



Team Captain Toolkit

King County Sexual Assault Resource Center's
2023 BE LOUD Breakfast
Wednesday, March 15, 2023 · 7:30 a.m.
Westin Seattle and online

We are here to walk you through the process.

Thanks for your interest in forming a BE LOUD Breakfast team! We're here to help you succeed, starting with the information below. 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 2023 team captains that 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 KCSARC. Whether you host an in-person table of 10 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 team 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 10 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-2023/e417048> and select REGISTER.




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

Create your team

Team name *
KCSARC Staff 12/1

Set Team Fundraising Goal *
Currency cannot be changed once a donation to your team has been made.
2,000

Team Page Headline *
Join me in raising funds to support KCSARC
42/255

CREATE TEAM



Step 4: Select “1” Team Captain registration to register yourself. If you are only registering yourself at the time of team page creation, skip to Step 6.

Step 5: Select the number of In-Person or Virtual Attendee registrations you will be registering. Select REGISTER.

Note: You can come back to add more guests to your team at any time.

The screenshot shows two parts of a registration interface. The top part, titled 'Select registrations', has a table with three rows: 'Team Captain' with a quantity of 1, 'In-Person Attendee' with a quantity of 2, and 'Virtual Attendee' with a quantity of 2. Red circles highlight the 'Team Captain' row and the quantity '2' for both 'In-Person Attendee' and 'Virtual Attendee'. Red arrows point from text boxes to these elements. The bottom part, titled 'Your Order', lists the items: 'In-Person Team Captain Attendee 1', 'In-Person Attendee Attendee 2', 'In-Person Attendee Attendee 3', and 'In-Person Attendee Attendee 4', all marked as 'Free'. A red arrow points from a text box to the 'In-Person Team Captain' item. At the bottom, a 'Total' is shown as 'Free' and a green 'REGISTER' button is present.

Select registrations

Registration Type	Quantity
Team Captain	1
In-Person Attendee	2
Virtual Attendee	2

Your Order

Item	Price
In-Person Team Captain Attendee 1	Free
In-Person Attendee Attendee 2	Free
In-Person Attendee Attendee 3	Free
In-Person Attendee Attendee 4	Free
Total	Free

Annotations:

- 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 Name will show up here as the Team Captain.

REGISTER

Step 6: Please ensure you complete the “Team Captain Registration” with YOUR information as the table captain (see diagram below).

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:

1. List yourself as the team captain
2. For in-person team captains/attendees: 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, select NEXT.



Complete Registrations

1 of 4

In-Person Team Captain

*

Attendee 1

Provide the attendee's information

First name *

Abigail

Last name *

Pishaw

Email *

beloud@kcsarc.org

Your Order

In-Person Team Captain

Abigail Pishaw

Free

Remove

In-Person Attendee

Attendee 2

Free

Remove

In-Person Attendee

Attendee 3

Free

Remove

In-Person Attendee

Attendee 4

Free

Remove

Total

Free

START OVER

NEXT

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

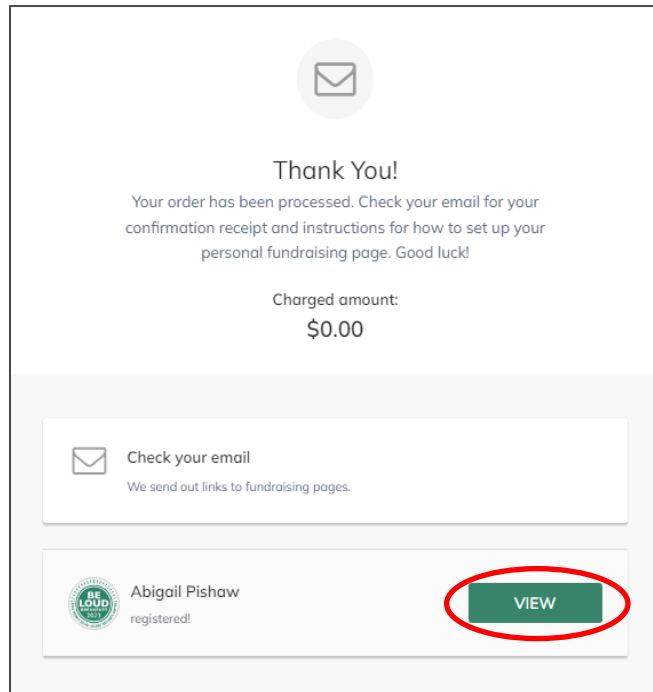
Step 9: Checkout Page: This page captures your information and registers you as the team captain for all your guests. Please re-enter your contact information here.

