for serving as a Table Captain!

Mark your calendar for Cheers for Changing Lives on December 9, 2021!

WHO WILL YOU INVITE?

Coming up with a list of folks to invite to Changing Lives is easier than you might think. We all have people in our lives who share our compassion for others, who may or may not know about StarVista's services and the impact we have in the lives of vulnerable people every day. One way to identify who your guests could be is to create your personal **Star Chart**. Simply put yourself in the middle, create circles of friends, family, colleagues, acquaintances, professional organizations, etc., and start listing names. You'll be surprised how quickly your chart fills up! **TIP: To "fill a table" of 10 guests, we suggest confirming with at least 15 people.**

YOUR PERSONAL STAR CHART



HAVE YOU HOSTED A DISCOVER STARVISTA TOUR?

We suggest building your guest list starting with the folks who attended or were interested in attending your tour! These folks will be the most likely to say "yes" to your Changing Lives invite. We then suggest you add folks who have expressed interest in being more involved with StarVista, or who you think may be interested in getting more involved. Don't worry, if you've lost track of any of this information, we have it in our records!

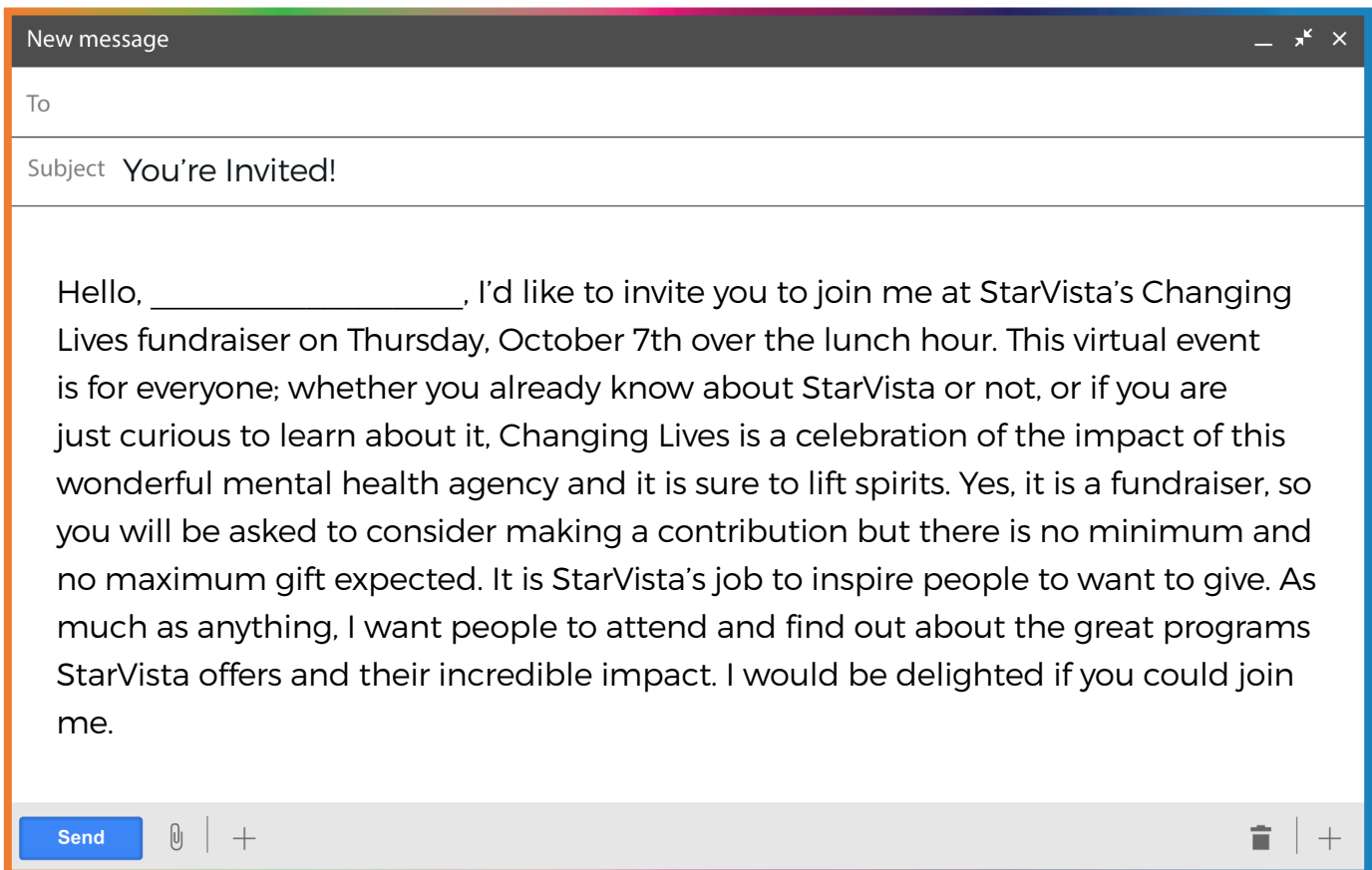
YOUR GUEST LIST

Regular check-ins and submitting your confirmed guests with our team will help us make your “table” a success! On the next page, you will find a chart for keeping track of who you’ve invited, spoken with, and confirmed. We suggest submitting updates to this chart according to the dates listed in the “Date to submit” column.

