



Team Captain Toolkit

King County Sexual Assault Resource Center's
2022 BE LOUD Breakfast
Thursday, March 3, 2022 • 7:30 a.m.
Westin Seattle and Online

We are here to walk you through the process.

If you have any questions or need help along the way, please contact Abigail Pishaw, Events & Corporate Partnerships Manager, at beloud@kcsarc.org.

What does it mean to be a Team Captain?

It is the support of our 2022 team captains that will help ensure we raise critical funds for KCSARC programs and services like legal advocacy, prevention and education, evidence-based therapy, and bilingual services. KCSARC works tirelessly to provide survivors and their families with innovative, comprehensive services and resources to help them heal, while advocating for systems that better respond to the needs of survivors. Your commitment sends a powerful message of hope and healing to survivors.

As a Team Captain this year, you can ask an unlimited number of guests to join you in supporting the King County Sexual Assault Resource Center. Whether you host an in-person table of eight at the Westin or a virtual team (or both!), there are options for everyone.

How can I help as Team Captain?

1. Create your own fundraising page and share with your friends, colleagues, and social media networks
2. Invite guests to attend the Breakfast in-person or virtually (*Please note: in-person tables are capped at 8 attendees per table. Virtual tables are unlimited*)
3. Inspire others to become team captains

This guide will provide the information you need for:

- Creating your team page
- Registering yourself or a guest as an event attendee
- Inviting your network to donate and/or attend the event
- Sample email language and social media posts



CREATING YOUR TEAM PAGE & REGISTERING

Step 1: Visit this link: <https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819> and click REGISTER.



Step 2: You will be prompted with the three options below, click CREATE A TEAM.

How would you like to register?

 As an individual

 Join a team

 Create a team

Step 3: Put in your First and Last Name as the Team Captain name for your guests to easily search.

Set your fundraising goal.
(We suggest \$2,000. If you think you will exceed this goal, feel free to set a higher target! And if you raise less than this goal, that is great too. Every dollar counts!)

Once you've filled out all the information, click CREATE TEAM.

Create your team

Team name *
Abigail Pishaw 14/1 ✓

Set Team Fundraising Goal *
500

Team Page Headline *
Join me in raising funds to support KCSARC | 43/255

CREATE TEAM



Step 4: Let us know if you're planning to have an in-person or virtual table (or both). Then click REGISTER.

Team Questions

Tell us a little more about yourself.

Do you plan to have a table in-person, virtually or both? *

Both

REGISTER

Step 5: Select "1" Team Captain registration to register yourself. If you are only registering yourself at the time of team page creation, skip to Step 9.

Step 6: Then select the number of In-Person or Virtual Attendee registrations to register your guests (*You can come back to add more guests to your team at any time.*)

Select registrations

Team Captain	\$0.00
- 1 +	
In-Person Attendee	\$0.00
- 2 +	
Virtual Attendee	\$0.00
- 2 +	

You will still need to register yourself as a Team Captain by Selecting 1.

Select the number of In-Person or Virtual Attendee registrations to register your guests

Your Order

Team Captain Attendee 1	\$0.00	Remove
In-Person Attendee Attendee 2	\$0.00	Remove
In-Person Attendee Attendee 3	\$0.00	Remove
Virtual Attendee Attendee 4	\$0.00	Remove
Virtual Attendee Attendee 5	\$0.00	Remove
Total	\$0.00	

REGISTER

Your Name will show up here as the Team Captain.



Step 7: Please ensure you complete the “Team Captain Registration” with YOUR information as the table captain.

Step 8: Fill in First, Last and Email for each guest you are registering. If you don't know the name of your guests or email at this time, only register those you do know names/emails for and come back as you receive names.

Under additional questions:

1. List yourself as the team captain
2. For in-person attendee: you have the option to list any dietary restrictions. Leave this blank if your guest does not have any restrictions or you don't know.

When you've finished entering your guest information, click NEXT.

Step 9: If you would like to make a donation, enter your donation amount to add this to your checkout total. Otherwise click “Skip Donation” to go to the next page.

