

Dreams to Action Breakfast

TABLE HOST INFORMATION PACKET



**PROJECT
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Where students connect
to their purpose

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Welcome!

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Dear Table Host,

Welcome! Thank you for agreeing to host or co-host a table (or 2!) for Project Success' 8th Annual Dreams to Action breakfast. Last year's breakfast was a huge success. This year our goal is to have 500 guests, and raise \$500,000. And **you** will be the key to help us do that! This event builds general operating funds and raises support and awareness for Project Success. All dollars raised at this event go directly to sustain our important work and expand to meet the changing needs of students.

This event will give you and your guests an opportunity to hear about what IS working in our schools today. You will hear stories of students' dreams and achievements. You will see hard data describing the impact of our work. We are a catalyst for self-discovery that ignites possibility within students. We invest deeply in youth because we believe the key to success exists within each individual if empowered to unlock it. Our proven methodology inspires deeper engagement from students, increases academic performance and sets the stage for future success.

According to Eric Moore, Chief of Accountability, Innovation and Research for the Minneapolis Public Schools, "Project Success works. It helps support our efforts in closing the achievement gaps. We see statistically significant positive gains in on-time graduation rates, attendance, and most importantly, grade point average."

This packet will provide you with everything you will need to make your job of recruiting guests easier and more fun. Please take time to familiarize yourself with the contents. It is also available on-line at projectsuccess.org/tablehosts. Please do not hesitate to email or call **Liz Bedard Halberg, Director of Development and Communications at lizb@projectsuccess.org or 612-876-3905** if you have any questions. Liz will be in touch regularly to keep you inspired, updated on the event, help you manage your guest list(s) and share other helpful resources.

Again, thank you for serving as a Table Host. **Your participation improves the possibility of success for 15,000 students this year.**

Sincerely,



Adrienne Diercks
Founder and Executive Director



Before Event Day

Right Now:

- **Start inviting guests to fill a table of 10 (9 guests + you) for the Dreams to Action breakfast.**

Invite a sufficient number of potential guests to receive 14 “yes” responses which will ensure, with attrition, that you have 10 guests at your table. This typically means inviting up to 20 people. Make sure to include yourself in the final table count. Note: We have squeezed up to 12 people at a table, but it is a tight fit.

SAMPLE EMAIL or LETTER INVITATION

Subject: Project Success – Save the Date to Start April 21st with Joy & Inspiration

I am thrilled to be a part of an exciting event that directly impacts Twin Cities public school students and has for the past 25 years! Please join me as my personal guest for the 8th Annual Project Success Dreams to Action Breakfast. Project Success will share their message of hope and inspiration AND raise funds to support their important work with young people. The breakfast is on Tuesday, April 21, 2020, 8 to 9 am, at the Metropolitan Ballroom.

“Project Success works. It helps support our efforts in closing the achievement gaps. We see statistically significant positive gains in on-time graduation rates, attendance and, most importantly, grade point average through Project Success.”
 – *Eric Moore, Chief of Accountability, Innovation and Research, Minneapolis Public Schools*

Please join me in learning more. I promise you will be inspired and encouraged.

- **Once guests reply, email save-the-date or final invite as they accept your invitation or a curtesy response if they cannot attend**

SAMPLE REPOSES TO GUESTS REPLIES

If your guest is able to attend the breakfast:

Subject: Glad You Can Make It! - Project Success Dreams to Action Breakfast

I am so glad that you are able to join me! Project Success is going big for students and we have a bold and big vision to share. I promise you will leave this event inspired and hopeful for the future.

Here are the details: The breakfast is Tuesday, April 21 from 8 am to 9 am at the Metropolitan Ballroom in Minneapolis. This is a one-hour event and begins promptly at 8 am. Please plan to arrive by 7:30 am to park, find your table and visit with guests. Valet parking will be available as well as a police escort to ensure easy departure following the event.

If something comes up and you are unable to make it, please let me know. We are happy to host someone you feel should attend in your place or fill the seat with an additional guest.

The Save the Date/Invite is attached. I look forward to seeing you on April 21st!

If your guest has a scheduling conflict with the breakfast:

Subject – Sorry You Can't Make It! - Project Success Dreams to Action Breakfast

I am sorry to hear that you cannot attend. Would you like to receive more information about Project Success? I am happy to reach out, share your email and have you added to their e-newsletter. I promise they won't abuse it!

