



## 2019 TABLE CAPTAIN TOOLKIT

**Featured:**

Power of the Purse Co-Chairs  
**KAREN HINDS** (top left) and  
**PATTI MACRAE** (bottom left)

Power of the Purse Table  
Captain Co-Chairs  
**JANIS TURNER** (top right)  
and **STEPHANIE POLZELLA**  
(bottom right)



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DEAR FRIENDS:

Welcome to the 2019 *Power of the Purse Luncheon and Silent Auction* presented by TD Bank! Whether this is your first year participating or you have been a long-time Table Captain, thank you for your commitment to fill a table of 10. This event would not be the success that it is without you!

This year celebrates the eighth year of *Power of the Purse* on June 13, 2019 at the Connecticut Convention Center in Hartford. United as leaders in the community, we bring women and men, individuals and businesses, together in support of the financial education and stability of women and families in the Greater Hartford area.

We are also thrilled to announce Francine Ward as the featured speaker this year:

Francine Ward – author, attorney, motivator and success coach – inspires people to overcome obstacles to achieve success, one Esteemable Act at a time. Francine Ward uses her own compelling personal story to illustrate that regardless of where you came from or what your personal challenges may be, that anything is possible. Her unbelievably candid message, practical strategies and fresh ideas will encourage you to reexamine, re-assess and reframe your own life to realize the greatness that shines within you.

This toolkit contains important resources to help you successfully recruit guests to fill your table.

If you have questions or need additional information, please contact us anytime.

Thank you for your time and commitment as a Table Captain to make this the best *Power of the Purse* yet! We look forward to seeing you on June 13th at the Connecticut Convention Center.

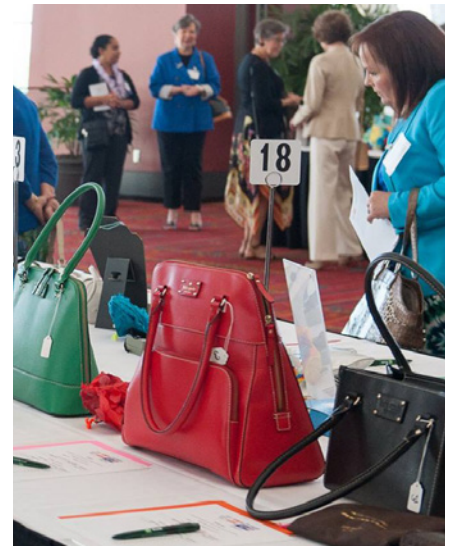
Sincerely,



Stephanie Polzella  
AVP, The Hartford Claims  
stephanie.polzella@thehartford.com



Janis Turner  
VP, Travelers Enterprise Market Research  
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jturner@travelers.com



Francine Ward, featured speaker



## EVENT OVERVIEW AND KEY DATES

### WHAT

*Power of the Purse Luncheon and Silent Auction*  
presented by TD Bank

### WHEN

**Thursday, June 13, 2019**

11:00 a.m. – Registration Opens

11:00 a.m. - 12:00 p.m. – Silent Auction

12:00 p.m. - 1:30 p.m. – Luncheon/Program

### WHERE

Connecticut Convention Center  
100 Columbus Boulevard, Hartford, CT

### TICKETS

**Now through May 10, 2019:**

\$125 Individual ticket

\$1,250 Table of ten

**On or after May 11, 2019:**

\$145 Individual ticket

\$1,450 Table of ten

### WHY

Proceeds from the event support services that help families get on the pathway to a financially secure future; connecting individuals with skills and training for jobs in our region as well as providing the financial education and support to achieve their goals.

To learn more about how your efforts are helping women and families in our community plan for a better tomorrow, contact Pamela Senatore at [psenatore@unitedwayinc.org](mailto:psenatore@unitedwayinc.org) or 860-493-6830, or visit [unitedwayinc.org/women](http://unitedwayinc.org/women).



### IMPORTANT DATES

April 25th – *Fashion, Philanthropy & Fun*

May 10th – Early Bird Registration Deadline

June 3rd – Registration deadline

June 13th – *Power of the Purse Luncheon and Silent Auction* presented by TD Bank

\* Additionally, monthly conference calls for all Table Captains will take place.

### TABLE CAPTAIN CONFERENCE CALLS

April 22nd at 4:00 p.m. - 4:30 p.m.

May 17th at 11:30 a.m. - 12:00 p.m.

