



STAR VISTA

# CHANGING LIVES

STARVISTA'S ANNUAL FUNDRAISER

October 26, 2022

**TABLE CAPTAIN PACKET**

# CHANGING LIVES

## TABLE CAPTAIN PACKET

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

Changing Lives is StarVista's once-a-year fundraising event that brings together over 200 passionate individuals annually and features compelling program highlights and powerful client stories. This year, Changing Lives will be held in person on **October 26th, 2022 at 6:00pm in the Farallon Room at Skyline College in San Bruno**. We will also offer attendees a virtual option to watch a livestream of the event on Zoom. The theme of the event is **a look into the future of mental health and wellness in San Mateo County**. The funds we raise this year will help to ensure that our much-needed mental health and supportive programs can continue serving our community today and for years to come.

**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. 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 10 people for in-person registration or at least 10 people for virtual registration.

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?**

***Don't forget to join us for Cheers for Changing Lives in December 2022!***

# 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!

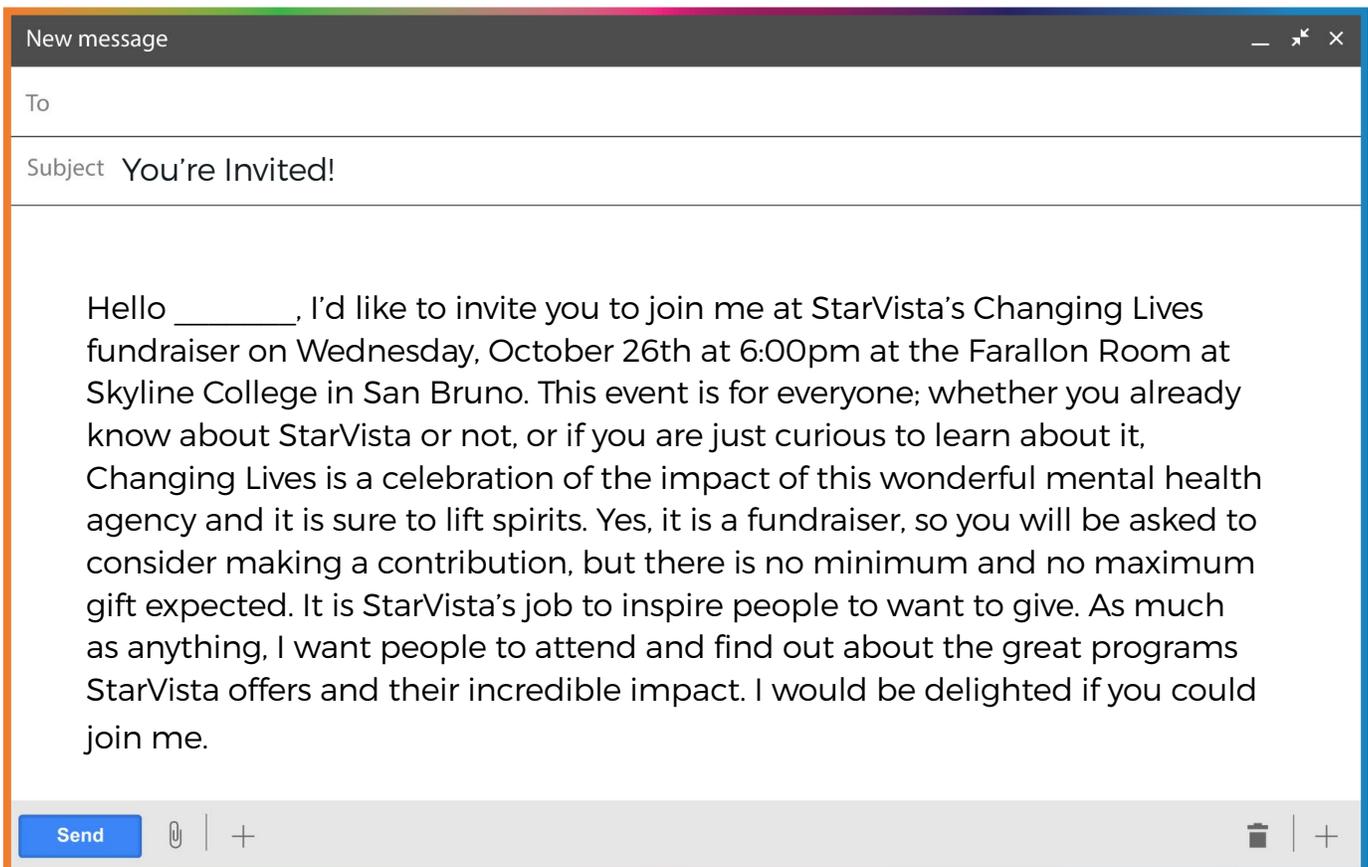
# YOUR GUEST LIST

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 [jessica.castellanos@star-vista.org](mailto:jessica.castellanos@star-vista.org) by dates indicated below.