If you would like to make a gift to this important work of helping students connect to their purpose, you can make a gift on-line at projectsuccess.org and click on DONATE. If you prefer to do via check, I have attached a copy of the pledge card.

Thank you for your support! I will keep you in mind to join my table next year.

- **Keep a separate list of those unable to attend who have said they would like to receive more information about Project Success.** Feel free to email those names to Liz Bedard Halberg at lizb@projectsuccess.org We are happy to follow up with those individuals or provide you information to send personally.

Two Weeks before Event Day

- Make sure you have followed up with all of your invitees. It can take a few reminders to receive a response.
- **Submit final guest list, along with individuals' email addresses, to Liz Bedard Halberg, lizb@projectsuccess.org, by April 15, 2020.** However, we will ask you send any changes or additions up until the evening prior to the event. It is critical we have up-to-date information for seating and nametags.

One Week before Event Day

- **Please send reminders to guests one week out and the day before the event.** Project Success will also send reminders to ALL guests prior to the event with pertinent event details and contacts. Project Success will provide you with regular email updates that include stories and photos of inspiration and language to use to inspire and excite your guests prior to the event.

SAMPLE EMAIL TO FOLLOW UP WITH CONFIRMED GUESTS

1 Week before the Event:

Subject – Your Friendly Reminder - Project Success Dreams to Action Breakfast is One Week Away

I look forward to seeing you next week at the Project Success Dreams to Action Breakfast, Tuesday, April 21, 8 am to 9 am at the Metropolitan Ballroom in Minneapolis.

If something comes up and you are unable to make it, please let me know. We are happy to host someone you feel should attend in your place or fill the seat with an additional guest.

Thank you and see you next week!

1 Day before the Event:

I look forward to seeing you tomorrow at the Project Success Dreams to Action Breakfast, April 21, 8 am to 9 am at the Metropolitan Ballroom in Minneapolis.

If something comes up and you are unable to make it, please let me know. We are happy to host someone you feel should attend in your place or fill the seat with additional guests.

Thank you and see you in the morning!

Event Day

- **Arrive at the event by 7:15 am** at least 45 minutes prior to the 8am start, to greet your guests and pick up your event packet at the Table Host check-in area. We have found hosts and guests consider this a time for socializing and networking.
- **Pass out pledge cards and envelopes** as instructed from the speaker at the podium at the event during the invitation to support Project Success.
- **Set an example for your guests** by enjoying the event and filling out your own pledge card at this time. Guest will be looking to you at that moment to see what they are supposed to do.
- **Collect completed pledge cards and envelopes** from your guests and return them to the Table Host check-out table before you leave the event.

Post Event

- **Call or email your guests** within two days of the event to thank them for coming and to get their impressions and feedback. Project Success will provide a wonderful email follow up for you to use. It will be emailed to you immediately following the breakfast.

- **Share your feedback.** We always love to hear what you think of the event and of your experience as a Table Host. Please contact Liz Bedard Halberg at 612-876-3905 or lizb@projectsuccess.org. Project Success will follow up with each host through an on-line survey. Your responses are greatly appreciated and used to improve and enhance future events.



Sample Event Program

WELCOME

Project Success Student Performance

PROJECT SUCCESS VISION

Adrienne Diercks
Founder and Executive Director

CONNECT TO YOUR PURPOSE

Video

TESTIMONIAL

REQUEST

CLOSING



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Key Dates

JANUARY-APRIL

Project Success will send regular updates of stories of inspiration and relevant event details.

APRIL

APRIL 10: Final deadline to submit guest names to Liz Halberg at lizb@projectsuccess.org.

APRIL 17 & 20: All guests will receive an email from Project Success with housekeeping items – start/end time, directions, parking, seating, etc.

APRIL 21: EVENT DAY! Metropolitan Ballroom, 5418 Wayzata Blvd, Golden Valley, MN 55416

7:15am Table Hosts Arrive

8:00am Event begins

Project SUCCESS will send a thank you to all registered guests.

APRIL 21-23: You to send a thank you to your guests. Project Success will send a sample thank you email to all hosts immediately following the breakfast.



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Frequently Asked Questions

When should we be inviting guests to the breakfast?

Now. It is never too early to get the date on people's calendars.

What is the cost of attending the breakfast?

There is no cost to attend or to pay for a table. This event is FREE to all attendees including Table Hosts.

How do you raise money?

