

# Team Captain Toolkit

King County Sexual Assault Resource Center's  
**2022 BE LOUD Breakfast**

Thursday, March 3, 2022 • 7:30 a.m.  
Online from wherever you are!

**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](mailto: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 Virtual Team Captain this year, you can ask an unlimited number of guests to join you in supporting the King County Sexual Assault Resource Center.

**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 virtually
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:** Select “1” Virtual Team Captain registration to register yourself. If you are only registering yourself at the time of team page creation, skip to Step 8.

**Step 5:** Then select the number of Virtual Attendee registrations to register your guests (*You can come back to add more guests to your team at any time*).

Select registrations

Virtual Team Captain	\$0.00
	- 0 +
Virtual Attendee	\$0.00
	- 0 +

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

Select the number of Virtual Attendee registrations to register your guests

**Step 6:** Please ensure you complete the “Team Captain Registration” with YOUR information as the team captain.

Complete Registrations  
1 of 5

Virtual Team Captain

Attendee 1  
Provide the attendee's information

First name \*  
Abigail

Last name \*  
Pishaw

Email \*  
apishaw@kcsarc.org

Your Order

Abigail Pishaw  
5 attendees are joining this team.

Virtual Team Captain Abigail Pishaw	\$0.00 <a href="#">Remove</a>
Virtual Attendee Attendee 2	\$0.00 <a href="#">Remove</a>
Virtual Attendee Attendee 3	\$0.00 <a href="#">Remove</a>
Virtual Attendee Attendee 4	\$0.00 <a href="#">Remove</a>
Virtual Attendee Attendee 5	\$0.00 <a href="#">Remove</a>
Total	\$0.00

START OVER NEXT



**Step 7:** 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, list yourself as the team captain. When you've finished entering your guest information, click NEXT.

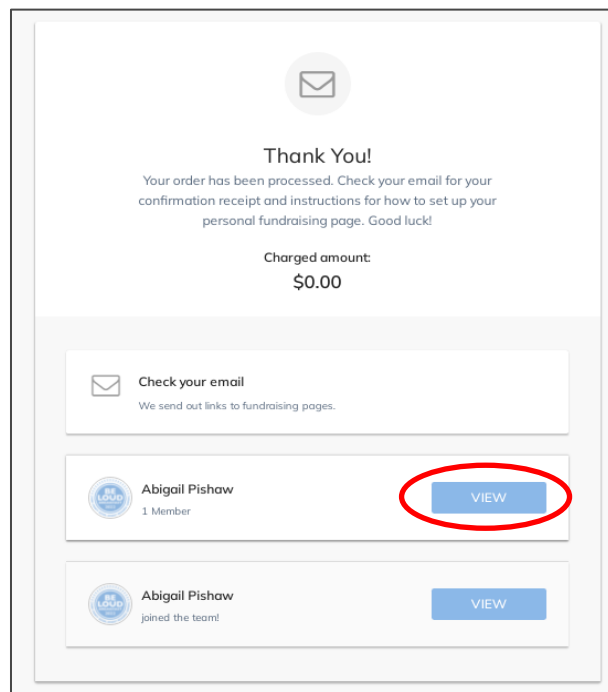
**Step 8:** If you would like to make a donation, enter your donation amount to add this to your checkout total. Otherwise click "Skip Donation" to go to the next page.

**Step 9:** 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.

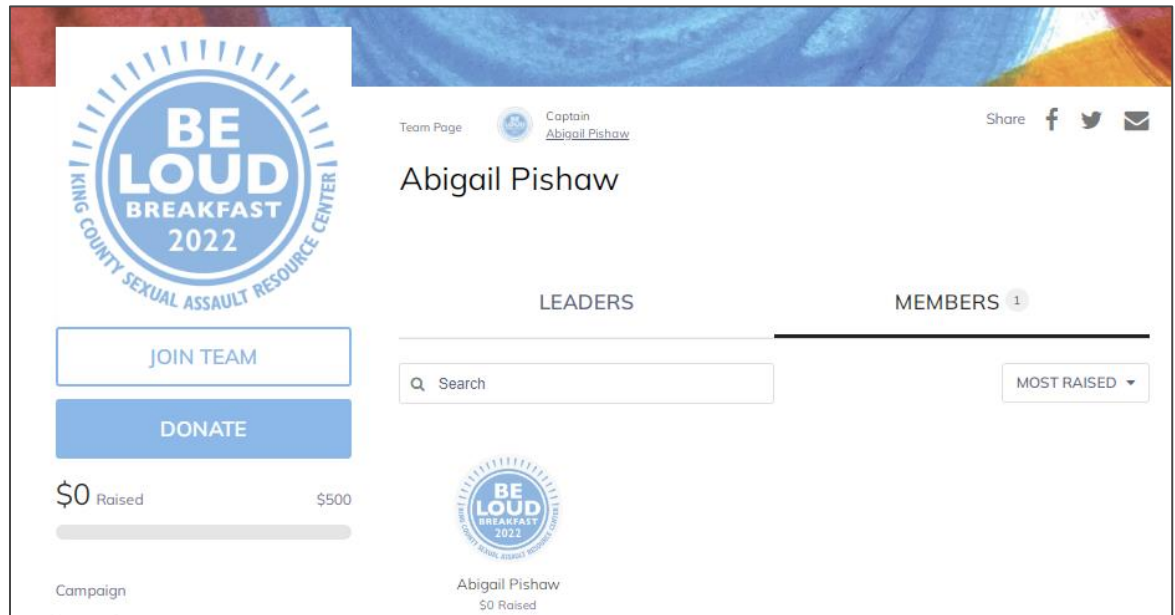
In addition, this page captures your information in the case that you are making a donation with your registration. This detail is required even if your donation is \$0.00.

