

Champions 2024

Virtual Table Captain Toolkit

Tuesday, April 23 | 11:30 a.m.-1:00 p.m.
Livestreamed from the Sheraton Grand Seattle



We Can Thrive: Stories from Youth in Foster Care

Thank you for joining us as a virtual table captain at Champions 2024!

Champions is Treehouse's biggest fundraiser of the year, and we appreciate your role in inviting your network to celebrate young people in foster care and be part of the community that rallies around them.

At the event, you and your guests will hear from young people who have experienced foster care and what it means to thrive, heal and build the life of their dreams.

As our community and programs have expanded statewide, it's more important than ever that we continue building connections across Washington. By inviting your friends, family and colleagues to attend your interactive virtual table, you'll help us grow and strengthen the Treehouse community statewide.

Whether you've been attending Champions for years — as a community partner, donor or staff member — or are new to Treehouse, this toolkit has all the info you need as a virtual table captain.



Join us for our statewide community celebration — livestreamed from the Sheraton Grand Seattle!



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Virtual Table Captain

Frequently Asked Questions

What is a Virtual Table Captain?

Virtual Table Captains take on a leadership role in organizing and hosting a virtual table at Champions 2024. They are committed to our mission and rally support around our work by agreeing to introduce Treehouse to their family, friends and colleagues.

How much does it cost to attend?

There is no ticket price! Corporate sponsors underwrite event costs, so there is no ticket price to attend. Each guest will be asked to make a personally significant gift to Treehouse during the event. Gifts of \$300 or more will be matched by the Challenge Pool.

What's the best way to recruit friends, family and co-workers?

A great way to effectively engage potential guests is to reach out to them through two channels. For example, you could invite them initially in person, followed by a subsequent email or text. Clearly express your reasons for supporting Treehouse and extend an invitation for them to join you at the event. Utilize the provided sample email to personalize invitations for your friends and colleagues, simplifying the registration process and ensuring they receive event details via email.

Who should I invite?

Have you been a Virtual Table Captain before?

Yes!

No

Consider expanding your invites to new friends

Ask a returning guest to bring a friend or two.

Make a list of everyone you know who might be interested in making a difference in the lives of young people experiencing foster care.

The ideal guest is eager to learn about how they support youth in foster care and has the capacity to make a donation.



Registration

Frequently Asked Questions

How do my guests register for the event?

To invite your attendees, send them a link to register here as an online guest: treehouseforkids.org/register

Ask your attendees to list you as the person who invited them.

You can find suggested invitation wording on page 6.

How many guests can I have at my virtual table's "room"?

Up to 20! If you have over 20 guests, you can register a second table.

What if someone is unable to attend?

If one of your invitees declines your invitation because they are not available that day, invite them to donate in your reply email or message.

We'll also have a recording available after the event that you can send to your guests.

Can I register my guests directly?

Yes. Please ensure you are submitting accurate contact information (name, address, phone, email and pronouns), as well as correct accessibility needs. If you have issues registering your guests and need assistance, don't hesitate to contact us at champions@treehouseforkids.org.

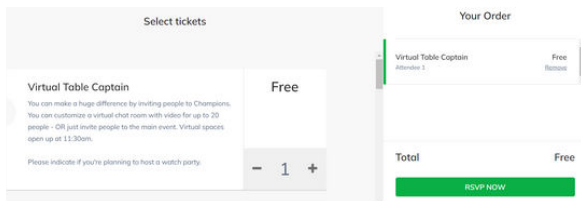
"I'm so sorry you can't join me. The good news is that you can still support Treehouse's important work! You can [donate here](#) or send a check with "Champions" in the memo line to Treehouse at 2100 24th Ave S #200, Seattle, WA 98144. Gifts of \$300 or more will be matched."

Registration

How to Register and Manage Your Guests

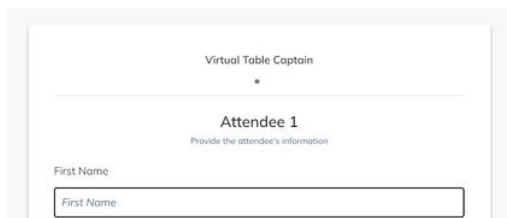
1. Go to treehouseforkids.org/register and find the Virtual Table Captain section.
2. Select the number of virtual tables you wish to host at Champions and click the RSVP Now button. (Each table can host up to 20 participants.)
5. Check your email for confirmation that you have reserved your ticket.
6. To invite your attendees, send them a link to register here as an online guest: treehouseforkids.org/register

The image below shows the reservation of one 20-person online table.