While there is no cost to attend, this IS a fundraiser. At the close of the event, a speaker will ask all guests to make a gift. Table Hosts will hand out pledge cards that are provided the morning of the breakfast. We guarantee Project Success will make the ask in a professional and respectful manner.

What if I can't secure 10 guests for my table?

If you are unable to fill your table, please let us know. There are many options:

- You can find a co-host to fill the table(s) with you
- We can assign you a co-host
- We can add additional friends of Project Success to your table

What if a guest or prospect has a question I cannot answer?

We welcome you to email Liz Bedard Halberg at lizb@projectsuccess.org with any questions. She is happy to provide you the information you need or follow up on your behalf.

Is the event really one hour?

The event is a highly scripted 60-minute event. Everyone is welcome to come early or stay after the event to speak with fellow guests, Project Success staff, presenters, etc.

Will I find a place to park?

We offer FREE valet parking, beginning at 7:15 am, and you can self-park in the parking lot. A police escort will be there post-event to ensure traffic moves freely and rapidly.

What can I expect?

You will hear about Project Success' work that inspires and motivates 15,000 middle and high school students each year and has inspired over 100,000 alumni over our 25-year history. You will meet and hear from young people who are discovering the power and ability to create the future they desire. You will help empower young people to be the change they wish to see in themselves and in our world. You will be personally inspired and encouraged.

What if someone I know wants to host a table?

Great! Let us know and we can get them started. A goal of this event is to continue to introduce new people to the work of Project Success.

What if someone is unable to attend, but wants to learn more about Project Success?

We love connecting with people that are interested in the work of Project Success. Please contact Liz Bedard Halberg at lizb@projectsuccess.org or 612-876-3905 to set up a time for you and your guest(s) to learn more, meet with staff and tour our space.



Tips for Developing a Cultivation List

- **Write down every person, organization or group that you come into contact with over the course of a year.** Think of:

- | | |
|---------------------------------------|-------------------------------------|
| • Board/Committee Members | • Clients |
| • Vendors – Professional and Personal | • Media |
| • Co-Workers/Employees | • Corporate Partners |
| • Other Community/Civic Groups | • Local Opinion Leaders |
| • Workout location/Fitness Spot | • Political Leaders |
| • Family/Friends | • Professional Athletes/Celebrities |

- **Identify what each person, group or organization has in to offer.** Make sure you are asking for something these individuals and organizations have available to give; there is no sense in asking for something they cannot provide.

- **Go through each of your individuals, groups or organizations and try to identify their self-interest.** Remember the self-interest of individuals and entities that would be able to contribute something other than cash. For example, service opportunities for individuals or groups, donation of equipment or supplies, or media coverage.

- **It is important to remember that fundraising and the cultivation of new friends and donors is an on-going, long-term system and strategy.** Using these tips will help you think of and make new connections, see relationships between existing connections, and make appropriate asks of time, talent and resources.



Tips for Filling Your Table

- **Be yourself.**
- **You don't have to know everything. It's okay to say "let me find that out for you."**
- **Let your passion show. Tell your story.**
- **Connect your potential guest(s) to Project Success prior to the breakfast.**
- **Practice. Practice. Practice.**
- **It's not about you; it's all about the kids!**



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How to Talk About Project Success

MISSION

Project Success motivates and inspires young people to dream about the future, helps them take steps to get there and gives them the tools they need to achieve their goals.

VISION

Our vision is that every child entering middle school will graduate high school with a plan for their future and have the skills and confidence that will take them through the rest of their lives.

WHAT MAKES PROJECT SUCCESS UNIQUE

INCLUSIVE: Every student is included and treated with equal respect.

COMMITTED: 7-year relationship with students instills trust.

INTER-CURRICULAR: Support academic achievement with critical thinking skills.

EXPERIENTIAL: Methodologies are dynamic and collaborative.

TRANSFORMATIVE: Empowering self-discovery is core to development and learning.

EFFECTIVE: Statistics don't lie. Engagement is increasing. Goals are set. Futures are planned. GPAs are higher. Graduation rates are improving.

PROJECT SUCCESS - WHERE STUDENTS CONNECT TO THEIR PURPOSE

For 25 years, Project Success has helped students dig deep into discovering their potential. Through our proven methodology, students dream big, ignite possibilities and grow into inspired individuals ready for success. We serve more than 15,000 students in 23 Minneapolis public middle and high schools each year. The four components of our program are curriculum, arts, expeditions and certificates.



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