



2020 TABLE LEADER TOOLKIT

Featured:

POP Co-Chairs:

**TISA RABUN-MARSHALL &
RACHEL GEORGE**



TABLE OF CONTENTS

Table Leader Welcome Letter | 2

Event Overview and Key Dates | 3

Step-By-Step Guide | 4

Talking Points & FAQs | 5

Sample Invitation Letter or Email | 6

Online Registration Guide | 7-8



DEAR FRIENDS:

Welcome to the 2020 *Power of the Purse Luncheon and Silent Auction!* Whether this is your first year participating or you have been a long-time Table Leader, 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 ninth year of *Power of the Purse* on June 11, 2020 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 Deborah Rosado Shaw as the featured speaker this year:

Deborah Rosado Shaw – global expert in women’s leadership, diversity and performance – inspires people to overcome obstacles to achieve success, regardless of where their story started. Deborah Rosado Shaw is an expert in navigating uncertainty and is candid about what she had to overcome to achieve greatness. She encourages others to achieve their dreams and is a trusted advisor recognized for integrity, rigor and discipline in getting the job done.

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 Leader to make this the best *Power of the Purse* yet! We look forward to seeing you on June 11th at the Connecticut Convention Center.

Sincerely,

Lisa Cameron
AVP Billing Operations & Technology,
The Hartford

Heather Krisolofsky
Scrum Master,
Commercial Lines Middle Market,
The Hartford



Deborah Rosado Shaw, featured speaker



EVENT OVERVIEW AND KEY DATES

WHAT

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

WHEN

Thursday, June 11, 2020

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 15, 2020:

\$125 Individual ticket

\$1,250 Table of ten

On or after May 16, 2020:

\$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; connect individuals with skills and training for jobs in our region as well as provide the financial education and support needed 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 Lauren Pereira at lpereira@unitedwayinc.org or 860-493-6830, or visit unitedwayinc.org/women.



IMPORTANT DATES

April TBD – *Fashion, Philanthropy & Fun*

May 15th – Early Bird Registration Deadline

June 1st – Registration deadline

June 11th – *Power of the Purse Luncheon and Silent Auction* presented by TD Bank

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

TABLE LEADER CONFERENCE CALLS

Monday, April 20th, 3:30 p.m. - 4:00 p.m.

Wednesday, May 13th, 11:30 a.m. - 12:00 p.m.

Conference Line: 860-493-6825

Conference Number: 92935

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.
- Talking points and FAQs 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 Leader calls to hear about successful recruiting ideas, share your story and learn about specific event details to share with your table guests.

4 REGISTER YOUR GUESTS

- Guests can register via this link: one.bidpal.net/pop20
- Refer to pages 7-8 of this toolkit for Online Registration Guide instructions. We recommend you use Google Chrome when registering online.
- All Table Leaders and guests should pay in advance via credit card or check.
- You may substitute guests any time before June 1, 2020. After that, ALL changes will be handled at the HELP DESK at the event.
- Registration deadline is June 1, 2020.

5 PRE-EVENT REMINDERS

- Be proactive about communicating event details to your table guests.
- United Way will send reminders to all registered guests with 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 Deborah Rosado Shaw.

7 SOCIAL MEDIA

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



Facebook.com/UnitedWayInc
Facebook.com/WUforUWCT



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



linkedin.com/company/united-way-of-central-and-northeastern-connecticut/
linkedin.com/company/wuforuwct/



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

QUESTIONS?

Contact Lauren Pereira at 860-493-6830 or lpereira@unitedwayinc.org.

TALKING POINTS & FAQs

TALKING POINTS

- I have a table at United Way Women United's *Power of the Purse* this year and I hope you'll join me.

Here are the specifics:

Date: Thursday, June 11th, 2020

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.

