

Join Toto's Gala as a Table Captain!



Toto's Gala is our largest annual fundraiser - bringing in new friends, sharing stories with current supporters, and raising vital funds to continue our lifesaving work.

As a current supporter, you already know the difference your dollars make for animals in need. Joining us as a Table Captain will help expand the shelter's reach and impact by introducing new friends to our work.

Would you consider sharing that passion with your network as a Table Captain?

What is a Table Captain?

A Table Captain commits to filling one table with 8 guests (including yourself) at Toto's Gala. Family, friends, neighbors, and colleagues all make excellent potential guests. Although everyone will be asked to donate during the presentation, there is no expectation that you as the Table Captain will ask your guests for donations.

Table Captains can either:

- purchase the entire table at \$1,000 (a \$200 discount!) and ask guests to join for free OR
- recruit people to fill a table of 8 and each guest will get the group discount (\$125/seat rather than the full price of \$150 each)

Reach out to Sarah Linn at slinn@giveshelter.org for details on how to offer discounts to guests paying separately.

**Guest Lists are Due to
DCHS by March 13, 2023!**

Four Easy Steps to Table Captain

- 1 Register:** Purchase your table online at giveshelter.org/toto or email Sarah Linn at slinn@giveshelter.org to sign up.
- 2 Invite:** Each table can seat a total of 8 people. Personally invite any animal lovers you know - including friends, family, co-workers, business partners, vendors, neighbors, and more. Then, don't forget to follow up. People get busy and forget to RSVP even when they want to attend the event with you! DCHS can also reach out to your potential guests with initial invitations, and all you have to worry about is following up.
- 3 Communicate:** Keep in touch with your guests as the event gets closer and new information comes out from DCHS. In the week before the event, you'll receive emails to forward with information about the online auction, matching gifts, parking, and other details.
- 4 Thank:** DCHS will send acknowledgements and tax receipts after the event, but a personal thank you from you makes a big impact too! A note, call, or email from you can make all the difference when they are deciding to come back again next year!

Table Captain FAQs

Q What do I say in my invitation?

The more personal your invitation the better. We suggest inviting people in person or by phone, then following up with an email afterwards so they have the specifics in writing.

Example phone invitation:

Hello! I'd like to invite you to join me at Dane County Humane Society's Toto's Gala on March 24. I support DCHS because __ (share why the mission is important to you!) __. Toto's Gala is a great opportunity to learn more about the humane society, meet a bunch of animals, AND have a great time together. I would be delighted if you could join me!

Example follow up email:

Hello,

I'm excited to invite you to join me at Dane County Humane Society's Toto's Gala! Here are the event details so you can check your calendar:

- Friday, March 24, 2023
 - 6:00-7:00 pm - Cocktail Hour with Puppy and Kitten Greeters
 - 7:00-9:00 pm - Dinner and Program
 - 9:00-11:00 pm - After Party with Music and Dancing
- Monona Terrace (1 John Nolen Dr, Madison, WI 53703)

Supporting DCHS has been a priority for me because __ (share why the mission is important to you!) __.

This event will feature a program with happy tales of DCHS animals, and they will be asking everyone to consider making a donation. There is no minimum or maximum gift expectation. While I hope you'll consider a gift, my biggest goal is to share my passion for DCHS with you!

I'm hoping you'll join me in supporting this wonderful cause! Will you be able to join my table?

Q What difference does an extra table make for DCHS?

The table price of \$1,000 could provide rabies vaccinations for ALL shelter dogs for an entire year, provide care and supplies for 40 animals in foster care, or feed raptors like owls, hawks, and eagles for two months. Plus, any additional donations your guests make during the event provide an even bigger impact for the animals. WOW!

Q What if I end up with more (or fewer) than 8 guests?

If you have more than 8 guests, we can seat the additional folks at an adjacent table.

If you are interested in being a Table Captain, but you are concerned about filling an entire table, consider inviting a friend to co-captain and work together. Or, reach out and we can pair you with another supporter who is also interested in having a co-captain!