**Table Captain Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

	Date to Submit	First Name	Last Name	Phone Number	Address	Email
1	10/6					
2	10/6					
3	10/6					
4	10/6					
5	10/6					
6	10/12					
7	10/12					
8	10/12					
9	10/12					
10	10/12					
11	10/19					
12	10/19					
13	10/19					
14	10/19					
15	10/19					

***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 (IN PERSON)

**What can you do to make the most of the event for you and your guests as you attend Changing Lives together at the Farallon Room?**

**STEP 1:** **REGISTER FOR CHANGING LIVES** under the 'In Person' ticket type 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 with 10 people and send it to our development team. Guests will be sent an email asking them to register for the event under the 'in person' ticket type.

**STEP 3:** On event day, you will check in at the check in table. There will be a variety of activities at the event, including a photo booth, merch table, networking bingo, and more. You will receive a formal itinerary you can use to guide your guests through all the activities at Changing Lives.

***REGISTER TODAY!***

## COVID SAFETY INFORMATION



Please note we will be following COVID safety procedures at the in-person event. Attendees will be required to take their temperature at the door and show proof of vaccination. Mask wearing is optional. Masks and hand sanitizer will be provided on-site at the event.

We kindly ask that you do not attend the event in person if you are feeling sick. Instead, we invite you to join us virtually by watching the livestream.

## WAYS TO ENGAGE (VIRTUAL)

What can you do to make the most of the event for you and your guests as you watch the Changing Lives livestream together?

**STEP 1:** REGISTER FOR CHANGING LIVES under the 'Virtual' ticket type 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**

**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!

# 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](http://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 29, 2022 (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."

**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 when you register for the event! *Message and data rates may apply.*

# SAMPLE FUNDRAISING PAGE

[www.facebook.com/fundraisers](http://www.facebook.com/fundraisers)

The image shows a Facebook fundraiser page for 'Tim's fundraiser for StarVista'. The main banner features the text 'CHANGING LIVES StarVista's Annual Fundraiser' in large, colorful letters. Below this, it states 'Wednesday, October 26, 2022' and '6:00pm-9:00pm'. The website 'www.star-vista.org/changing-lives' is also listed. The StarVista logo is visible in the bottom right corner of the banner. Below the banner, the fundraiser title 'Tim's fundraiser for StarVista' is shown, along with 'Donate' and 'Share' buttons. The 'Goal' section indicates '\$0 raised of \$550' with a progress bar and '35 days left'. The 'Fundraiser progress' section shows '0 donated', '0 invited', and '0 shared'. The 'About' section contains a message: '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. Thank you for your support!'. The 'Created by' section shows the fundraiser was created by 'Tim' (represented by a profile picture icon).

## 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](http://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](http://www.star-vista.org/visionaries) to learn more.



## LINKS

**Event Main Page:** [www.star-vista.org/changing-lives](http://www.star-vista.org/changing-lives)

**Registration Portal:** <https://starvista.liveimpact.org/li/8032/sevent/evt/home/192173/69>

**StarVista Visionaries Overview:** [www.star-vista.org/visionaries](http://www.star-vista.org/visionaries)

**Sponsors Page:** [www.star-vista.org/changing-lives-sponsors](http://www.star-vista.org/changing-lives-sponsors)

**Pledge Form:** [www.star-vista.org/changelives](http://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](http://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
- **Jessica Castellanos**, jessica.castellanos@star-vista.org – Event Program, Logistics, Visionaries, Table Captains
- **Audrey Bockholt**, audrey.bockholt@star-vista.org – Fundraising on Facebook, Changing Lives merch, web issues

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

## CHANGING LIVES MERCHANDISE



Show your support for StarVista's once-a-year fundraising event by wearing our Changing Lives branded short or long sleeve tee!

A portion of the proceeds from each Changing Lives tee sale will be donated to StarVista's programs. Visit [www.bonfire.com/changing-lives-tees/](http://www.bonfire.com/changing-lives-tees/) to order your tee. We will also be selling a limited quantity of tees at Changing Lives during the event!

**Order your Changing Lives merch by October 7 to have it delivered by October 26!**