



**American
Red Cross**

Greater Carolinas Chapter

***“Closing the Gap”* 4th Annual Fundraising Luncheon**
Thursday, March 4, 2010 – 12noon-1pm
The Westin Hotel, Charlotte

FAQs

- 1. What does American Red Cross do?** Volunteers and staff of the American Red Cross help our community prevent, prepare for, and respond to emergencies through our classes in Health & Safety. We respond to disasters that occur in our local community such as fires and flooding as well as national disasters. Our chapter has a very successful transportation program that simply provides a ride to medical appointments for people without transportation so that they may continue to live independently. The American Red Cross is a dynamic organization that is always here when disaster strikes. And our community needs are increasing.
- 2. Why does American Red Cross need additional funding?** Although mandated by the U.S. Congress, the Red Cross receives no general funding from the government. Therefore we rely upon the generosity of our community (donations, volunteers, connections, resources, etc.) to support the ongoing programs and services provided. And there is great need in our community for additional, expanded, and ongoing activities... especially during the current economic times. You will hear more about this at the “Get To Know Us Before You Need Us” tour and the “Closing the Gap” fundraising luncheon.
- 3. How often do you provide the “Get To Know Us Before You Need Us” tours?** Program tours are offered on the 2nd Thursday of every month at 4pm. Tours are also offered on additional dates/times and by appointment. Contact Dan Ogburn for more information: 704.347.8238, OgburnD@usa.redcross.org.
- 4. What is required of serving as a Table Captain?** The duties of a Table Captain include the following activities:
 - a basic knowledge of American Red Cross
 - filling a table of 8 (including yourself) at the luncheon through personally inviting your guests (You’re most welcome to fill more than one table of guests, and our committee can help you with any talking points.)

- encouraging your guests to attend a “Get To Know Us Before You Need Us” program tour prior to attending the fundraising luncheon (see question #2)
 - mailing save-the-date cards to guests that have accepted your invitation
 - sending more information regarding American Red Cross to those that would like it and are unable to accept your invitation to the event (Red Cross staff can easily help with this.)
 - submitting final guest lists for the guests that accepted your invitation by February 4, 2010
 - calling your guests to remind them of the luncheon a few days before the luncheon
 - arriving at the luncheon 30 minutes prior to your guests arrival (11:30am)
 - distributing and collecting donation cards at the luncheon
 - providing assistance to the guests at your table as needed
 - calling your guests within two days of the luncheon to thank them for attending
 - joining other Table Captains and volunteers at our celebrations, and
 - overall, a few hours of your time and effort.
5. **What’s the timeframe?** As a Table Captain, we (The Red Cross) appreciate your precious time. You will be asked to attend a Table Captain orientation (or meet individually with a committee volunteer/staff) as well as invite guests to sit at your table. On the day of the luncheon, we ask you to be present from 11:30am-1:15pm.
6. **What is an “Ask Event?”** An Ask Event is an annual fundraising event held by non-profit organizations. The Ask Event fundraising luncheon is the Red Cross’ “signature event” and is the largest single fundraiser the organization holds all year. Our event is a free, one-hour ask/fundraising event.
7. **What resources are available for me as a Table Captain to better fulfill my role?** Any of the Financial Development staff at the Greater Carolinas Red Cross Chapter can offer information as well as tips to the important questions you have to becoming a successful Table Captain. Other Table Captains are also willing to share helpful tips. Feel free to forward to Red Cross staff any good questions for which you may not have an answer. The most reliable resource you and we have is our *passion* for the mission of American Red Cross.
8. **If I don’t have a large network of contacts, how can I be successful?** A successful Table Captain isn’t necessarily the one with the largest circle of contacts or a person who invites the “right” people. People who care about our community and who may connect with the Red Cross mission are the best candidates for Table Captains and guests. A successful Table Captain is one who brings his/her valued friends and colleagues to hear about the mission of the American Red Cross. Then we can identify opportunities for donations, connections, volunteering, or resources. Awareness of the American Red Cross is the most important aspect, the rest will follow!
9. **Will I, as a Table Captain, be required to make a donation at the luncheon?** No one that attends this event is required to make any donation – no requirement, no

registration, no charge, no minimum, no maximum, no obligation, etc. However, we are forthright in sharing with all guests that this luncheon is our largest fundraising activity of our year, and there are costs associated with generating community awareness. Again, there is absolutely no obligation to make any gift, and this luncheon is free to all attendees.