Conference Line: 605-472-5588

Access Code: 738023

## STEP-BY-STEP GUIDE

### 1 BUILD A GUEST LIST

- Make a list of people you know: friends, family, co-workers, neighbors, teachers, doctors, dentists, church members, hairdressers, workout partners, etc.
- Set a high goal, as many of the people you ask may not be able to attend.

### 2 ASK THEM TO BE GUESTS AT YOUR TABLE

- The best invitation is personal! Extend an invitation in person, by phone or email.
- Sample script provided in this toolkit.

### 3 CREATE EXCITEMENT

- This is an exciting event to network with local professionals, shop for beautiful designer purses and other items at the Silent Auction and raise funds and awareness in support of programs and collaborations that help families get on the pathway to a financially secure future.
- Participate in Table Captain calls to hear about successful recruiting ideas, share your story and learn about specific event details to share with your table guests.
- Some employers will pay for their employees to attend events which promotes brand visibility.

### 4 REGISTERING YOUR GUESTS

- Guests can register via this link: [one.bidpal.net/pop19/](http://one.bidpal.net/pop19/) OR
- Complete the Guest List Form on page 8 of this toolkit and submit to [powerofthepurse@unitedwayinc.org](mailto:powerofthepurse@unitedwayinc.org).
- Refer to pages 9-10 of this toolkit for online registration guide instructions. We recommend you use Google Chrome when registering online.
- All Table Captains and guests should pay in advance via credit card or check.
- You may substitute guests any time before June 3, 2019. After that, ALL changes will be handled at the HELP DESK at the event.
- **Registration deadline is June 3, 2019.**

### 5 PRE-EVENT REMINDERS

- Be proactive about communicating event details to your table guests.
- United Way will send reminders to all registered guests as to the logistical details that everyone needs to know before the event.
- Notices will be sent right up through the morning of the event.

### 6 POWER OF THE PURSE DAY!

- Plan to arrive at the Convention Center by 10:30 a.m. to park (it will be busy)!
- Guests may pre-pay for parking before the program so bring your parking ticket with you!
- Networking and Silent Auction begins at 11:00 a.m.
- The ballroom doors open at 12:00 p.m. and lunch is pre-set on the tables.
- Auction closes at 12:10 p.m. with winners immediately notified via text message.
- The program is 12:15 p.m. - 1:30 p.m., including key note speaker Francine Ward.

### 7 SOCIAL MEDIA

- Remember to use social media to promote the event and fill your table.



[Facebook.com/UnitedWayInc](https://www.facebook.com/UnitedWayInc)  
[Facebook.com/WUforUWCT](https://www.facebook.com/WUforUWCT)



[@UnitedWayInc](https://twitter.com/UnitedWayInc)  
[@WUforUWCT](https://twitter.com/WUforUWCT)



[linkedin.com/company/united-way-of-central-and-northeastern-connecticut/](https://www.linkedin.com/company/united-way-of-central-and-northeastern-connecticut/)  
[linkedin.com/company/wuforuwct](https://www.linkedin.com/company/wuforuwct/)



[@UnitedWayInc](https://www.instagram.com/UnitedWayInc)  
[@WUforUWCT](https://www.instagram.com/WUforUWCT)

### 8 POST-EVENT FOLLOW-UP

- Personally thank your guests (United Way will, too)!
- Event results will be announced via email from United Way a few days after the event.
- Included will be a survey for all guests to share feedback. Encourage your guests to do so as well!
- United Way will send acknowledgements to donors after contributions have been processed.

**THANK  
YOU**

FOR SERVING AS A  
TABLE CAPTAIN!

### QUESTIONS?

Contact Pamela Senatore at 860-493-6830 or [psenatore@unitedwayinc.org](mailto:psenatore@unitedwayinc.org).

## SAMPLE INVITATION LETTER OR EMAIL

Please feel free to customize the following text by cutting and pasting it into a letter or email.

Date

Dear \_\_\_\_\_ ,

I'm excited to tell you I have a table at United Way Women United's *Power of the Purse* and was hoping you would join me!

If you've never been, this event is a fun opportunity to network with 1,300 area professionals while supporting a cause important to me – helping women and families in our community get on the pathway to achieving financial stability. There's a silent auction where you can bid on purses, gifts, jewelry, experiences and more! And, there's a delicious lunch and an inspirational program where you can learn more about how funds raised make a lasting impact in our region.

