



**Table Captain Guide**  
 St. Andrews Housing Group  
*Imagine* Benefit Dinner and Auction  
 Saturday, April 25, 2009, 6:00 pm

We appreciate your willingness to help SAHG make our annual Benefit Dinner and Auction successful by being a Table Captain on April 25, 2009. Our objective is to share SAHG with our guests and to inspire them to join with us in *Imagining Housing for all Eastside Families*.

We encourage you to frequently visit our auction website, [www.imaginehousing.org](http://www.imaginehousing.org) to find up to date information such as event details, driving directions, ticket purchase, procurement/sponsorship forms, volunteer info 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 SAHG.

<p><b>1. Prepare</b>        Take a moment to think about your personal decision to support SAHG before you begin inviting people to the event. Your guests will be interested to know what SAHG is important to you, so please share this information with them as you make your initial contacts.</p>	<p><b>6. Return Forms no later than March 7th, 2009</b>        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 <b>spelling of the names and the addresses are correct</b> as we will be mailing invitations and creating bidding packets from your list.</p>
<p><b>2. Make Contact</b>        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><b>7. Substituting Guests</b>        You may substitute guests for those who cancel at the last minute; in fact, we encourage you to fill vacancies. We will have blank giving packets available for any last minute additions to your table (if you can ... let us know. It will make the registration process smoother for your guests).</p>
<p><b>3. Communicate Expectations</b>        Make it clear that this is a fundraising event and there is a ticket price of \$125. Beyond that there is no donation minimum or maximum 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><b>8. Pre-Event Reminders for your Guests</b>        We suggest that you <b>remind your guests at least twice</b>—the <u>week before</u> the event and the <u>day before</u> the event. Guests will also receive a their catalog from SAHG the week before the auction. Without reminders, you may be surprised how many forget! Also, encourage your guests to bring matching gift forms from their companies.</p>
<p><b>4. Tables of 10</b>        Tables accommodate 10 people, so you'll need to find 9 others besides yourself. Due to the fact that some end up canceling at the last minute, we suggest that you recruit 11 or 12 guests to fill your table. 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><b>9. Table Assignments</b>        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><b>5. We'll Help Fill Seats</b>        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><b>10. Post Event Follow-up</b>        We ask that you personally thank each of your guests by phone or e-mail the <b>day after</b> the auction. Donors will receive a typed thank-you from SAHG with their donation amount and the total given at the event.</p>