



# OPPORTUNITY TALKS

a breakfast benefiting the Washington State Opportunity Scholarship

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**Thursday, November 2, 2017**

**Seattle Sheraton Hotel**

1400 6th Ave, Seattle, WA 98101

7:00 AM	Registration
7:30 AM	Breakfast & Program
9:00 AM	Book Signing



## Inspiration. Impact. Breakfast.

Become a Hit Maker by joining the **2017 OpportunityTalks Breakfast Community Leadership Committee!**

As an Executive Leadership Committee member, you are a valued friend and ambassador for the Washington State Opportunity Scholarship (WSOS). The OpportunityTalks Breakfast is a fundraising event in support of the mission of the Opportunity Scholarship, a workforce development program designed to remove barriers to higher education, support homegrown students pursuing STEM and health care degrees in Washington, and launch professionals ready to compete in our thriving innovation economy. Your participation will help to educate Washington business and community leaders and turn decision makers into **hit makers!**

### **Table Host 101**

This year, we will fill the ballroom to capacity with **1,000 guests**. Your leadership will help make this possible! Your role is to invite guests, ensure they register, and welcome them to the event. Your commitment to sharing the inspiration and impact of the Opportunity Scholarship is a huge part of the success of OpportunityTalks Breakfast!

### **The Impact of WSOS**

- 63% of Opportunity Scholars are women
- 53% identify as students of color
- 57% are first generation college attendees in their families
- The median household income of WSOS applicants is \$47,000
- Almost 83% of WSOS graduates seeking employment have found work in their field of study (national average is 47%)
- 90% of WSOS graduates who secure STEM-related jobs remain in Washington

### **How many people will fit at my table?**

- Each table seats ten (10)
- Table Hosts fill **up to nine seats**, one of which is the Table Host and one will be a WSOS Scholar
- Please confirm your guest list by **Thursday, October 26** as unfilled seats will be filled after this date
- You will receive regular updates of your guest list RSVPs
- Have more than 9 guests than seats? We'll be delighted to seat them at a nearby table!

### **How much does it cost?**

- There is **no ticket fee** to attend OpportunityTalks Breakfast.
- A fundraising appeal will be made during the program
- Suggested minimum donation is **\$150** per person
- Every donation is 100% tax deductible and **matched 100% by State funds, doubling the gift**
- All donations to WSOS are tax-deductible: Tax ID #27-2133169
- Gifts can also be made on our website at [waopportunitiescholarship.org](http://waopportunitiescholarship.org)
- Someone can't attend? Encourage them to make a donation online.



### **Your Contact**

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### **Our Thanks**

You are a partner in the success of **OpportunityTalks**, and the Board of Directors and the WSOS staff team are deeply grateful for your support. Your efforts on behalf of WSOS will be acknowledged with:

- Our sincere thanks
- Your name and company/organization in the Breakfast program
- Complimentary parking for one vehicle at Pacific Place Parking Garage across from the Sheraton Seattle Hotel entrance. A parking voucher will be included in the Table Host envelope at your table.

### **Keynote Speaker**

Derek Thompson is the author of the bestselling book **Hit Makers** and is a senior editor at The Atlantic. He writes the business column for the magazine and contributes to the website on issues ranging from behavioral psychology to the economics of entertainment. According to the Huffington Post, Thompson "writes and edits economic news that is readable, informative, and often entertaining." Thompson is a weekly contributor to "Here and Now," the national afternoon news show on NPR, and he appears regularly on CBS, the BBC, and MSNBC. He has appeared on numerous lists, including both Inc magazine's and Forbes' "30 under 30" and Time magazine's 140 Best Twitter Feeds.

### **Registration**

Please register yourself. By indicating that you are an ELC member, you won't need to name your table host since you are your own host. Kindly direct your guests to register online and note you as their table host. They will be able to easily navigate to our OpportunityTalks event page from our homepage: [waopportunitiescholarship.org](http://waopportunitiescholarship.org). Dietary requirements and other needs can also be noted.

