



10 Steps to Hosting a Successful Auction Table

Imagine Housing's imagine Benefit Dinner & Auction
Saturday, April 21, 2012, 6:00 pm

We appreciate your willingness to help Imagine Housing make our 2012 Benefit Dinner & Auction successful by serving as a Table Captain! Our objective is to share Imagine Housing's mission and impact with our guests as we together imagine a day when there is affordable housing for all who need it in East King County.

We encourage you to frequently visit our auction website, www.imaginehousing.org/auction to find up to date information about Imagine, including driving directions, ticket purchase, all donation and sponsorship forms, info about volunteering and more details for table captains. Feel free to direct your guests to this site as well if they'd like to better acquaint themselves with Imagine Housing.

<p>1. Prepare Take a moment to think about your personal decision to support Imagine Housing before you begin inviting people to the event. Your guests will be interested to know why supporting service-enriched affordable housing is important to you, so we encourage you to share this with them as you extend the invitation.</p>	<p>6. Return Forms no later than March 9th Your guest list containing the names and addresses of those who have accepted your invitation is as important to us as it is to you. Please ensure that the spelling of the names and addresses are correct as we will be mailing invitations to & creating giving packets for each of your guests.</p>
<p>2. Make Contact List 20 prospects and decide what will work best for you and your prospects: an initial phone call followed by a letter or note, or a letter followed by a phone call. Don't wait—start early!</p>	<p>7. Substituting Guests You may substitute guests for those who cancel at the last minute; in fact, we encourage it! We will have blank giving packets available for any last minute additions to your table. Please let us know of changes to your guest list as they occur.</p>
<p>3. Communicate Expectations Make it clear that this is a fundraising event and there is a ticket price of \$150. Beyond that there is no donation minimum but we are expecting that your guests will be so inspired and touched by the stories that they will be moved to participate in either the silent or live portions of the auction.</p>	<p>8. Pre-Event Reminders for your Guests We suggest that you remind your guests at least twice: the <u>week before</u> the event and the <u>day before</u> the event. Guests will also receive a catalog from Imagine Housing the week before the auction. Without reminders, you may be surprised how many forget!</p>
<p>4. Tables of 10-12 Tables accommodate 12 people, however many captains choose to only fill their tables to 10. We hope that you will find at least 9 guests besides yourself to join us for <i>Imagine</i>. Due to inevitable last minute cancelations, we recommend "over-inviting" by 2-3 guests. We will seat any extra guests at a table near you, so don't worry if your guests are an exceptionally reliable bunch.</p>	<p>9. Table Assignments We use a numbering system to assign tables. Table assignments will be printed on each guest's giving packet. We hope this will make seating easier and less confusing for everyone. We will also have registration tables with a map of table assignments the day of the auction.</p>
<p>5. We'll Help Fill Seats Please contact us if you come short of 10 committed names. We can probably pair you up as a co-captain or place extra guests at your table. But please let us know as soon as possible!</p>	<p>10. Post Event Follow-up We ask that you personally thank each of your guests by phone or e-mail the day after the auction. Donors will receive a typed thank-you from Imagine Housing with their donation amount and the total given at the event. Remind your guests to apply for matching dollars from their employers.</p>