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.

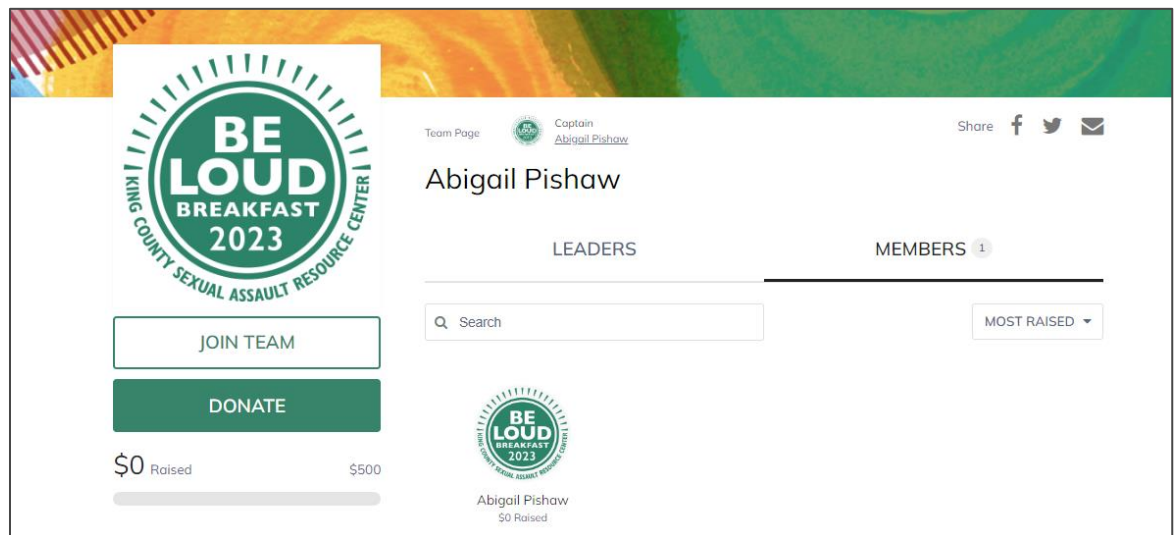
Please check your order on the right and confirm that your guests’ names have been provided directly. Then select “Reserve.”



Step 10: On the confirmation page, select “View” next to your Team Name to view your team page and see your registered guests.



Step 11: On your Team Page, select “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 selecting your name.





Step 12: You can share this page so your guests can 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.

