



CONNECTICUT RIVER WATERSHED COUNCIL

The River Connects Us

15 Bank Row, Greenfield, MA 01301

Dear CRWC Supporters,

We're planning a party for August 30th and we're looking for your help!

Specifically, we want to turn this year's "The River Connects Us" annual meeting into a fun opportunity for outreach to folks who might not otherwise attend (e.g. members who have never attended or potential new members and donors).

Would you like to help captain this ship? Then, in addition to attending the meeting, we need you--as a Table Captain or Co-Captain.

This event is different from other annual-meeting events that we have done in the past.

- The goal of the event is to educate new people – from your circle of family, friends, business associates and others – on the mission and accomplishments of the Connecticut River Watershed Council, and to connect more effectively with current Watershed Council members.
- "The River Connects Us" annual meeting will be held on **Sunday, August 30 from 2pm to 4pm at the Greater Hartford Jaycees Community Boathouse** (Riverside Park Road, Hartford, CT) and will be totally FREE.
- There is no requirement that anyone give at the event, but they will be asked for a contribution.
- It will be our job to inspire people so that they will want to give – of their financial gifts, of their volunteer time, of whatever they can devote to help preserve the Connecticut River watershed.
- As much as anything, we want people to come and find out about the amazing work that is done by the Connecticut River Watershed Council.
- Your involvement with this very special event will make you proud to be a part of the Connecticut River Watershed Council.

FREQUENTLY ASKED QUESTIONS

What is a Table Captain?

A Table Captain invites at least nine other people (or eight if you're working with a co-captain) to join them at their table to learn more about the work CRWC is doing. Family, friends, neighbors and work colleagues make excellent potential guests. There will be food and it will be provided free to you and your guests. Although everyone will be asked to consider a contribution, there is no minimum and no maximum gift level. Other responsibilities include: following up with those who have agreed to attend, communicating with CRWC about your guests, hosting your table on August 30, passing out and collecting pledge sheets as instructed at the event, and following up to thank each guest for their participation. Don't worry, we'll support you along the way.

HEADQUARTERS: (413) 772-2020
FAX: (413) 772-2090

UPPER VALLEY: (802) 869-2792
E-MAIL: crwc@ctriver.org

LOWER VALLEY: (860) 704-0057
WEB: www.ctriver.org

Why should I be a Table Captain?

Not only will your efforts raise money to support CRWC's on-going efforts, your friends and family will appreciate you for introducing them to CRWC and its good works. You are giving them the opportunity to support our mission of protecting the Connecticut River watershed and the local environment. By bringing new people to the meeting, you are directly expanding our community of supporters essential to the growth and stability of CRWC programs. You are an ambassador.

What if I am not comfortable asking people for money?

That is okay. Your job is to invite them and then follow up to ensure that they will agree to attend this very special event. You do not have to ask anyone for any money. It will be our job to inspire guests to give. One way you can support us in this is by setting a fundraising goal for your table (\$500 -- \$1,000 is what we would suggest for a table of 10) that you communicate to your guests. We've found most people like some guidance on what to give, and this is one way you can do that without asking for a gift. However, if you aren't comfortable setting a goal, that's okay too. The most important way you can support our fundraising efforts is by setting a good example for your guests by filling out a pledge card at the appropriate time.

What if I can't fill a table?

There is no penalty if you can't fill a table. If you are concerned, you might want to co-captain a table with a friend or multiple friends. Also, expect that a couple of people will cancel. You may want to invite more people in case this happens. If you end up having more people than can fit at a 10-seat table, we will seat your additional guests at an adjacent table with a CRWC representative.

What is the suggested process of organizing a table?

First, let us know you're interested in captaining a table by returning the form below or replying to this message by June 21, 2009. Then, filling your table begins with extending the invitation. The best invitation for your guests is a personal one. By July 7, 2009, you will come up with a list and invite them in person, by telephone or even e-mail. If you get stuck or need support, please contact Richard Ewald at (413) 772-2020 ext 206 or rewald@ctriver.org. There is a sample invitation below. When a guest accepts your invitation, simply let us know and we will send them a "Save The Date" postcard. Follow up with phone calls and/or emails to re-confirm their attendance prior to the meeting.

See below for a timeline of action steps, sample script, and guest list.

Again, this year's meeting will be on Sunday, August 30, from 2:00 p.m. to 4:00 p.m. at the Greater Hartford Jaycees Community Boathouse (Riverside Park Road, Hartford, CT)
(<http://www.riverfront.org/boathouse/boathouse/>). We look forward to seeing you there.

If you are able to join us as table captains, or would like to learn more about CRWC's Annual Meeting, please contact Richard Ewald at (413) 772-2020 ext 206 or rewald@ctriver.org.

Sincerely,

Christine LeBel
Rick Hartmann
"The River Connects Us" Annual Meeting co-chairs

Signing up is easy:

1) Forward this email with your reply to Richard Ewald at rewald@ctriver.org, or call him at (413) 772-2020 ext 206

–or–

2) Print out the form below and fax it to (413) 772-2090, or mail it to CRWC, 15 Bank Row, Greenfield, MA 01301

Table Captain Sign Up: please RSVP by June 21, 2009

Yes! Sign Me Up to Host a Table!

Your Name: _____

Daytime Phone: _____

Email: _____

I think this person might also be interested in being a Table Captain: _____

No, unfortunately I cannot serve, but I will donate \$_____.

(Please indicate method of payment: ___personal check; ___credit card. If credit card, please circle one: MasterCard Visa Credit Card No. _____).

If you have questions about being a Table Captain please contact:

Richard Ewald at (413) 772-2020 ext 206 or rewald@ctriver.org

Timeline for Action Steps:

June 21, 2009: Sign up to captain a table

June 21--July 1, 2009: Develop your guest list; talk up the event to friends and family;

July 7, 2009: By now all of your invitations should be made and you should have informed CRWC of potential guests who might benefit from the mailing of a "save the date" card

July 20, 2009: confirm your final guest list and share your full list with CRWC (see attached guest-list template)

July 22, 2009: CRWC will send confirmation cards to your guests

August 22, 2009: Remind your guests about the meeting

August 30, 2009: Greet your guests at the meeting; when instructed to at the end of the program distribute pledge cards, collect them and give them to CRWC before leaving.

September 7, 2009: Thank guests for participating in the event

When and Where is the Meeting? This year's meeting will be on **Sunday, August 30, from 2:00 p.m. to 4:00 p.m.** at The Greater Hartford Jaycees Community Boathouse (Riverside Park Road, Hartford, CT).

Sample invitation:

"Hi, Mike. I've agreed to host a table at "The River Connects Us" Meeting on Sunday, August 30, for the Connecticut River Watershed Council. I'm hoping you'll join me at my table. This is an opportunity for people to come and learn more about this amazing organization and enjoy a light meal alongside the River. There is no admission fee, but at the conclusion of the event you will be asked to consider making a contribution to the Watershed Council. Contributions come in many forms -- guests will be encouraged to make financial contributions, volunteer time and/or provide contacts that could support the group's work. There is no minimum and/or no maximum gift requested *[if you have set a table goal, you could mention it here]*. As much as anything, we want people to come, find out about the Watershed Council's programs and enjoy a beautiful day alongside the River. I would be delighted if you would plan on joining me."

[If they are unsure if they can attend, be sure to follow up in a few days.]

TABLE CAPTAIN GUEST LIST

Please submit this list to Connecticut River Watershed Council by July 20, 2009.

E-mail: rewald@ctriver.org Fax: (413)772-2090

Team Captain Name: _____

| | First Name | Last Name | Phone Number | Address | E-Mail |
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