This year, *Power of the Purse* is on Thursday, June 13th at 11:00 a.m. - 1:30 p.m. at the Connecticut Convention Center in Hartford. Francine Ward, who is an inspiring author, attorney, motivator and success coach, is this year's keynote speaker. Her story is incredible and I can't wait to hear more from her!

Are you interested in attending, and would you like to be a guest at my table?

**Option 1:** I have already purchased the table so I will make sure to RSVP you to sit with me if you're available!

**Option 2:** I reserved a table and am committed to selling 9 tickets in addition to purchasing my own. Tickets are available at [one.bidpal.net/pop19/](http://one.bidpal.net/pop19/) and the early bird special price is \$125 through May 10th! After that, the ticket price increases to \$145.

I hope you're able to join me at my table. Reach out to me directly for more details.

Thank you!

Your Name

Your Contact Information

## SAMPLE CONFIRMATION LETTER OR EMAIL

Please feel free to customize the following text by cutting and pasting it into a letter or email.

Greetings!

Thank you for confirming you will attend United Way Women United's *Power of the Purse Luncheon and Silent Auction*. I am delighted you have committed to joining me for this amazing event!

Here's the information you'll need:

Date: Thursday, June 13th, 2019

Time: 11:00 a.m. – Registration Opens

11:00 a.m. - 12:00 p.m. – Silent Auction

12:00 p.m. - 1:30 p.m. – Luncheon/Program

Location: Connecticut Convention Center, 100 Columbus Boulevard, Hartford, CT

Please remember to bring your parking ticket with you to pre-pay for discounted parking in the Convention Center garage.

I am excited for you to participate in the silent auction, hear from our fabulous speaker, Francine Ward, and learn more about the amazing work United Way Women United is doing to support programs and collaborations that help families get on the pathway to a financially secure future.

Thank you so much for supporting this important event!

Sincerely,  
Your Name

### SAMPLE TELEPHONE SCRIPT

Hello \_\_\_\_\_, this is \_\_\_\_\_!

I'm calling because I have a table at United Way Women United's *Power of the Purse* on June 13th and wanted to invite you to join me! Have you ever been to *Power of the Purse*?

**IF YES:** Awesome!

**IF NO:** This event is a fun opportunity to network with 1,300 area guests while supporting a cause important to me — helping women and families in our community get on the pathway to achieving financial stability. There's a silent auction where you can bid on purses, gifts, jewelry, experiences and more! Then there's a delicious lunch and an inspirational program where you can learn more about how funds raised make an impact.

This year, *Power of the Purse* is on Thursday, June 13th at 11:00 a.m. - 1:30 p.m. at the Connecticut Convention Center in Hartford. Francine Ward, who is an inspiring author, attorney, motivator and success coach, is this year's keynote speaker. Her story is incredible and I can't wait to hear more from her.

Are you interested in attending, and would you like to be a guest at my table?

**IF YES:**

- I'm so glad you'll be able to join!
  - > **Option 1:** I have already purchased the table so I will add you to my guest list
  - > **Option 2:** I reserved a table and am committed to selling 9 tickets in addition to purchasing my own. Would you like to join me? Tickets are available at [one.bidpal.net/pop19](http://one.bidpal.net/pop19) and the early bird special price is \$125 through May 10th! After that, the ticket price increases to \$145.
- Let me confirm your address, phone number and email. That way, United Way can keep you in the loop with all the details as we get closer to *Power of the Purse*. **(MAKE NOTE OF YOUR GUEST'S CONFIRMED CONTACT INFO)**
- In the meantime, mark your calendar! June 13th, 11:00 a.m. - 1:30 p.m. You may want to plan on meeting me there at 10:30 a.m. to get a head start on bidding on auction items and networking!
- I'm excited and look forward to having you join me!

**IF NO:**

- I'm so sorry to hear that. You will be missed!
- This year's *Power of the Purse* is so important in meeting the growing needs of our community. Would you consider making a gift of any size to Women United to be added to my table's fundraising total?
- Thank you so much for supporting United Way Women United even though you can't attend *Power of the Purse*. I hope I can keep you in mind to join my table next year, and for other events in the future.

Take care \_\_\_\_\_!

## GUEST LIST FORM

### TABLE CAPTAIN INFORMATION

Name (as you would like it to appear):

Company/Affiliation (if applicable):

Address:

Phone:

Email:

### GUEST INFORMATION

Please print name of each guest (as she or he would like it to appear) and indicate whether payment is enclosed.

Checks should be made payable to United Way, with *Power of the Purse* written in the note section. United Way will send a reminder email on Friday, June 7th to guests who have provided an email address.

