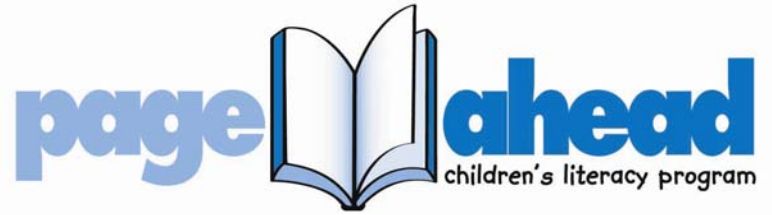


a taste for reading
8th annual benefit luncheon



A Taste for Reading 2011

Date Wednesday, May 11, 2011

Time doors open at 11:30 am
program begins at noon
benefit concludes at 1:00 pm

Place Four Seasons Hotel
99 Union Street, Seattle

Parking Suggestions Four Seasons Valet
SAM/Chase Parking Garage
(entrance on Union between 1st & 2nd)

Cost There is no cost to attend.
Guests are encouraged to make a minimum donation of \$165
to help us in our mission to give kids in need the chance to read.

RSVP by April 29th to your table captain or online at www.pageahead.org

About Page Ahead

Page Ahead Children's Literacy Program is the leading provider of children's books and literacy services in Washington State, serving more than 55,000 children in need every year.

We are dedicated to helping children in need succeed in school by developing strong reading skills. Page Ahead serves children, families and communities – with books for kids; support for families; and reading resources for communities.

Since 1990, Page Ahead has given 2.16 million new books to more than 650,000 children through collaborations with schools, social service agencies, preschools, and early childhood centers across Washington State. Seventy-eight percent of the children served by Page Ahead are from low-income families or are living in poverty.



Page Ahead's Programs

1. **Books for Kids:** Every year, Page Ahead distributes 160,000 new books to more than 55,000 children in need throughout Washington State.
2. **Family Involvement:** Page Ahead offers workshops and resources for low-income parents to help them support their children's reading efforts.
3. **Community Partnerships:** Page Ahead develops partnerships between volunteers, local businesses and community groups to galvanize support for children's education.

Through these programs, Page Ahead excites children and educates families about the importance – and adventure – of reading.

5 Easy Steps to Table Captain Success

Your goal is to recruit 10 people (including yourself) to attend the luncheon on May 11th, and help Page Ahead reach our goal of raising \$110,000.

1. Invitations

- Decide how you prefer to contact your guests: face to face, phone call, email.
- Invite at least 15 people to get to your desired 10.
- We will accommodate any overflow guests.

2. Communicate Expectations

- Our goal is to raise \$110,000.
- Be clear that this is a fundraising event, but there is no charge to attend. The suggested minimum donation amount is \$165.
- Tell your guests that they will learn more about Page Ahead, as well as enjoy lunch and entertainment.

3. Final Guest List

- Complete the Guest List Form or enter your guests online. Please fill it out completely! *(For registration and receipt purposes only – we never sell or trade our lists.)*
- Email **your completed guest list or register them online no later than April 29th.**
- It is helpful if you can submit your list early. (You may want to keep a copy for your reference.)

4. The 'Week Before' Phone Calls

It is very important to call your guests the week before the luncheon to remind them of the event.

5. The Luncheon

Please be at the Four Seasons Hotel by 11:15 am to greet your guests as they begin to arrive at 11:30 am. The program begins at noon and concludes promptly at 1:00 pm.

Dates to Remember

March **Build Your Invitation List and Invite Guests**

March 30 **All Invitations should be in the Mail!**

April 29 **Completed Guest List Due to Page Ahead**

And you'll receive a complimentary parking pass.

May 2-5 **Reminder Calls to Guests**

Date, time, parking & you're looking forward to seeing them!

May 6 **Final Date to Revise Your Guest List**

Other additions/changes can be made at the event.

May 11 **A Taste for Reading**

Please arrive by 11:15a.

Doors open 11:30a, program noon to 1pm.

Parking suggestions:

Four Seasons Valet

SAM/Chase Garage (entrance on Union between 1st & 2nd)

May 12 **Send Thank You's**

We will give you some at the Luncheon.

Tips for Being a Successful Table Captain

- ✓ Be **clear** about expectations
- ✓ Tell them how **wonderful** this event is
- ✓ Thoroughly **complete** your guest list form
- ✓ Keep **reminding** your guests
- ✓ Send **donation forms** to those who can't come
- ✓ Personally **thank** your guests



Table Captain's Frequently Asked Questions

What is the best way to ask somebody to attend and sit at my table?

A personal phone call is usually the easiest and best. Tell your potential guest how important reading is to you – *make it personal!* If you want to give books to children in need, so will your friends! Let them know they will learn more about Page Ahead and will also be given an opportunity to support our work. When they say yes, follow up immediately by mailing an invitation.

What if a guest cannot attend the luncheon, but would like to make a donation to Page Ahead?

Thank them for their support and send them one of the enclosed donation forms. Write a short note thanking them in advance for their support. If they prefer, send them a donation form electronically. We're also happy to send you more donation forms, should you run out, just contact Nayab at Page Ahead, 206.461.0123 or nkhan@pageahead.org.

How will I find nine guests?

Consider asking people from different areas of your life – e.g. business associates, friends, relatives, neighbors – anyone who cares about children and/or reading. The luncheon is only an hour – and who wouldn't want to give a book to a kid?!

What will my guest be asked to give?

Page Ahead plans to fill the Four Seasons Hotel Seattle with 350 guests and raise \$110,000. All donations of \$250 or more will be matched by our generous sponsors. But \$165 is the suggested minimum gift. Many people contribute more. To make it as easy and flexible as possible, we offer the ability to donate monthly or quarterly by credit card. Please also remind your guests to take advantage of their company's workplace giving program (if available). It's a great way to double their impact.

By When?

Complete your final guest list and forward it to Nayab at Page Ahead on or before **Friday, April 29**. So start looking today!

Taste for Reading Guest List

Due Friday, April 29th

e. nkhan@pageahead.org
f. 206.461.7370.

(table captain name)

Reminder! You can RSVP online at www.pageahead.org

Guest Name	Company	Address, including city & zip	Phone	Email address	Veggie entrée?
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Questions?

Nayab Khan
Office Administrator
p. 206.461.0123
e. nkhan@pageahead.org

Thank you so much for all your support!