- 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 followed by an inspirational program where you can learn more about how funds raised make a local impact.
- **Deborah Rosado Shaw**, who is a global expert in women's leadership, diversity and performance is this year's keynote speaker. Her story is incredible, and I hope you'll join me to learn more from her.
- To learn more about Deborah Rosado Shaw please visit her website: <http://www.debshaw.com/>
- If you cannot attend the event please consider making a gift of any size to Women United at one.bidpal.net/pop20

IMPORTANT NOTES

- Once you have registered and reserved your table through the OneCause portal please send the unique link that you will receive to your guests. Any questions regarding registration should be directed to **Tianna Glass-Tripp** at 860-493-6875 or tglass-tripp@unitedwayinc.org. Guests should register before June 1, 2020.
- If you have committed to purchasing and filling a table, your guests' names can be added to your table. Otherwise, if you have a table reserved, they will need to purchase a ticket themselves and note that they will be sitting at your table.
- It is recommended that you provide your table guests with a reminder leading up to the event to confirm their attendance. For those guests who have provided email addresses, United Way will send an email the day before, with critical event details, including parking.
- After the event, we encourage you to write a thank you note to your guests

FAQs

Do I have to fill an entire table? While we would love for you to fill your table, it's okay to fill less than a full table, or less than 10. Please consider partnering with a friend to fill an entire table. You can also fill multiple tables!

What are other ways that guests can contribute? There are many ways to deepen your involvement and we welcome you! Contributions of auction items is another way that you can support *Power of the Purse*. For example: one's local hair salon/stylist may be interested in marketing themselves by assembling a gift card/basket package). Additionally, we are always looking to grow our member base and would love to be connected to prospective members. Reach out to Lauren Pereira for more ways to be involved or to connect a prospective member.

Do men attend this event? Absolutely! Our auction includes a variety of items attractive to every gender. We welcome all guests that are passionate about our mission and vision.

How does the seating get assigned? United Way staff handles all seating arrangements. Table Leaders will be seated with their guests at their respective tables. If more than one table is secured by a Table Leader, the tables will be near one another. Table placement will be chosen for each Table Leader using a random generator to ensure fairness among table placement. Please do not hesitate to reach out to Lauren Pereira with any questions.

My guests are interested in securing their role as a *Power of the Purse* 2021 Table Leader, how do they do this?

That is fantastic — we applaud such enthusiasm and your encouraging leadership! Please provide their name to Lauren Pereira to be added to a list of Table Leaders for POP21.

Who should I ask to be my guest? Start with your social and professional networks — consider anyone who has a passion for supporting women and families. Also consider those who are new to the community, looking to broaden their network or have a large network themselves.

Power of the Purse is also a great opportunity for young professionals. As we seek to diversify our audience, we encourage you to remember to include men who support and encourage women and families, and their personal and professional success. Our goal is to spread our message as far as possible, raise money to create the largest impact for women and families and to also grow our Women United member base.

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 am hoping you will join me!

If you've never been, this event is a fun opportunity to network with 1,300 local 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 11th at 11:00 a.m. - 1:30 p.m. at the Connecticut Convention Center in Hartford. Deborah Rosado Shaw, who is a global expert in women's leadership, diversity and performance is this year's keynote speaker. Her story is incredible, and I hope you'll join me to learn 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 include you at my table 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/pop20 and the early bird special price is \$125 through May 15th! After that, the ticket price increases to \$145 through June 1, 2020.

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

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 Leader** > Follow the instructions from Step 3 below and select "Individual Tickets"
 - Option 2: I am a guest of a Table Leader 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 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 15, 2020**
 - \$125 – **Individual ticket** – Individuals, Table Leaders, Table Leader Guests
 - \$1,250 – **Table of ten**
 - **Regular Rate: on or after May 16, 2020**
 - \$145 – **Individual ticket** – Individuals, Table Leaders, Table Leader 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 leader, 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 Leader has not yet registered OR indicate yourself as the Table Leader. 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 by June 1st, 2020.

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 Leader who has paid for my ticket.**

16 When your table leader 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 and mail to ensure receipt by June 1, 2020.

For questions or issues purchasing tickets or registering, please contact powerofthepurseregistration@unitedwayinc.org.