



Dear Virtual Table Captain,

Thank you for coming along on this adventure as we embark on our first-ever virtual fundraising event. Your participation and enthusiasm will have a major impact on our success.

As most of us are new to virtual events, we've put this toolkit together to help you navigate your virtual table captain duties. You'll find a frequently asked questions document, a guide on setting up your virtual table, some email and social media templates, and some information about some of the student-parents in our program.

We're very excited to live-stream this event on **September 24**, and we hope you'll invite as many friends, colleagues, and loved ones as possible. They can all join in from the comfort of their home and it will be a great opportunity to learn about the work Goodwin Connections is doing in our community. After virtually meeting some of our bright and determined student parents and hearing an inspiring keynote address, attendees will have the opportunity to make a monetary donation. These funds will help us to continue our work connecting families to educational opportunities that build financial stability and create generational change.

Please feel free to reach out to us at any time if you have questions. We're so happy to have you on board!

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Goodwin Connections  
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## Virtual Table Captain FAQ

**1. *What is a virtual table captain?***

A virtual table captain invites guests from their personal network to attend our online event on Thursday, September 24, 2020. We'll give you the tools to set up your virtual table on our online platform, where you can share information about Goodwin Connections and why it's an organization you support. You'll be able to share your virtual table (also called a fundraising page) with your guests, and they'll be able to donate after watching the livestream.

**2. *How do I sign up to be a virtual table captain?***

You can sign up directly through our online fundraising platform at <https://www.classy.org/campaign/its-a-goodwin-lunch-in/c289357> or email [meg@goodwinconnections.org](mailto:meg@goodwinconnections.org). Table captains will receive a toolkit and assistance setting up their virtual table.

**3. *Do I have to register myself and my guests?*** Registration is free and can be completed online by the table captain or guests can register themselves at:

<https://goodwinconnections.org/lunch-in/>. Everyone who registers by September 23 will be entered into a drawing to win a door prize that will be delivered after the event. Your table captain toolkit includes an email template with instructions on how to register.

**4. *How does the Lunch-in work?***

Everyone who registers will receive an email on September 24, with a link to view the livestream event. The livestream will run for 30 minutes, and feature introductions to our students, an inside look at how we support student parents, and a vibrant keynote speech from University of Washington President, Ana Mari Cauce. At the end of the livestream, viewers will be instructed on how they can make a donation to keep our work going.

**5. *What if my guests don't have internet/computer access?***

Let us know, and we can put together a packet of information for you to give them. This will include information about our program, as well as how to mail in a donation.

**6. *Where can I find information about Goodwin Connections to share with my guests?***

Your table captain toolkit will contain some information, and you can always find



more by visiting our website: [GoodwinConnections.org](https://www.GoodwinConnections.org). We also regularly share information on [Facebook](#), [Twitter](#), and [Instagram](#). Feel free to share these posts with your social network!

7. *What if my guests are interested, but are busy at noon on September 24?*

No problem! After the livestream, we'll be sending out a link to a recorded version, and fundraising pages will remain active throughout September.

8. *Can I gather guests in my home to view the livestream?*

This will of course depend on current COVID-19 guidelines but is mainly up to you. Many table captains are choosing to do an online meet-up via Zoom before the livestream begins. This way, everyone is already at their computer when it's time to click the link and enjoy the event!



### How to create your virtual table fundraising page:

This year, table captains will host a virtual table through the fundraising website Classy.org. This user-friendly site will give you the opportunity to build a fundraising page that will serve as your virtual table. Below are the steps to follow to set up your page. The Classy website is pretty easy to navigate, but please feel free to reach out to [meg@goodwinconnections.org](mailto:meg@goodwinconnections.org) if you need any help.

1. Go to: [www.goodwinconnections.org/goodwin](http://www.goodwinconnections.org/goodwin)
2. Click the Become A Fundraiser button.
3. You'll be asked to set up an account with a username and password.
4. You'll then be asked to name your fundraising page and set a fundraising goal for your table
5. If you want to choose a url that will be memorable, you can do so. If not, Classy will assign one to you.
6. You'll then be asked to choose a profile photo. This will help your donors find your fundraising page more easily.

With just those simple steps, you'll have a virtual table/fundraising page!

From your page, you can click the "**Manage**" button in the top right corner. This will give you the opportunity to personalize the information on your fundraising page.

Across the top of the page, you'll see the areas you can personalize. If you click "*story*" you can share your Goodwin story—why you give and why you want others to as well.

*Donations* is where you can see who from your network has donated.

*Emails* will give you some handy templates for sharing your page via email or social media.

And *Details* is where you can change the name of your page or update your goal.

For more information and tips on setting up your page, visit:

<https://support.classy.org/s/article/how-to-create-and-edit-a-personal-fundraising-page>

or <https://support.classy.org/s/article/how-to-edit-a-fundraising-page>



How to spread the word about the It's a Goodwin Lunch-In:

These are some suggestions for how you can invite your network to attend the virtual event on **September 24**. Feel free to change and customize them however you'd like. The important thing is to get the word out to as many potential supporters as possible!

Email/social media template:

Dear friends and family,

Some of you may know that I support an organization called Goodwin Connections. This organization makes childcare more affordable for parents who are earning a college degree. This year, their annual fundraising luncheon will be held online, as a virtual lunch-in! How does a virtual fundraising event work? You can register to sit at my virtual table, and the event will be livestreamed at **noon on September 24**. You can tune in from anywhere with internet access! During the livestream, you'll learn more about this great organization and how you can donate or get involved. I'd love to "see" you at my virtual table! Go to <https://goodwinconnections.org/event/its-a-goodwin-lunch-in/> to register!

Hope to see you there,

- Up to date information about the event can be found on our website: <https://goodwinconnections.org/event/its-a-goodwin-lunch-in/>
- Follow Goodwin Connections on [Facebook](#), [Instagram](#), and [Twitter](#) and share our posts with information about the luncheon.
- If you would like us to send someone an invitation via US mail, let us know and we'll be happy to do so!

*Thank you for supporting Goodwin Connections with our first ever virtual fundraising event!*

*If you'd like to share a profile of a student parent with your guests, let me know and I'll send you a graphic like the ones below:*

## Meet Martha

"I am passionate about the mental health field and will be pursuing further education in medical school to become a child psychiatrist. My longterm goal is to open up my own private practice and create a facility to treat low income families in mental health services."



IT'S A  
GOODWIN  
Lunch-IN

College: UW-Seattle  
Degree: Psychology  
Hometown: Seattle

## Meet Viktoria

"My professional goals include early diagnostics of congenital heart disease in newborns or pregnant women whose fetuses may have developed them. I would also like to continue working with non-profit medical organizations like Novick Cardiac Alliance, where I volunteered before starting college."



IT'S A  
GOODWIN  
Lunch-IN

College: Seattle University  
Degree: Diagnostic Ultrasound  
Home country: Belarus