### **Invite Your Guests**

- Consider who, in your circle of friends and colleagues, might have the interest and capacity to give.
- Share the information provided to explain why your guests should support this fundraiser.
- Let them know that there will be an appeal for donations, with a suggested minimum of \$150 per person.
- Let them know why you support the Washington State Opportunity Scholarship.
- We will send you an email with a sample script for your guests which will include directions on registration.
- Over-invite as there will be unanticipated cancellations.
- If all of your guests confirm, we are happy to provide additional seating or a second table.

Thank you for your support of the Washington State Opportunity Scholarship  
and for being a **Hit Maker** for our incredible Scholars and the State of Washington!



## Table Host Checklist

### August 15

- Online Registration opens at [www.waopportunityscholarship.org](http://www.waopportunityscholarship.org). **REGISTER YOURSELF**
- Create a guest list with email addresses: past attendees, friends, family, colleagues, neighbors, industry associates, vendors, Board and professional associates, alumni, and club members. Do you attend fundraisers as a guest of others?
- Send invitees the electronic save-the-date and invite them to join you at your table on Thursday November 2nd.
- You have **8** seats to fill; you and the Opportunity Scholar at your table will make 10.

### August 30

- Reach out to those you haven't heard from yet. If they aren't available on November 2nd, invite them to consider making a donation in support of the event. All donations are matched, dollar-for-dollar, by the State of Washington.
- Share the great news: Every donation of **\$250 or more** will be quadrupled: matched first by the Rubens Family Foundation (up to \$250,000) and then matched again by the State of Washington.
- Track invitation responses. People will often say "I'm in!" in an email but neglect to register online. We need them to register.
- WSOS staff will send regular communications so you'll know who has registered for your table.

### September 15

- Hard copy invitations arrive in mailboxes.
- Send a personal message with the electronic invitation we'll provide by email. WSOS will provide some suggested email copy.
- Request stamped hardcopy invitations for mailing. We cover the postage!
- WSOS staff send your first table report. Follow up and remind those who haven't done so yet to register.

### October 2

- One month from OpportunityTalks Breakfast!
- WSOS staff send your 2nd table report. Follow up and remind those who haven't done so yet to register.
- Email to thank your guests who have registered.
- Monitor cancellations and let WSOS know if someone's plans have changed.

### October 20

- WSOS staff send your 3rd table report. Follow up and remind those who haven't done so yet to register.
- Keep inviting people as you wish. We'd love to provide a second table for you.
- We can register guests on their behalf if you provide their name, company, email address and any dietary requests. The guest will then receive updates from WSOS regarding driving directions and parking information.

### October 26

- This is the **hard deadline** for all Table Hosts to have filled their tables.
- Any spaces still available as of end of business will be filled. This assures you of a full table on November 2.
- Please make changes to your table guests prior to this date wherever possible. Substitutions can be made easily but additional guests will be accommodated at a separate table only if space is available. **We cannot accommodate Day-Of walk ins.**
- Send out the 'one week' reminder email to our guests that WSOS will provide.



### November 2

- OpportunityTalks Breakfast!
- Doors open at 7 am for Registration and networking coffee.
- Please arrive in plenty of time to get parked across the street at Pacific Place Parking Garage.
- Pick up your nametag at the Registration welcome table.
- Greet your guests!
- Your Table Host packet will be at your table with your complimentary parking voucher for Pacific Place inside.
- Breakfast and the program begin promptly at 7:30 am and will conclude at 9 am.
- Keynote speaker Derek Thompson will be signing his book till 10 am.
- Every guest receives a copy of his best selling book , **Hit Makers: The Science of Popularity in an Age of Distraction.**
- When the fundraising appeal is made from the stage, Table Hosts will pass round the big blue envelope and encourage guests to make a gift. The envelope is left on the table for WSOS staff to collect.

### November 3

- Thank you so much! Congratulate yourself on making a difference in the lives of academically promising, low income students in our state. Your efforts are helping to fill the pipeline for Washington's high demand jobs with homegrown scholars!
- A thank you email will be sent to all guests with the fundraising total and photos from the event.

We couldn't do it without you.

Thank you for being a Hit Maker!