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

**Step 10:** On the confirmation page, click "View" next to your Team Name to view your Team page and see your registered guests.

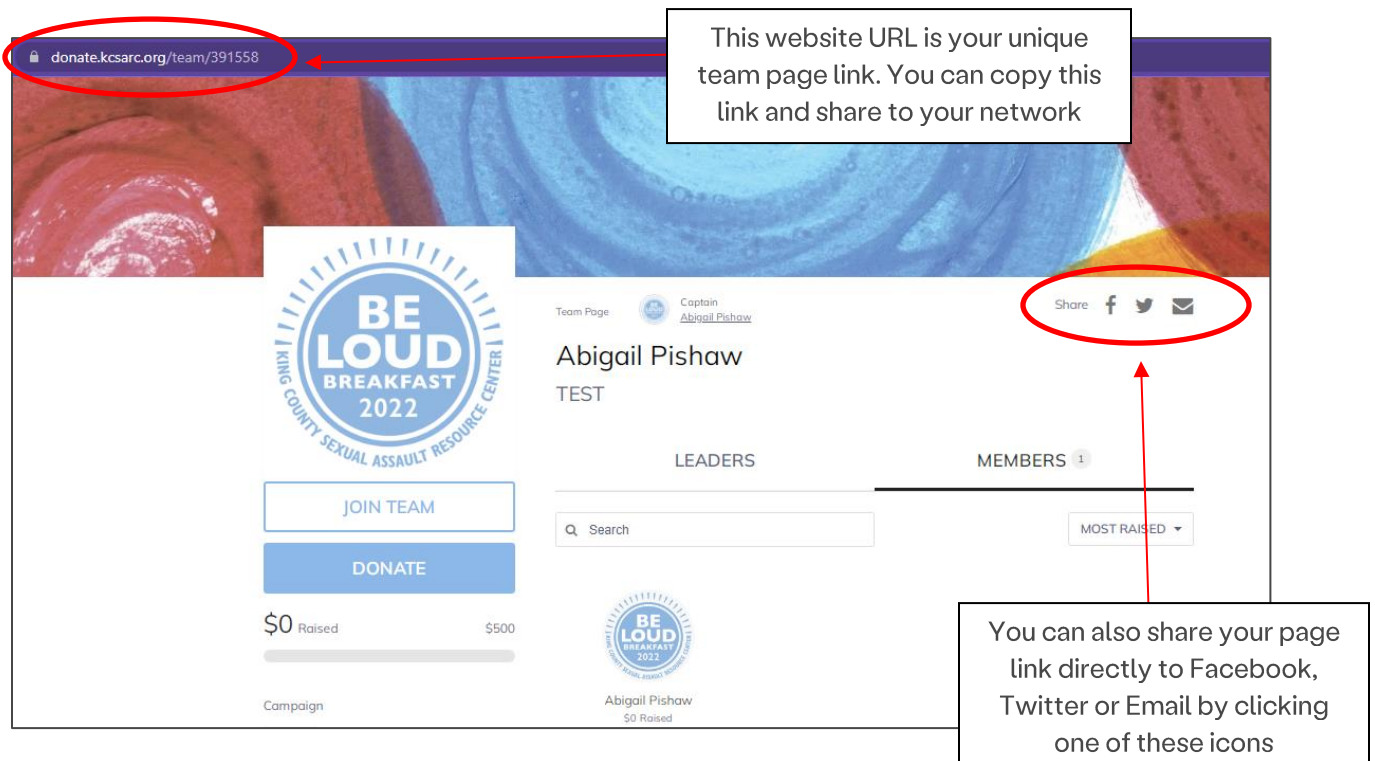


**Step 11:** On your Team Page, click "Members" to view your registered guests. These will include guests you have registered, as well as guests who register by selecting "Join A Team" and select your name.