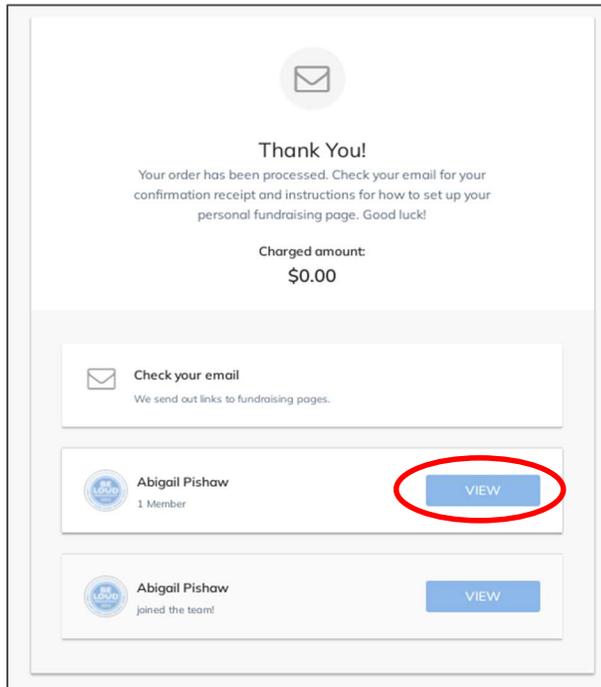
Step 10: Checkout Page: This page captures your information and registers you as the team captain for all your guests. Please re-enter your contact information here.

In addition, this page captures your information in the case that you are making a donation with your registration. This detail is required even if your donation is \$0.00.

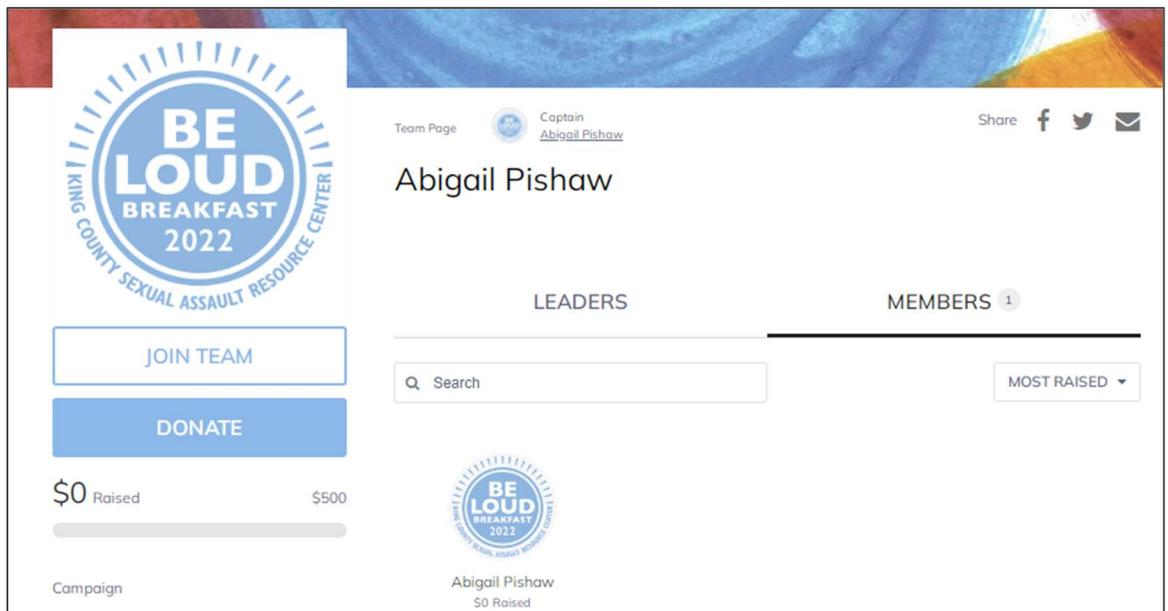
Please check your order on the right and confirm that your guests' names have been provided directly. Then click “Purchase.”



Step 11: On the confirmation page, click “View” next to your Team Name to view your Team page and see your registered guests.



Step 12: On your Team Page, click “Members” to view your registered guests. These will include guests you have registered, as well as guests who register by selecting “Join A Team” and select your name.





Step 13: You can share this page to have others register to join your team or donate to your team page using your unique link.

Tip: Be sure to personalize the message you're sharing. Check out the sample social media posts at the end of this guide for language to get you started.

This website URL is your unique team page link. You can copy this link and share to your network

You can also share your page link directly to Facebook, Twitter or Email by clicking one of these icons

Step 14: Success! An email is on its way to you confirming your registration and providing a receipt.

You and your invited guests will receive a confirmation of your registration via email, and your guests will receive an invitation to set up an *optional* virtual fundraising page to raise more funds for KCSARC online.