donate.kcsarc.org/team/462181

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

Share f t e

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

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

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

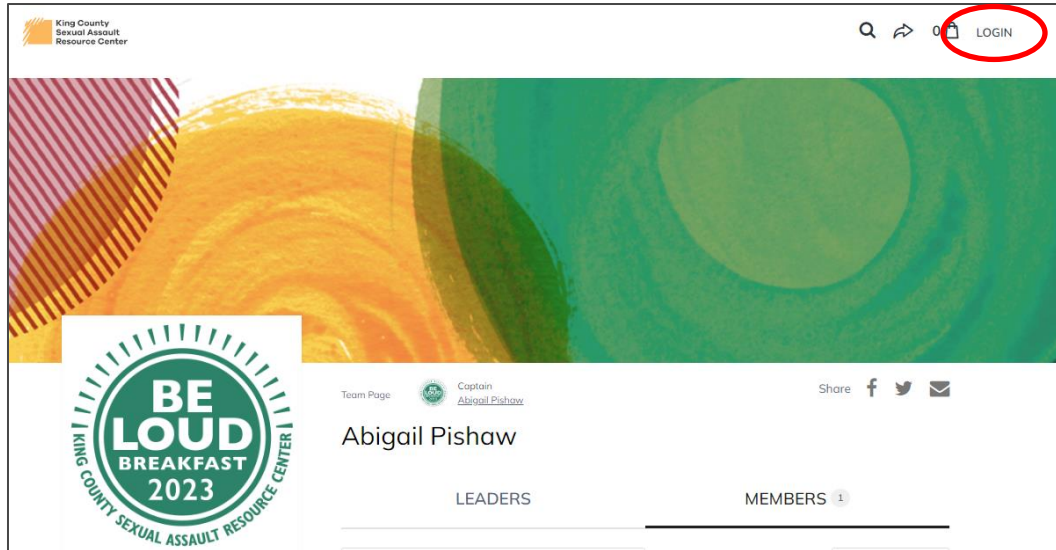
You and your guests will receive an email titled “Welcome to BE LOUD Breakfast 2023!” Follow the link in this email to set up your Classy account and get access to your team page.

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, select LOGIN to personalize and make changes to your page. Enter your login information and select LOG IN.



Step 2: Once you've logged into the page, select 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, select VIEW in the top right corner to go back to your team page and view the changes.

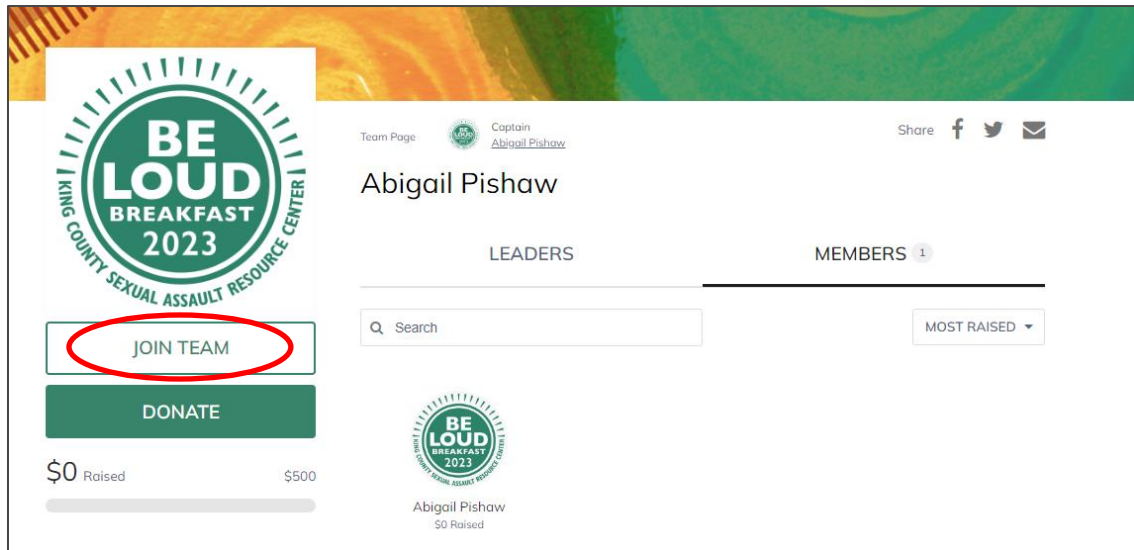


REGISTERING ADDITIONAL GUESTS

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, select JOIN A TEAM.



Step 2: You will be directed to the registration page. Select the number of in-person and/or virtual attendees you'll be registering. Select 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, select 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, select NEXT.

