



October 23, 2024 | 8:00 AM to 9:00 AM

Second Story's Beacon of Hope Fundraiser

Westwood Country Club, Vienna VA

EVENT GOALS:

Second Story's Annual Beacon of Hope Fundraiser Breakfast raises much needed financial and community support. We are striving for a full house of guests who are eager to support our mission, and with your help, we can do that! With this in mind, we have compiled information to help you be a successful Table Host.

TABLE HOST RESPONSIBILITIES:

Invite and confirm the attendance of nine or more people (each table seats 10), and make sure they are registered before October 14th. Please note that there will be NO exceptions after the registration deadline. You are NOT asked to pay for your guests' seats—all spots are free.

TABLE HOST STEPS TO SUCCESS:

- 1. Invite guests:** If you get more than nine confirmations, great! We also ask that you keep us updated on who can attend the event.
- 2. Communicate expectations:** Please make sure your guests understand that the purpose of this event is to raise funds needed to continue Second Story's programming and there will be a direct ask for support. Donating is not a requirement to attend the event, however.
- 3. Registering guests:** You can register your guests or have them register at www.second-story.org once registration opens. The deadline for registration is October 14th. There will be no exceptions after this deadline.
- 4. Check in regularly and follow up:** Send a reminder to your guests one week before, as well as the day before the event. If they say they can't come, please let us know so we can update their RSVP.
- 5. At the event:** The event starts at 8:00 AM but registration opens at 7:30 AM. Please try to arrive no later than 7:15 AM so you can welcome your guests. You will serve as the representative for Second Story at your table during the event. When the call for donations is made, you as the Table Host will collect the checks and forms at your table and submit the provided envelope to the Table Host station after the event.



SAMPLE SCRIPT FOR INVITING GUESTS

You know your guests better than we do! If you are familiar with the person you are inviting, this can and should be personalized. This is just a helpful template.

SAMPLE SOCIAL MEDIA BLURB:

Hi friends! Many of you know that I am a supporter and advocate for a local nonprofit called Second Story, a youth services agency located right here in Fairfax County. Second Story is hosting a fundraiser on October 23rd from 8 AM TO 9 AM at Westwood Country Club in Vienna, Virginia and I would love it if you could join me! For more information and to register, visit www.second-story.org.

SAMPLE EMAIL:

Dear friends, family members, or coworkers,

I'm a supporter of the nonprofit, Second Story, and their work in the community. They've been around for more than 50 years and work directly with youth experiencing homelessness or families at risk of experiencing homelessness, or another crisis. This year, I'm serving as a Table Host for Second Story's Beacon of Hope Fundraiser, and I would be honored to have you join me. This year's theme is Empowered Youth Power Communities.

The Fundraiser will be held over breakfast on Wednesday, October 23rd from 8:00 AM to 9:00 AM at Westwood Country Club in Vienna, VA.

By agreeing to attend, you're not obligated to donate, but we hope you will. Join us in learning how amplifying the voice of local youth and understanding the value of their experiences, can allow us to better assist these communities in overcoming challenges. Your financial contribution can impact local youth and families here in Fairfax County.

Please let me know if you can attend as soon as possible, but no later than October 14th. I've offered to host a table of ten and hope you can join me.

For more information about Second Story and to register for the Beacon of Hope Fundraiser, visit www.second-story.org.

Be well.



FREQUENTLY ASKED QUESTIONS

Where can I find more information about the Beacon of Hope Fundraiser?

www.second-story.org

What if someone can't attend, but wants to donate?

There are a few ways to donate toward this year's fundraiser. The preferred way is to visit our website at www.second-story.org and follow links for "Beacon of Hope Fundraiser." Then, click on the "donate" button. Click your gift amount and follow the prompts. You can also mail a check to:

Second Story
Attn: Alex Villegas – BoH Fundraiser,
P.O. Box 694, Dunn Loring, VA 22027

If they choose to donate via our general donation page, just be sure to let your friends and family know that toward the bottom of the form labeled "additional details" they need to indicate it is for the BOH Fundraiser. To discuss other giving options, contact Alex Villegas.

Where is the event?

Westwood Country Club is on the northern edge of the Vienna town limits, two miles southwest of Tysons Corner shopping center.

Parking is free and can be found on both the right and left immediately after turning into the venue. Valet is available at no cost near the door. Address: 800 Maple Ave E, Vienna, VA 22180.

Are there opportunities for sponsorship?

Yes! If you know of anyone who might be interested in supporting the work of Second Story, please let us know! All funds raised will go directly toward supporting Second Story's programs. Contact Alex at outreach@second-story.org for more details.

Important Dates to Mark in your Calendars!

Table Host Orientations – August 21, 2024, at 12:00pm (in-person) and 5:00pm (via Zoom)

Registration Opens – in September

Registration Closes (*no exceptions*) - October 14th

Beacon of Hope Fundraiser – October 23, 2024, at 8:00 to 9:00 AM (please arrive by 7:15 AM)



@secondstoryorg

