



NORTHWEST HOPE & HEALING
PRESENTS
Life in Color
SUMMER BRUNCH & FASHION SHOW

Table Captain Resource Packet

Thank you for joining Northwest Hope and Healing for *Life in Color: Summer Brunch and Fashion Show*! We could not be more excited to bring back our signature fashion show fundraiser in 2021. We put together this packet of sample invitations for you to use when inviting friends and family to the event.

Save These Dates!

August 15th – In-Person Brunch
Seattle Yacht Club | 11 AM
Live Auction, Raise the Paddle, & Summer Fashion

August 22nd – Virtual Fashion Show
Hosted by Michelle Millman (Kiro 7) | 11 AM
Survivor Stories & Silent Auction

If you have any questions about event details or ticketing, please contact NWHH Development Assistant, Nels Challinor.

nels@nwhopeandhealing.org

(206)455-2710



Event Co-Chairs



Stefanie Erdahl
NWHH Vice President
Erdahl Holdings



Sara Jo Grethlein, MD, MBA
Executive Medical Director
Swedish Cancer Institute

Table Sizing

In order to accommodate groups of all sizes, we have decided to offer tables of 4, 6, 8, and 10 in addition to individual tickets. Individual ticket holders will be seated at communal tables.

We want all of our wonderful supporters to be able to safely participate in our Life In Color event. Our virtual fashion show on August 22nd will be available to everyone free of charge and in an extra special effort to ensure the health and safety of our immunocompromised models, we are asking guests who attend the in-person brunch on August 15th to be vaccinated for COVID-19.

How to Invite Guests

We have prepared the following templates so that you can invite guests in whatever way you feel most comfortable: face-to-face, over the phone, via email, or on social media!



Sample Email to Guest (Included at Your Table)

Dear _____,

You are invited to Life in Color: Summer Brunch and Fashion Show, Northwest Hope and Healing's signature event and fundraiser for 2021!

Northwest Hope and Healing is dedicated to providing immediate financial support to local women undergoing treatment for breast and gynecologic cancers. The needs of this community have only increased during the Covid-19 pandemic. Northwest Hope and Healing was able to provide an unprecedented \$170,000 in 2020, but the work doesn't stop there.

Life in Color 2021 will feature live & silent auctions, a Raise the Paddle, and moving testimony from NWHH's survivor models. The event will include an In-Person Brunch at Seattle Yacht Club on August 15th and a Virtual Fashion Show the following week on August 22nd.

I have purchased a table for _____ and I would love for you to join me at this unique event! In order to keep their community safe, Northwest Hope and Healing is asking guests to attend the in-person brunch if they have been vaccinated for COVID-19 and if not, to show their support during the virtual fashion show.

You can find more information about the event on their auction site here:

<https://lifeincolor.givesmart.com>.



Sample Email to Guest (Not Included at Your Table)

Dear _____,

I am working with Northwest Hope and Healing to spread the word about Life in Color: Summer Brunch and Fashion Show.

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You can find more information and purchase tickets on their auction site here: <https://lifeincolor.givesmart.com>. Can I count on you to join me?



Sample Social Media Post

Cancer is hard enough; paying for everyday basics shouldn't be. Northwest Hope and Healing provides grants to men and women undergoing breast and gynecologic cancer treatment. They help local families pay for essentials like groceries and rent. Their annual fundraiser will be held both in-person and virtually this year. Please consider joining me for this incredible event.

<https://lifeincolor.givesmart.com>

Remember to post pictures during the event on Instagram and Facebook and tag us @nwhopeandhealing, using the hashtag #style2021! We want to see you and to be able to share our appreciation for your support with the world!

Sample Response to Invitees who RSVP "No"

Dear _____,

I'm sorry to hear that you are unable to attend this upcoming event. I hope that you will consider donating in lieu of your attendance. If you would like, here is a link to find out more about Northwest Hope and Healing and to donate.

<https://lifeincolor.givesmart.com>



Talking Points About Northwest Hope and Healing (For Phone Invitations)

The need for donations is larger now than ever before! The community that Northwest Hope and Healing serves has been negatively impacted by Covid-19 in the following ways:

- Many families have lost their main sources of income as more and more people have had to go on unemployment in the past several months. The financial burden of cancer, coupled with this loss of income, leaves limited resources to pay for everyday basics like food and rent.
- Cancer patients are immunocompromised individuals, which means that the health risk of taking public transportation has drastically increased for this population. As such, many women have had to arrange for private transportation to and from treatment centers, adding the financial burden of gas and/or taxis.
- With schools shut down to decrease the spread of Covid-19, many families have had to invest in child care options, which can lead to increased financial stress.
- Many women have expressed uncertainty about visiting hospitals and doctor's offices for routine mammograms and OB/GYN checkups. We know that the best protection against cancer is early detection. The decision to postpone doctor's visits due to the fear of contracting Covid-19 puts women at a higher risk of receiving a diagnosis of a higher stage.
- Lockdown, quarantine, and social distancing guidelines have left many feeling isolated and lonely. These feelings can be particularly acute for those facing the traumatic experience of a cancer diagnosis.



What to do when...

They say yes!

1. Thank them for joining you in supporting NWHH and the work that we do to reduce financial stress for women living with cancer
2. Ask them to register at <https://lifeincolor.givesmart.com>
3. Let them know that they will be receiving communication from NWHH about the event including auction details
4. Ask them if they know anyone else who might be interested in attending

They say no or have a prior obligation the night of the event

If they cannot attend the brunch on August 15th, let them know that they can still attend the virtual event on August 22nd, and ask them if they would like to donate to support Northwest Hope and Healing. Direct them to <https://lifeincolor.givesmart.com>.