Step 3: If you would like to make a donation, enter your donation amount to add this to your checkout total. Otherwise, select "Skip Donation" to go to the next page.

Step 4: 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."

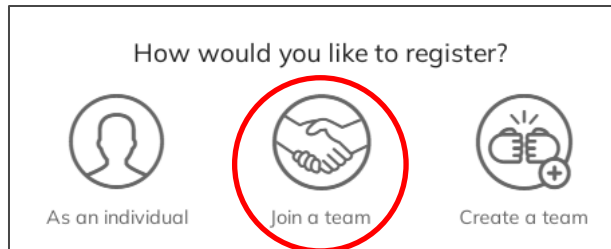


From the BE LOUD Breakfast 2023 main page:

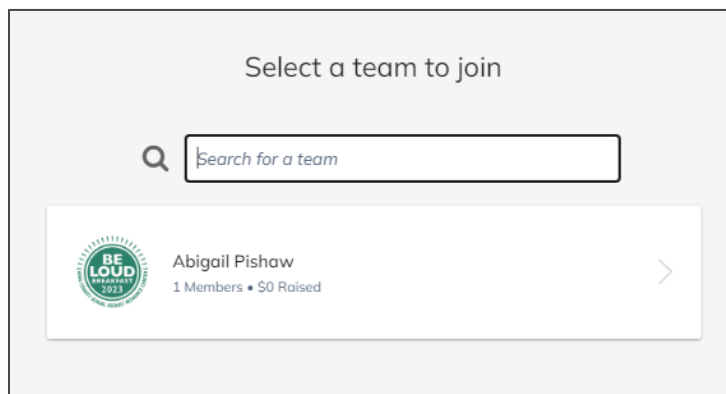
Step 1: Go to <https://donate.kcsarc.org/event/be-loud-breakfast-2023/e417048>

Step 2: Select REGISTER

Step 3: Select “JOIN A TEAM”



Step 4: Search for your name/team page. Then select your name/team 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, select 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, select NEXT.

Step 6: If you would like to make a donation, enter your donation amount to add this to your checkout total. Otherwise select “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 select “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 keyway to show your support is to attend the King County Sexual Assault Resource Center's 34th annual BE LOUD Breakfast on Wednesday, March 15th. KCSARC provides comprehensive, trauma-specific services to survivors of sexual assault and their families.

I am hosting a team for the breakfast and committed to raising \$[your goal]. I hope you'll be among those I can count on to stand with me and be part of a growing community of supporters who share KCSARC's vision: a world 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: Wednesday, March 15, 2023, 7:30 a.m.

WHERE: Westin Seattle or online

REGISTER: [your team page link]

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 team here [your team page link].

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 2023 #BELOUDBreakfast March 15. Please join me in standing with survivors of sexual assault and supporting this critical work! This is an event you won't want to miss, follow this link to register today [\[your team page link\]](#)
- ❖ **Via Twitter:** I'm attending the @KCSARC 2023 #BELOUDBreakfast March 15. Please join me in standing with survivors of sexual assault and supporting this critical work! This is an event you won't want to miss, follow this link to register today [\[your team page link\]](#)
- ❖ **Via Instagram:** I'm attending the @KCSARC 2023 #BELOUDBreakfast March 15. Please join me in standing with survivors of sexual assault and supporting this critical work! This is an event you won't want to miss, follow this link to register today [\[your team page link\]](#)

Tip: Links embedded in Instagram posts are not clickable, but they are 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 2023 #BELOUDBreakfast March 15. Please join me in standing with survivors of sexual assault and supporting this critical work! This is an event you won't want to miss, follow this link to register today [\[your team page link\]](#)



FAQ's

How are you addressing safety regarding Covid-19?

We will follow current CDC guidelines regarding Covid-19 and will update registered in-person guests with any protocols leading up to the event.

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 10 people, but virtual guests 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.