**Step 12:** 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.





**Step 13:** Success! An email is on its way to you confirming your registration and providing a receipt.

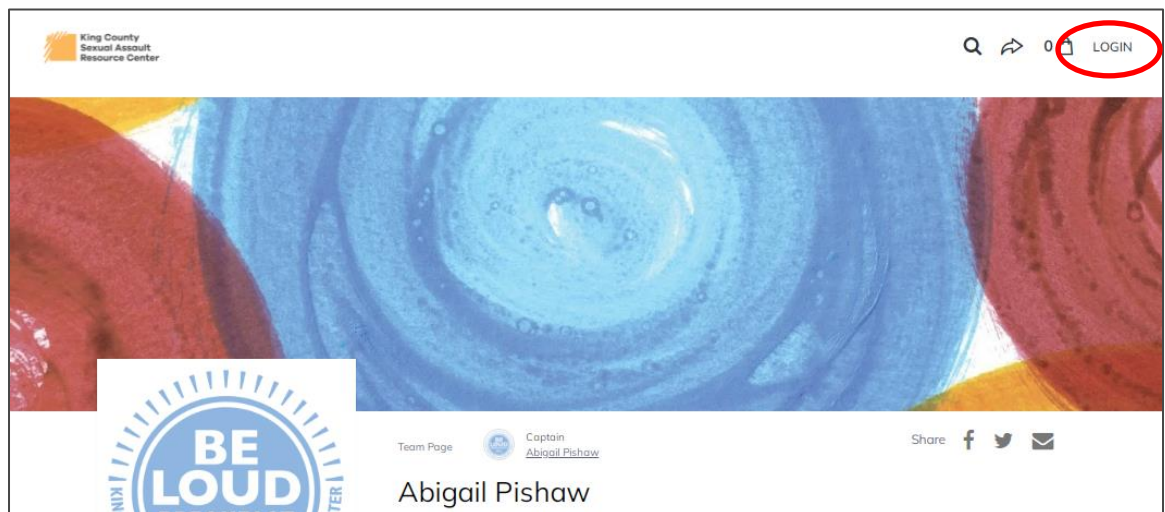
You and your invited guests will receive a confirmation of your registration via email, and your guests will receive an invitation to set up an *optional* virtual fundraising page to raise more funds for KCSARC online.

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 1:** 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 2:** Once you’ve logged into the page, click MANAGE in the top right corner.



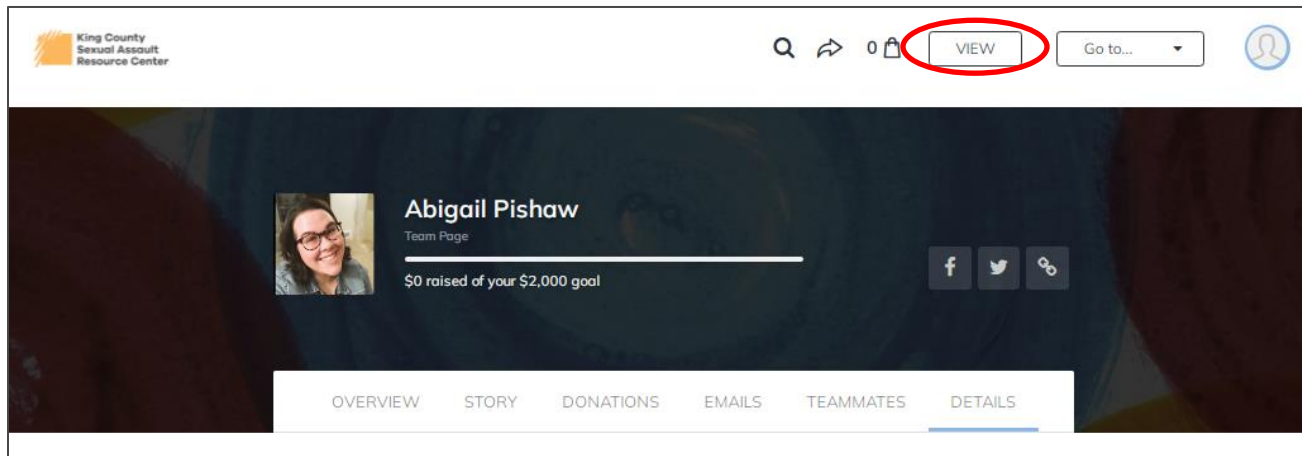




**Step 3:** On your team dashboard page, you have the option to personalize your page. Options include:

- 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 4:** 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.