You and your guests will receive an email titled “Welcome to BE LOUD Breakfast 2022!” Click on the link in this email to setup your Classy account and get access to your team page.

Participating in online fundraising is **completely optional**.

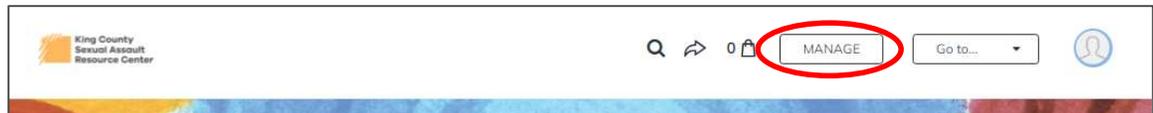


PERSONALIZING YOUR TEAM PAGE

Step One: Go to your unique fundraising page link. In the top right corner of the page, click LOGIN to personalize and make changes to your page. Enter your login information and click LOG IN.



Step Two: Once you've logged into the page, click MANAGE in the top right corner.

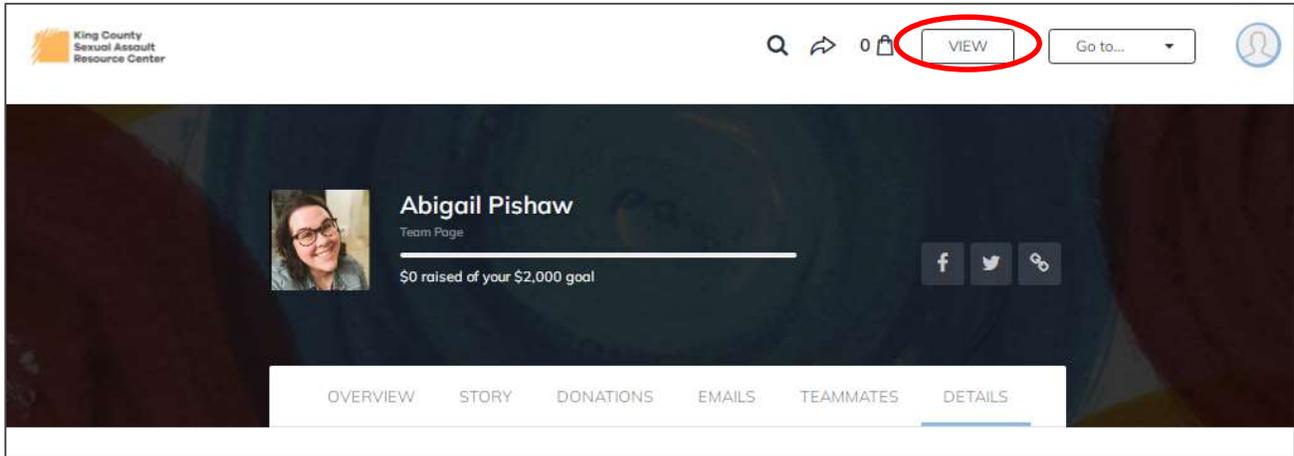


Step Three: On your team dashboard page, you have the option to personalize your page. Options include:

- Upload a photo of yourself
- Add a note about why you're passionate about KCSARC. Why should others BE LOUD?
- On the details tab, you can edit your Fundraiser Nickname, Page Headline or Fundraising Goal
- Setup notifications for when someone donates or joins your team



Step Four: When you're done personalizing your page and have saved your edits, click VIEW in the top right corner to go back to your team page and view the changes.