### NAME, EMAIL, COMPANY/AFFILIATION, PAYMENT (IF APPLICABLE) ENCLOSED

1. You
2.
3.
4.
5.
6.
7.
8.
9.
10.

**Please make checks payable to United Way and return this form no later than June 3rd to:**

*Power of the Purse*  
United Way of Central and Northeastern Connecticut  
30 Laurel Street  
Hartford, CT 06106

You may also email your guest list to [PowerofthePurseRegistration@unitedwayinc.org](mailto:PowerofthePurseRegistration@unitedwayinc.org)

### QUESTIONS?

Contact Pamela Senatore at 860-493-6830 or [psenatore@unitedwayinc.org](mailto:psenatore@unitedwayinc.org).





## ONLINE REGISTRATION GUIDE

REGISTRATION  
**NOW OPEN!**

To optimize your registration and ticket purchase experience, please do not use Internet Explorer; rather, use a different browser such as Google Chrome, then follow these steps:

- 1 Click **Purchase Tickets** on left side of page
- 2 There are **3 options to Register** depending on how you are paying for your ticket:
  - Option 1: I am paying for my ticket/table online today** > Follow the instructions from Step 3 below
  - Option 1a: I am paying for my ticket and establishing myself as a Table Captain** > Follow the instructions from Step 3 below and select "Individual Tickets"
  - Option 2: I am a guest of a Table Captain who has paid for my ticket** > Follow the instructions from Step 15 below
  - Option 3: I am paying for my ticket/table with a check** > send an email to [powerofthepurseregistration@unitedwayinc.org](mailto:powerofthepurseregistration@unitedwayinc.org) for **ALL CHECK TRANSACTIONS\***
- 3 **I am paying for my ticket/table online today**
- 4 Select your **ticket type**:
  - **Early Bird Rate: through close of business May 10, 2019**
    - \$125 – **Individual ticket** – Individuals, Table Captains, Table Captain Guests
    - \$1,250 – **Table of ten**
  - **Regular Rate: on or after May 11, 2019**
    - \$145 – **Individual ticket** – Individuals, Table Captains, Table Captain Guests
    - \$1,450 – **Table of ten**
- 5 Select the number of tickets you are purchasing.
- 6 Click **Next**.
- 7 Click **Sign in** to continue. If yes – please sign in. If No – please enter your information to create an account.
- 8 For **Individual Tickets**:
  - To confirm your own ticket, under the section "Who is this ticket for?" click "Me (YOUR NAME HERE)".
  - If you have a table captain, click the blue "Set Seating Preference" button.
  - Choose your table from the list shown, or "Create a New Table" and fill in the table name of your choice if your Table Captain has not yet registered OR indicate yourself as the Table Captain. Click **save**.
  - Enter your dietary restrictions, making sure to let us know if there are none, then click **Next**.

*Continued on next page*

### ONLINE REGISTRATION GUIDE

**9** For **Individual Tables:**

- To confirm your own ticket, under the section “Who is this ticket for?” click “Me (YOUR NAME HERE)”.
- Enter your dietary restrictions, making sure to let us know if there are none, then click **Next**.
- Enter the names of your guests, their emails, mobile phone numbers and dietary restrictions. If you do not have guest information at the time of registration, click “Leave remaining tickets unassigned” (under “Enter Ticket Details”).
- After registration, you will be emailed a link to forward to your guests to fill in their information, or you may submit your guest information to [powerofthepurseregistration@unitedwayinc.org](mailto:powerofthepurseregistration@unitedwayinc.org) by June 3rd, 2019.

**10** Click **Next**.

**11** Enter payment details. You can save this card on file to be used on the day of the event for auction purchases.

**12** Click **Next**.

**13** Make sure to confirm the purchase of your tickets/table.

**14** You will receive an email confirmation once your registration is complete. If you do not receive an email confirmation, your registration is not complete.

**15** **Option 2: I am a guest of a Table Captain who has paid for my ticket.**

**16** When your table captain purchases their tickets, they will receive a link in their confirmation email that will allow you to register for the event at their table.

\* **Checks can be made payable to** *United Way* and mailed or dropped off at 30 Laurel Street, Hartford, CT 06106. Please write *Power of the Purse* in the note section.

**For questions or issues purchasing tickets or registering, please contact** [powerofthepurseregistration@unitedwayinc.org](mailto:powerofthepurseregistration@unitedwayinc.org).