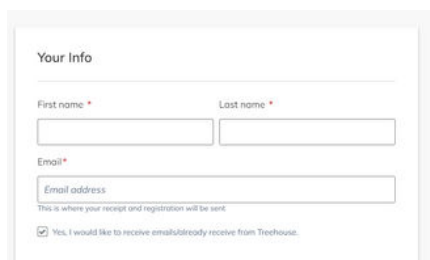
The screenshot shows two parts of the registration interface. On the left, the 'Select tickets' section displays a 'Virtual Table Captain' ticket for 'Free'. It includes a description: 'You can make a huge difference by inviting people to Champions. You can customize a virtual chat room with video for up to 20 people - OR just invite people to the main event. Virtual spaces open up at 11:30am. Please indicate if you're planning to host a watch party.' Below this is a quantity selector with a minus sign, the number '1', and a plus sign. On the right, the 'Your Order' section shows the selected ticket: 'Virtual Table Captain' for 'Free'. At the bottom, it shows 'Total' as 'Free' and a green 'RSVP NOW' button.

3. On the Table Captain page, fill in your information and click the Next button.



The screenshot shows the 'Virtual Table Captain' page. Under the heading 'Attendee 1', there is a sub-heading 'Provide the attendee's information'. Below this, there is a 'First Name' label and a text input field containing the text 'First Name'.

4. On the Checkout page, fill in your information and click the Reserve button.



The screenshot shows the 'Your Info' form. It has three input fields: 'First name *', 'Last name *', and 'Email*'. Below the email field, there is a note: 'This is where your receipt and registration will be sent.' At the bottom, there is a checkbox that is checked, with the text: 'Yes, I would like to receive emails already receive from Treehouse.'

Ask your attendees to list you as the person who invited them.

You can find suggested invitation wording on page 6.

7. We recommend creating your online table's "room" in advance. You can also create your room the day of the event. (Please plan to log on to the event early. Your guests will be arriving at 11:30.)

1. Log in to the event at: [Treehouseforkids.org/champions24](https://treehouseforkids.org/champions24)
2. Click the "Enter the event" button.
3. Follow the steps to verify your email address.
4. Click Rooms on the sidebar.
5. Click the "Create a Room" button.
6. Name your room.
7. Optional: add a picture or logo and description about your room.

If you need any help along the way, contact us at Champions@treehouseforkids.org.

Action Guide

Hosting To-Do List

What is the day of the event like?

We recommend creating your online table's "room" in advance. Please see the previous page for instructions.

Please plan to log on to the event early. Your guests will be arriving at 11:30 a.m., with the event starting promptly at noon.

Log in to the event at:
Treehouseforkids.org/champions24.

When your guests arrive, they will see a list of rooms. Guests can search for your room by name to join you.

What happens after the luncheon?

Attendees who made a gift will receive a thank you note for their contribution. Attendees who did not give and guests who were unable to attend will receive a special letter, asking them to make a gift to Treehouse. Please encourage your guests who did not attend to make a one-time gift or join our monthly donors' program. Every dollar counts towards our big goal!

Should I send a pre-Champions reminder?

Absolutely! Treehouse will send a registration confirmation when a guest registers and reminder emails with pertinent details before the event. However, a personal touch from you makes the most impact. A brief email or phone call a few days before Champions expressing your gratitude for their attendance is a powerful and personal reminder.

How can I be a successful Table Captain?

- 2 months before: Send your emails and make your calls inviting your guests.
- 1 month before: Finalize your guest list and confirm your guests will be joining you.
- 1 week before: Send a personal reminder email to all your guests.
- Day of event: plan to log on to the event early. Your guests will be arriving at 11:30, with the event starting promptly at noon.

Sample Invite Email

Edit copy as needed to best communicate with your guests.

