



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 2022. We put together this packet of sample invitations for you to use when inviting friends and family to the event.

Save The Date!

August 21st
Seattle Yacht Club | 11 AM
Live Auction & Fashion Show
Hosted by Chris Cashman & Angela Russell
Keynote Speech by Michelle Millman of KIRO 7

If you have any questions about event details or ticketing, please see our event website (<https://lifeincolor.givesmart.com>) or contact Northwest Hope & Healing's Operations and Program Coordinator, Nels Challinor.

nels@nwhopeandhealing.org
(206)455-2710



Event Co-Chairs



Chirag Shah, MD
NWHH Board member and Medical Director,
Gynecologic Oncology & Pelvic Surgery,
Swedish Cancer Institute



Leanne Yanda
NWHH Board Past President
Penrith Home Loans

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.

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 2022! I have purchased a table for _____ and I would love for you to join me at this unique event.

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 \$175,000 in 2021, but the work doesn't stop there.

Life in Color 2022 will include an exciting live auction and a fashion show featuring brave and beautiful breast and gynecologic cancer survivors walking the runway in vibrant summer outfits. Michelle Millman of KIRO 7 News will be delivering the keynote speech. This is the can't-miss event of the season. Will you join me?

*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 their 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>

Sample Social Media Post

Cancer is hard enough; paying for everyday basics shouldn't be. Northwest Hope and Healing provides grants to women and men undergoing breast and gynecologic cancer treatment. They help local families pay for essentials like groceries and rent. Their annual Life in Color fundraiser and fashion show will be held at the Seattle Yacht Club on August 21st. 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 #lifeincolor! 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 years. 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 more parents working from home, 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...

Your invitees 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 day of the event

If they cannot attend the brunch on August 21st, ask them if they would like to donate to support Northwest Hope and Healing. Direct them to <https://lifeincolor.givesmart.com>.