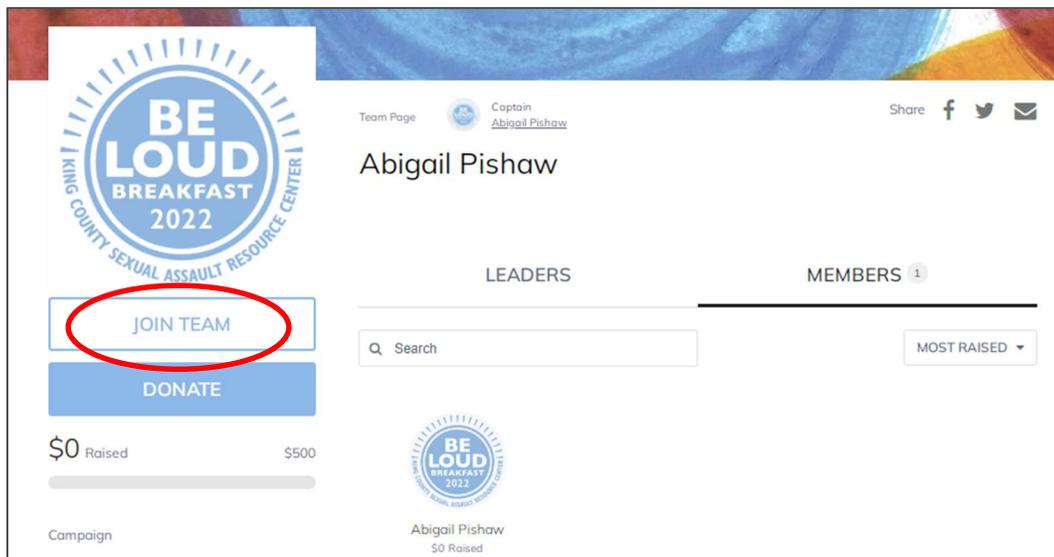


REGISTERING ADDITIONAL GUESTS

Once you have registered yourself as a Team Captain and created a team page, you can add additional guests at any point. There are two ways to do this:

From your Team Page:

Step One: On your team page, click JOIN A TEAM.



Step Two: You will be directed to the registration page. Select the number of in-person and/or virtual attendees you'll be registering. Click REGISTER to enter guest names.



Step Three: Fill in First, Last and Email for each guest you are registering. When you've finished entering your guest information, click NEXT.

Under additional questions:

1. List yourself as the team captain
2. For in-person attendee: you have the option to list any dietary restrictions. Leave this blank if your guest does not have any restrictions or you don't know.

When you've finished entering your guest information, click NEXT.

Step Four: If you would like to make a donation, enter your donation amount to add this to your checkout total. Otherwise click "Skip Donation" to go to the next page.

Step Five: Checkout Page: Enter your First Name, Last Name and Email to receive confirmation of your guests' registrations.

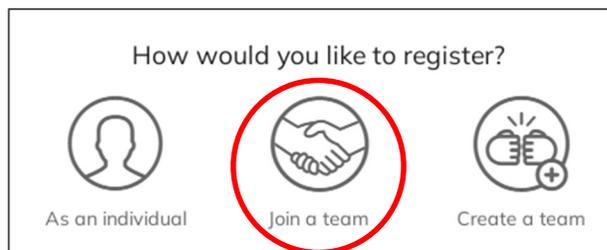
Please check your order on the right and confirm that your guests' names have been provided directly. Then click "Purchase."

From the BE LOUD Breakfast 2022 main page:

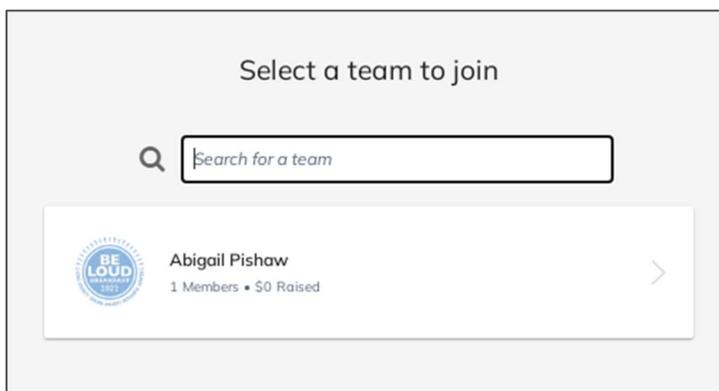
Step One: Go to <https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>

Step Two: Click REGISTER

Step Three: Select "JOIN A TEAM"



Step Four: Search for your name/team page. Then click on your page in the drop down below to move on to the registration page.





Step Five: Fill in First, Last and Email for each guest you are registering. When you've finished entering your guest information, click NEXT.

Under additional questions:

1. List yourself as the team captain
2. For in-person attendee: you have the option to list any dietary restrictions. Leave this blank if your guest does not have any restrictions or you don't know.

When you've finished entering your guest information, click NEXT.

Step Six: If you would like to make a donation, enter your donation amount to add this to your checkout total. Otherwise click "Skip Donation" to go to the next page.

Step Seven: Checkout Page: Enter your First Name, Last Name and Email to receive confirmation of your guests' registrations.

Please check your order on the right and confirm that your guests' names have been provided directly. Then click "Purchase."

SAMPLE EMAIL INVITING SOMEONE TO REGISTER

Hi [Name],

I believe we can end sexual violence when we all stand together in support of survivors. One key way to show your support is to attend the King County Sexual Assault Resource Center's 33rd annual BE LOUD Breakfast on Thursday, March 3rd. KCSARC provides comprehensive, trauma-specific services to survivors of sexual assault and their families.