Dear [Insert Guest Name],

I am reaching out with great excitement and a heartfelt invitation to join me virtually at Treehouse's Champions 2024 on Tuesday, April 23, from 11:30 a.m. to 1:00 p.m.

Treehouse invests in the success of young people who have experienced foster care by recognizing that youth are the experts in their own lives. Last year, Treehouse worked alongside 6,758 youth, creating opportunities for them to determine their own path and empowering them to dream, heal and create their desired life.

There is no ticket price for attending Champions. During the program, you'll hear directly from youth on the impact your support can have. You'll then have the opportunity to make a gift at the level that feels right for you.

If you can attend, please [REGISTER NOW](https://treehouseforkids.org/register) at treehouseforkids.org/register and list me as the person who invited you. If you cannot attend, please consider making a gift by clicking [DONATE NOW](https://treehouseforkids.org/champions-2024) at treehouseforkids.org/champions-2024. Your support plays a vital role in transforming the systems holding youth in foster care back.

I genuinely hope you will join me at Champions 2024 — an inspiring hour where we come together to support youth in foster care. Your presence and support make a significant difference.

Sincerely,
[Insert Your Name]

Social Media Tools

Get Connected With Us

You can see updates about Treehouse and the upcoming event by following us on social media. You can share our updates with your network, making it easy to ask guests to join you!

Follow us on [Facebook](#), [X \(formerly Twitter\)](#), [Instagram](#) and [LinkedIn](#).

You can also search for Treehouse on Facebook at /treehouseforkids, on Instagram at @treehouseforkids, on X (formerly Twitter) at @treehousetweets, and on LinkedIn as Treehouse.

What should I be sure to do when posting?

When posting, remember to tag Treehouse and use the event hashtag #TreehouseChampions. Sample posts are provided for inspiration, or create your own. Include @TreehouseTweets and #TreehouseChampions in your tweets.



twitter.com/treehousetweets



instagram.com/treehouseforkids/



facebook.com/treehouseforkids

Media links for sharing

- [Foster Care Facts](#)
- [Meet the Treehouse Class of 2023](#)
- [Meet Karla and her family](#)
- [Meet three sisters in Graduation Success](#)
- [Tash & Maiya: Treehouse Alum in Conversation](#)

I am a proud supporter of Treehouse, a local nonprofit that invests in the success of young people who have experienced foster care by providing crucial academic and essential support. I'm hosting a virtual table at their upcoming event, Champions 2024, on Tuesday, April 23. Please join me virtually and spend your lunch hour hearing about this great organization!

Excited to host a virtual table for @TreehouseTweets at their annual Champions event! Who will join me in transforming the systems holding youth in foster care back? #TreehouseChampions

Join me for @TreehouseTweets annual event on 4/23. Let's level the playing field for kids in foster care. #TreehouseChampions

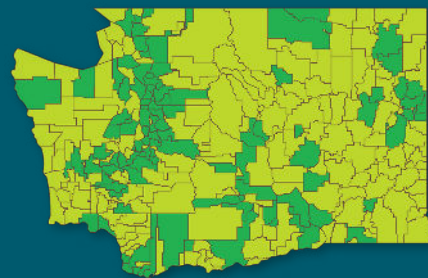
Table Captain Talking Points

Treehouse partners with youth in foster care by providing:

- Clothes, toys, school supplies, hygiene items and more.
- Weekly one-on-one academic support for youth 8th through 12th grade.
- Advocacy skills to youth and caregivers for youth K through 12.
- Funding for identity-developing experiences like summer camp, sports, haircare and more.
- Funding so youth can get their driver's license, including funding for driver's ed, licensing fees, car insurance and more.
- Weekly one-on-one support to guide the transition from high school to adulthood independence.

Last year, Treehouse expanded programs statewide, ensuring youth could access our services regardless of their location.

The Impact of Statewide Expansion



- School districts served before April 2023
- New school districts served as of April 3, 2023

Accomplishments from Last Year



91,700

clothing items, books, backpacks and other supplies distributed



6,074

requests funded to cover costs for housing, transportation, school fees and other basic needs



1,407

educators, caregivers and community members attended 80 trainings led by Treehouse