

# How to Invite Someone to the Breakfast

## What to Say When You Invite Someone to the Breakfast

(Remember face-to-face or over the phone is best!)

I want to tell you about an organization that's doing amazing work in our community. It's called Volunteers of America – maybe you've heard of them. They serve over 30,000 people in our area – veterans, at-risk youth, people with disabilities, struggling families and seniors - all throughout a 16-parish region that includes New Orleans, the Northshore and Houma.

They have a breakfast every year in the spring where they tell amazing stories of the people whose lives have been changed. I'm hosting a table at this year's breakfast, which is on Wednesday, April 19th, and I'd like you to come as my guest. It doesn't cost anything to attend, but it is a fundraiser – you will be invited to make a gift but should give solely based what you learn and the impact it has on you.

## Questions people you have invited may have

(Along with the answers to those questions)

Q: How do I learn more about the work that Volunteers of America does?

A: They are host 30-40-minute tours of their programs, both virtual and in person. Let me check to see when and where the next one is happening and I will get back to you with that information. I can also see if somebody can meet with us at convenient time for you.

Q: I support only organizations that help veterans.

A: Volunteers of America serves Veterans in a variety of ways. They have two veterans' services centers located Uptown helping with housing and employment. Last year, they helped more than 800 veterans.

Q: I support only organizations that help people with intellectual disabilities.

A: Volunteers of America helps adults with intellectual disabilities live fulfilling lives. It runs seven group homes – four in Mid City, one in

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Algiers, one Uptown and one in Hammond. Each of these homes serves about eight individuals with 24/7 care. They also go into the community and help other individuals live independently in homes of their choosing. Last year they helped 149 people with intellectual disabilities.

Q: I support only organizations that help at risk youth

A: Then you're in luck. Volunteers of America runs a mentoring program that serves children who have a parent who is incarcerated. Last year they paired 129 children with trained, adult mentors. And they also have a program called Fresh Food Factor that provides healthy meals to schoolchildren at schools in Orleans and Jefferson parishes. They're serving preparing meals for almost 6,000 children each day.

Q: I'm not sure let me think about it OR I don't think so.

A: That's great, let me send you email which has a short video that will give you a better idea of their mission.

Q: If I go, is there a minimum contribution?

A: There is no minimum contribution. Come see their presentation then consider a gift solely based on what you learn and the impact it has on you.

Q: When and where is it?

A: The Reach for the Stars Breakfast is on Wednesday April 19<sup>th</sup> at the Pontchartrain Center at 4545 Williams Boulevard in Kenner. The program starts at 8:30AM sharp and lasts for one hour. You will be out by 9:30

Q: What time should I get there?

A: Plan on arriving by 8AM so you can visit with others. There will be about 400 people at the breakfast so chances are you'll see someone you know and would like to visit with.

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## Email Invitation

(Send only if you are unable to meet with them or speak on the phone)

Dear Friend,

I would like to invite you to be my guest. I'm hosting a table for Volunteers of America's annual Reach for the Stars Breakfast on Wednesday April 19<sup>th</sup>. The breakfast will be held at the Pontchartrain Center, 4545 Williams Boulevard, Kenner LA 70065.

The program starts at 8:30AM SHARP (and ends promptly at 9:30AM). I suggest you try to get there around 8AM, so that everyone at our table can visit a bit before the program starts. I am hosting a table with 9 other guests and would really like to include you. It is truly an inspiring event about a powerfully impactful local organization that changes people's lives for the better.

As I think you already know, Volunteers of America puts much needed funds to work in our local community and provides essential services needed for those most vulnerable, left behind or in need.

Please let me know if you can make it.

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## Reminder Call the Week Before the Breakfast

(Call all your guests)

### **Opening (could also be used when you leave a voicemail)**

Hi, this is \_\_\_\_\_ and I'm calling to remind you about the Reach for the Stars Breakfast on Wednesday morning at the Pontchartrain Center. I have a seat reserved for you and I wanted to make sure you going to make it. You are going to hear so amazing stories of hope and inspiration. I think you're going to enjoy it.

Please call me back to confirm you're still planning to attend.

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## Donor Thank You Call After the Breakfast

(Make sure to call by end of day Friday April 21<sup>st</sup>)

*You will likely reach voicemail in nine out of ten calls you make. Indeed, research has shown that a heartfelt voicemail is nearly as effective as speaking to the donor to demonstrate personal gratitude.*

### **Opening (could also be used when you leave a voicemail)**

Hi, this is \_\_\_\_\_ and I'm calling to thank you for being a guest at my table at the Reach for the Stars Breakfast. Volunteers of America is a cause very special to me (and my family). Thank you for attending. It meant a lot that I could share this opportunity with you.

### **If they want to talk, what can you say next?**

I don't want to take up much of your time, but would you be willing to share with me what you thought of the program?

- *Allow person to share with you. "That's great! Thank you for sharing that with me."*
- *Briefly share your thoughts and/or why you support the organization; if there are any similar reasons - make that connection*

You can also ask things like:

- Was there a particular story you heard that was impactful to you?
- Why does this cause matter to you?
- What interests you most about our organization?
- Would you like to be involved with us in other ways?

### **Closing**

Your attendance and support can make a difference in caring for the people we serve. Thank you for attending and for being a part of Volunteers of America's mission to help the Southeast Louisiana's most vulnerable!