I am hosting a fundraising page for the breakfast and committed to raising **[\$your goal]**. I hope you'll be among those I can count on to be loud with me and be part of a growing community of supporters who share KCSARC's vision: a world free from sexual assault and abuse.

This is an event you don't want to miss. You will feel inspired knowing you made a difference for survivors and their families. Below you will find details for the Breakfast, including the link to register.

WHAT: BE LOUD Breakfast, a fundraiser for KCSARC

WHEN: Thursday, March 3, 2022, 7:30 a.m.

WHERE: Westin Seattle or online

REGISTER: <https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>

I look forward to seeing you there!

Best, [Your name]



SAMPLE EMAIL INVITING SOMEONE TO DONATE

Hi [Name],

I am participating in a fundraiser called the BE LOUD Breakfast to benefit the King County Sexual Assault Resource Center (KCSARC) and support survivors of sexual assault and their families. In support of this event, I made a goal to raise **\$[insert goal]** and invite you to donate with me.

Your generosity will not only power services of healing and empowerment but help prevent sexual assault and abuse in our community. When a survivor connects with KCSARC, they are connected to a team of compassionate advocates ready to support them in their journey to heal from trauma and empower them to regain their confidence and strength.

I hope you will stand with KCSARC and with survivors by making a donation to my fundraising page here **[insert fundraising page]** .

Best, [Your name]

BE LOUD! HELP SPREAD THE WORD ON SOCIAL MEDIA

Our tag is built in -- we'll gladly applaud and amplify your post if you tag us @KCSARC -

- ❖ **Via Facebook:** I'm attending the @KCSARC 2022 hybrid #BELOUDBreakfast March 3. Please join me in standing with survivors of sexual assault and support this critical work! This is an event you won't want to miss, click here to register today
<https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>
- ❖ **Via Twitter:** I'm attending the @KCSARC 2022 hybrid #BELOUDBreakfast March 3. Please join me in standing with survivors of sexual assault and support this critical work! This is an event you won't want to miss, click here to register today
<https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>
- ❖ **Via Instagram:** I'm attending the @KCSARC 2022 hybrid #BELOUDBreakfast March 3. Please join me in standing with survivors of sexual assault and support this critical work! This is an event you won't want to miss, click here to register today
<https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>

Tip: Links embedded in Instagram posts are not clickable, but they are clickable when placed in your bio. Instead of embedding the link in your post, put it in your bio and, in your post, say "link in bio."

- ❖ **Via LinkedIn:** I'm attending the @KingCountySexualAssaultResourceCenter 2022 hybrid #BELOUDBreakfast March 3. Please join me in standing with survivors of sexual assault and support this critical work! This is an event you won't want to miss, click here to register today
<https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>



FAQ's

How are you addressing safety in regard to Covid-19?

Proof of vaccination is required to attend the in-person event at the Westin, and masks will be required in the room when not eating or drinking. We are also limiting capacity in the room by restricting tables to a capacity of 8 per table with approximately 9-feet between tables.

How do my guests register to attend the event?

Guests can register themselves or please see above section, REGISTERING ADDITIONAL GUESTS, to register on their behalf. By registering, guests will receive updates about the program and event information. If your guest wants to donate early, they can also register with their donation.

How many people can I invite to my in-person table at the Westin?

In-person tables are capped at 8 people, but virtually teams are unlimited.

When will registered virtual attendees receive the event livestream link?

The link will be sent out the week of the event in March.

How do I host a team with my partner or spouse?

When you create your fundraising page, list both of your names in the First Name section or customize your FUNDRAISER NICKNAME on the Details page of your dashboard (see section PERSONALIZING YOUR TEAM PAGE).

Why do I need to set a fundraising goal?

Every year, our team captains help raise donations at our Breakfast that contribute to the success of our event. By creating a goal, it will help incentivize your guests to give! Don't hesitate to reach out to KCSARC's External Relations team at beloud@kcsarc.org for more help and fundraising support in setting your goal.

Are donor names published?

Donor names and gift amounts will appear at the bottom of your fundraising page. Guests can choose whether to make their gift public or anonymous at the time of donation. Gifts made anonymously will still show the gift amount, but not the donor's name.

What if a friend donates but doesn't attribute it to my fundraising page?

Please contact Abigail at beloud@kcsarc.org and we can fix it for you.