10. **Will I be required to share the amount of what I may donate?** All donations to the American Red Cross are kept confidential unless the donor prefers otherwise.
11. **Are Table Captains expected to do anything after the luncheon?** After the luncheon, Table Captains are only expected to deliver guest donation cards to Red Cross' staff and to call their table guests within two days of the luncheon to thank them for attending.
12. **If I am to spend 1.5 hours of my (work)day attending the luncheon, can you tell me how I'll be guaranteed the event won't drag on?** We make sure this event is held to one hour because we know how important your time is. We appreciate the fact that you took time from your busy schedule to attend our event with your guests, and we will not abuse your generosity.
13. **What if no one I invite actually attends the luncheon?** No one can guarantee any guest who accepts your invitation will be there on the day of the event. However, please know that the effort you put in to inviting guests had a positive impact for the American Red Cross. Remember, even if they don't come, they still thought about it, and the American Red Cross was on their mind! Also, at the event, we'll adjust seating as needed.
14. **Would I have an individual, specific Table Captain goal(s) for the luncheon?** Individual goals are not provided or assigned. You are welcome to develop any "competition" you may like. The focus is on engaging people to the Red Cross and encouraging sustainable funding for Red Cross' programs, service, and impact.
15. **I don't want to drive to Charlotte for this Event. May I support the Red Cross in other ways?** Even if you cannot make the drive to Charlotte on the day of the event, there are many ways to support the Red Cross. By referring people to other Table Captains or Financial Development staff that you believe would enjoy being a guest at this event is a fantastic way to help. Also, you can encourage your friends and colleagues to attend a "Get To Know Us Before You Need Us" tour or to make donations on any other day of the year! Why not consider a virtual sponsorship?
16. **What's the American Red Cross' cultivation and stewardship plan for guests and donors?** Following the luncheon, the Financial Development staff will contact all attendees to ask them about the event as a whole; what they liked/disliked; if the Event touched them in any way; if they would like to be involved; if they can think of others who'd like to be involved; etc. All attendees will be mailed a thank-you letter for attending our most important event of the year. All attendees will also receive a "mark your calendar" card before next year's event unless otherwise noted.

- 17. What should I do if I identify a donor who would like to donate in-kind gifts rather than attend a luncheon or make a cash gift?** In-kind gifts are always appreciated; however, we have specific guidelines as to what in-kind gifts we can accept and efficiently distribute and utilize. Please ask Liz Stephens (704.347.8228 or StephensE@usa.redcross.org) for more information or refer to our website: www.redcrosshelps.org/donation-opportunities.
- 18. What does it feel like to have experienced a disaster, and how relevant is that to me?** Unless you have been in a disaster situation, it is impossible to know exactly what it may feel like. However, at a time of a disaster, intense feelings of confusion, loss and grief have been described. Many victims of a disaster have no idea where they will live, how they will feed and/or clothe themselves, and their family and are not really sure where to start in the recovery process. The American Red Cross is there to help with the confusion and loss and to help the family or individual get back on their feet.
- 19. What is the Red Cross doing during these tough economic times?** Red Cross will always be there to help in times of disaster; however, while being diligent and responsible with funding from our community, we have been forced to cut some of our services due to the tough economy. We are continuing to try to raise the funds needed and do everything we possibly can to help disaster victims in our community.
- 20. How can we better involve representatives from Medic, EMT, Fire Dept., Police Dept., etc.?** Medics, EMTs, Firefighters and Police Officers know more than anyone how important our services are. Not only are Red Cross volunteers there to help victims after a disaster has occurred, but we are also there with canteen supplies to support these life-saving individuals. We can better involve these representatives by letting them tell their story of Red Cross services as well as including them more in Red Cross' events.

Thank you for considering this Table Captain opportunity and sharing your generosity with American Red Cross!