INVITING YOUR GUESTS

The more personal your invitation, the better! We suggest inviting people in person or by phone, then confirming with them by emailing them an e-invite that we will provide to you. It is also important to call, text, or otherwise check-in with each of your confirmed guests 2-3 days before the event to reconfirm that they can still make it.

HERE’S SOME WORDING YOU CAN USE IN YOUR INVITE:



CHANGING LIVES

GUEST LIST FOR TABLE CAPTAIN

Please email to amanda.peters@star-vista.org by dates indicated below.

Table Captain Name: _____ **Phone:** _____

	Date to Submit	First Name	Last Name	Phone Number	Address	Email
1	8/26					
2	8/26					
3	8/26					
4	8/26					
5	8/26					
6	9/9					
7	9/9					
8	9/9					
9	9/9					
10	9/9					
11	9/23					
12	9/23					
13	9/23					
14	9/23					
15	9/23					

Unable to attend Changing Lives but would like to attend a Discover StarVista tour:

	First Name	Last Name	Phone Number	Address	Email
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

WAYS TO ENGAGE

What can you do to make the most of the event for you and your guests?

STEP 1: REGISTER FOR CHANGING LIVES and SELECT "I want to be a Table Captain". This helps us know to reach out to support you as a table captain.

Not sure if you want to be a table captain? Let's talk about it. There are a lot of ways to help make Changing Lives a success!

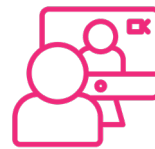
STEP 2: Start creating your guest list **AND** choose to do one of the following options..



HOST A WATCH PARTY



HOST A PRE-EVENT ZOOM PARTY



WATCH ON YOUR OWN



GET CREATIVE!

STEP 3: Connect with us to start inviting your guests.

[REGISTER TODAY!](#)

IMPORTANT *WATCH* INFORMATION

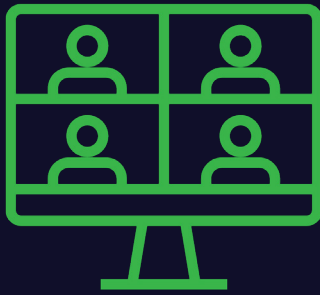


Within the week leading up to Changing Lives, we will share the link to join the virtual event for you to distribute to your guests! We will also share the link with anyone who is signed up to receive emails from us. We appreciate your help with sharing this link to your guests so they don't accidentally miss it!



HOST A WATCH PARTY

- Host an in-person watch party at your home or office
- Snacks and refreshments will be provided and delivered by StarVista for up to 10 people (delivery within San Mateo County only).
- Invitation and guest registration support provided by StarVista (eg: customizable e-invitation).



HOST A PRE-EVENT ZOOM PARTY

- Gift cards for snacks will be provided by StarVista for up to 10 people (delivery by mail).
- Zoom meeting room/link (if requested) provided by StarVista.
- Changing Lives virtual background provided by StarVista.
- Invitation and guest registration support provided by StarVista (eg: customizable e-invitation).



WATCH ON YOUR OWN & INVITE OTHERS TO DO THE SAME

- Invitation and guest registration support provided by StarVista (eg: customizable e-invitation).



GET CREATIVE!

- Have another idea? Share it with us and we'll see how we can help!

FUNDRAISING

Interested in doing your own fundraising for Changing Lives? You can host a fundraiser on Facebook. Here's How:

HOW TO CREATE A FUNDRAISER ON FACEBOOK

STEP 1: Visit www.facebook.com/fundraisers, click 'Raise Money', and sign in using your Facebook account login.

STEP 2: Select 'Nonprofit'.

STEP 3: Select the organization 'StarVista'.

STEP 4: Personalize your fundraiser.

Here are some suggestions:

- For an end date, select October 10, 2021 (3 days after Changing Lives).
- For the title, use "[YourName]'s Fundraiser for Changing Lives"
- In the section 'Why are you raising money?', you can create your own description, or use our example:
"Join me in supporting a good cause! I am raising money in honor of StarVista's once-a-year fundraising event, Changing Lives. StarVista is a nonprofit in San Mateo County that delivers high impact services through counseling, crisis prevention, youth housing, and outreach programs. This year, they are celebrating 55 years of service!"

STEP 5: Click 'Create'. Your fundraiser is now live!

STEP 7: Click the 'Share' button to share the link to your fundraiser with your Changing Lives team and Facebook friends.



