

2018 Inviting Guests and Communications Schedule



Inviting Guests

For eNews sharing:

- Hit “forward” on our luncheon eNews you receive. Let me know if you’d like me to forward one to you.
- Use the sample language below if it’s helpful, adding your invitation to the body of the email at the top and **updating text in red as needed**.
- NOTE: Change the eNews subject line before sending (see suggestion below).

OR

To send your own email:

- Craft your invitation language in an email to friends and colleagues Including a link to our event page, <http://www.shepherdstherapy.org/index.php/get-involved>.
- See 2 samples below for ideas on what to write.
- Feel free to also add an image if you’d like. You’ll find 2 options in your Table Captain’s Toolkit, and let me know if you’d like me to send the images to you via email.

A follow up call or follow up email can help get people’s attention in our busy lives and let them know you’re thinking of them specifically with your invitation.

We recommend that you send invitations in a natural tone and style that you would communicate with the person or people (for group emails) you're inviting. Personalize your message to reflect your style and your relationship with each person you invite. Share your excitement and passion for our mission.

NOTE: To make it clear that you are **inviting them to purchase a ticket** to attend with you, you can add language such as "early bird ticket prices end September 1st!" **If you choose to purchase a table**, we encourage that you make it clear that your invitation is to join you and you have covered the cost of their ticket.

Invitation Language Sample 1

Subject: Can you join me at this special event?

Dear **name**,

I would like to invite you to join me at the Third Annual Fall Luncheon for Shepherd’s Counseling Services. I am proud to support this organization in the good and important work they do providing specialized therapy to guide survivors of childhood sexual abuse through a process of life-changing healing.

I have taken on the leadership role as a Table Captain and would like to invite you to join me at my table on October 3, 2018 from 11:30am-1pm at the Pacific Tower Panoramic Room (the iconic brick building on the top of Beacon Hill with spectacular views of the Seattle waterfront).

This is an inspiring event. I hope you will join me to learn more about the difference this wonderful organization is making in people's lives and add your support to healing for survivors. **Please see the information below for more details (for eNews forward).**

It's sure to be a fabulous celebration of hope and healing and what's possible when a community comes together to make a difference.

I hope you can join me!

Warmly,

Your name

Invitation Language Sample 2

Subject: You're invited to my luncheon table (or) Let's do lunch (or) Join me to lunch for a great cause

Hi **name**,

I will be attending a luncheon for a great cause on Oct. 3rd, and I would love for you to join me at my table!

Shepherd's Counseling Services is a unique local organization with nationally recognized expertise in providing specialized therapy for adult survivors of childhood sexual abuse.

Please join me on October 3rd from 12-1pm at the Pacific Tower Panoramic Room to help survivors discover hope and find support for their healing journey.

With the help of funds raised at last year's luncheon, over 100 people this year found the support they need to put the pieces of their lives back together and have a new chance at life.

Can you join me?

Early-bird registration ends September 1st and the final registration deadline is Sept. 19th. Here's the link: <http://www.shepherdstherapy.org/index.php/get-involved>

Let me know if you'd like to join me this year!

Thanks!

Your name

Shepherd's Communication Schedule:

eNewsletters

- Wed, August 1 (Sent): First eNews announcement of luncheon
- Wed, August 29: eNews reminder early-bird pricing ends Sept. 1
- Sun, September 16: eNews reminder **last day to register** is Sept. 19th
- Sun, September 30 (*to luncheon registrants only*): Directions, Parking, Final Details
- Thur, Oct. 4: eNews thank you with luncheon fundraising results

Facebook

Visit <https://www.facebook.com/Shepherds-Counseling-Services-251369494583/> to see latest Facebook posts.

CONTACT

Jill Armitage

jill@shepherdstherapy.org or events@shepherdstherapy.org

Direct phone: 206.321.2684 (call any time!) Note: this is an old phone that doesn't text . =)

Feel free to contact Jill any time, and to refer guests to contact Jill with any questions they may have.

We look forward to seeing you at the luncheon and helping survivors discover hope with the support we build together.

Thank you!