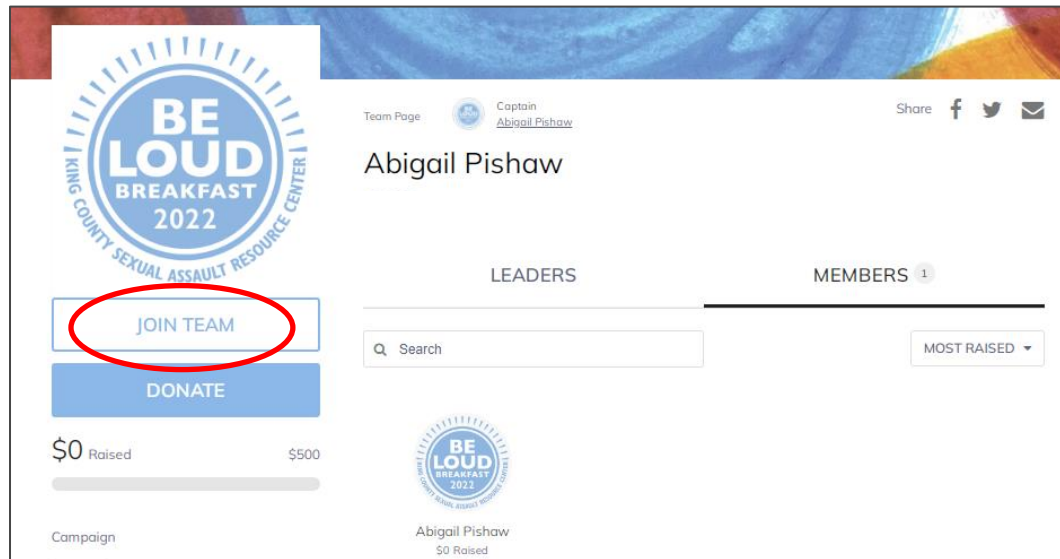


## REGISTERING ADDITIONAL GUESTS

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 1:** On your team page, click JOIN A TEAM.



**Step 2:** You will be directed to the registration page. Select the number of virtual attendees you'll be registering. Click REGISTER to enter guest names.

**Step 3:** 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, list yourself as the team captain.

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

**Step 4:** 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 5:** 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."



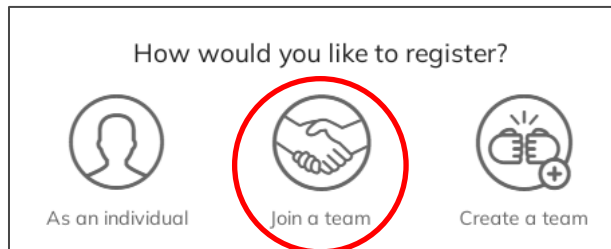


**From the BE LOUD Breakfast 2022 main page:**

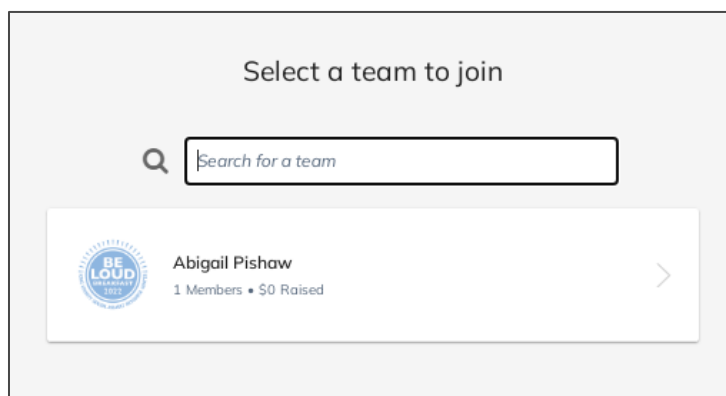
**Step 1:** Go to <https://donate.kcsarc.org/event/be-loud-breakfast-2022/e369819>

**Step 2:** Click REGISTER

**Step 3:** Select “JOIN A TEAM”



**Step 4:** Search for your name/team page. Then click on your page in the drop down below to move on to the registration page.



**Step 5:** 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, list yourself as the team captain.

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

**Step 6:** 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 7:** 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 virtual BE LOUD Breakfast on Thursday, March 3<sup>rd</sup>. 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:** Online from wherever you are

**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 virtual 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 virtual #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 virtual #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 virtual #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 virtual #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 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 donate with their registration.

### **When will registered attendees receive the event livestream link?**

The link will be sent out the week prior to 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](mailto: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](mailto:beloud@kcsarc.org) and we can fix it for you.