Sign-up to receive text message updates about Changing Lives!
Visit tinyurl.com/CLtext21. *Message and data rates may apply.*

SAMPLE FUNDRAISING PAGE

www.facebook.com/fundraisers

The image shows a desktop preview of a Facebook fundraiser page. At the top, it says 'Desktop Preview'. The main banner features the text 'CHANGING LIVES' in large, colorful letters, followed by 'StarVista's Annual Fundraiser', 'October 7th, 2021 at 12:00PM', and 'Don't miss the Pre-Show starting at 11:45am!'. There is a StarVista logo with '55 Years of Service' and a profile picture of a woman. Below the banner is the fundraiser title 'Bill's Fundraiser for Changing Lives' with 'Donate' and 'Share' buttons. The 'Goal' section shows '\$0 raised of \$550' and '77 days left'. The 'Fundraiser Progress' section shows '0 donated', '0 invited', and '0 shared'. The 'About' section contains text about supporting a good cause and StarVista's services. The 'Created By' section shows the fundraiser was created by the same profile picture and has been on Facebook since 2019.

THE BENEFITS OF FUNDRAISING ON FACEBOOK

Facebook fundraisers makes it simple to rally your friends to support an organization you are passionate about. Facebook pays all the processing fees for you, so 100% of donations goes directly to StarVista. The best part, you can set up a fundraiser for StarVista on Facebook anytime! A popular choice of supporters is setting up a 'Birthday Fundraiser' for StarVista.

StarVista will receive a check from Facebook within 2 weeks following the closing of your fundraiser.

CHANGE LIVES WITH US

Guests who are inspired to give can do so via our online pledge form found at www.star-vista.org/changelives. This link will be provided to everyone before, during, and after the event. There is no minimum and no maximum gift amount expected. Guests will be able to donate by credit card via the link above, can opt to give via their DAF, IRA or other account, or they can find further instructions on ways to give in the “Check or Pay Later” section of our website.

STARVISTA VISIONARIES

We are excited to once again encourage our community to join StarVista Visionaries! A StarVista Visionary is a person who recognizes opportunities and takes action to promote wellbeing and create lasting, positive change. Throughout the year, Visionaries are invited to participate in exclusive opportunities that showcase and celebrate the impact of their generosity. Anyone can become a StarVista Visionary by pledging to donate a minimum of \$1,000 every year for a minimum of 5 years. Visit www.star-vista.org/visionaries to learn more.

OTHER WAYS TO SUPPORT STARVISTA

All guests will be able to make a one-time gift via the pledge form link above. Simply select “Make a one-time gift” and follow the instructions. If your guest wants to support StarVista in a non-financial way, they can select “Please contact me, I have other ideas”, fill out the form, and we will follow up with them, or they can check out our wishlist by visiting www.star-vista.org/wishlist.

LINKS

Event Main Page: www.star-vista.org/changing-lives

Registration Portal: www.starvista.liveimpact.org/li/8032/sevent/evt/home/165900/69

StarVista Visionaries Overview: www.star-vista.org/visionaries

Sponsors Page: www.star-vista.org/changing-lives-sponsors

Pledge Form: www.star-vista.org/changelives



VISIONARIES

A StarVista Visionary is a person who recognizes opportunities and takes action to promote wellbeing and create lasting, positive change.

Empowering Individuals, \$1,000 per year for 5 years

Provide a homeless youth guidance, shelter, life skills, and a chance at a brighter future.

Inspiring Hope, \$10,000 per year for 5 years

Give 24 children from homes with person(s) struggling with addiction the chance to experience the joy of summer camp.

Strengthening Communities, \$25,000 per year for 5 years

Support a dynamic service network with remote, web, and in-person counseling options for up to 25,000 people.

Customize your amount over \$1,000 per year for 5 years

Your generosity helps our nearly 30 programs support over 41,000 people every year.

Become a Visionary Today!
www.star-vista.org/visionaries

STAYING IN TOUCH

We're here to support you! Members of our team will be in frequent contact over email and phone in the weeks leading up to the event. We will also tailor our communication depending on the support you need. As a registered guest, you will also be receiving weekly email communications from "StarVista" sharing exciting content, updates, and highlights. Please reach out to anyone on the team if you have a question or need support. We can also help in these specific areas:

- **Lea Berhane**, lea.berhane@star-vista.org – Sponsorships
- **Amanda Peters**, amanda.peters@star-vista.org – Event Program, Logistics, Visionaries, Table Captains
- **Yuki Klotz-Burwell**, yuki.klotz-burwell@star-vista.org – Snacks/refreshments, 55 Art & Photo Drive, In-Kind Donations, Web Issues

Be sure to check out our social media channels @StarVistaSMC and invite your guests to do the same!

STARVISTA'S 55 ART & PHOTO DRIVE

**WIN A LIMITED EDITION,
STARVISTA HOODIE!**



We are looking for fun, artistic interpretations of StarVista's 55th Anniversary logo in celebration of our agency's birthday and our upcoming once-a-year fundraising event, Changing Lives. Each submission counts towards an entry in a drawing to win a limited edition, StarVista 55th Anniversary Hoodie. Drawing winner will be announced at Changing Lives on October 7, 2021. Visit www.star-vista.org/55-art-photo-drive to learn more and submit your art piece!

The deadline for submission to be entered into the drawing is September 1, 2021.