



THE
COTS
HOUR
-AT HOME-

2020 Table Captain Toolkit

Event Details

This year, the COTS Hour-at-Home is Virtual!

- When:** Thursday, December 3, 2020, with airtimes at 8 a.m., 12 p.m., and 7 p.m.
- Where:** The COTS Hour-at-Home will be viewable on Facebook, YouTube, and our website at cots.org
- What:** Virtual Fundraising event to support COTS' work of helping homeless families and individuals find and keep permanent housing.

Table Captain Key Dates

- October 8** Commit to being a Table Captain. Email Jamieson Bunn, Director of Development, at jbunn@cots.org for materials. Questions? Call Jamieson at 707-765-6530 x 100.
- October 15** Begin registering guests
- December 1** Email your guests a reminder about The COTS Hour
- December 3** The COTS Hour
- December 4** Thank your guests for attending!

Now in its 32nd year, COTS provides shelter, services and permanent housing to those experiencing homelessness in Sonoma County. Find out more at cots.org.

Table Captain 101

Every year, Table Captains make The COTS Hour a success. You can invite friends, family, neighbors and co-workers to join you to celebrate our clients' triumphs and to support COTS' mission to help homeless families and individuals find and keep housing. And while we won't be together for this year's event, this means that your guest list isn't limited to 8-10 people: all are welcome to The COTS Hour-at-Home!

As a Table Captain, you don't have to ask anyone for money. You can let them know that it is a fundraiser for a cause you believe in.



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Get Started

- Commit to being a Table Captain by contacting Jamieson Bunn, Director of Development, at jbunn@cots.org
- Commit to bringing 10 friends to watch the event
- Begin to put together a list of people you would like to invite. This is a fundraiser, so think about people who are likely to want to make a difference in the lives of homeless children and adults.

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Invite Guests

- We will provide an electronic invitation you can send out via email or text. Upon request, we can also provide postcards that you can mail.
- Each Table Captain's electronic invitation will provide those who cannot attend an opportunity to donate.

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Run-Up to the Event

- **September - November:** This year, in lieu of our Major Donors Investor's Update and The Big Thanks, we are inviting Table Captains, Event Sponsors, and Major Donors to three Virtual Town Halls that provide the inside scoop on COTS' work. You can attend one or all of these events as you prefer. Zoom links will be sent via email and recordings will be available after each event.
 - i. Thursday, Oct 1, 9am: **On the Ground at COTS**
 - ii. Thursday, Oct. 15, 12pm: **The Business of COTS**
 - iii. Tuesday, Nov. 10, 6pm: **New Offerings in 2020**
- **October:** We'll begin communicating via email with your confirmed guests, educating them about our work and getting them excited to attend.
- **November:** We invite all Table Captains to submit questions to be answered by COTS Staff during the event. Questions

can be around our work at COTS, homelessness and those experiencing it in Sonoma County, our partnerships with other local organizations, etc.! We will select 3-5 questions to answer during the event, but if we can't answer during the broadcast, we'll make sure you get a response from staff.

- **November:** Since we can't be together this year, we'll be featuring a Virtual Red Carpet of Table Captains and Event Sponsors! We ask that you submit a short video (30 seconds to 1:00 minute) explaining why you support COTS. Please end your video with, "Welcome to The COTS Hour!" The Red Carpet will premier before the start of the broadcast as a special feature for the community.

Note: Please submit questions and Red Carpet Video to Jamieson Bunn by November 6 at jbunn@cots.org.

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Two Days Before, December 1

- Send all guests a reminder of the event and the viewing times/platforms (we'll also be providing information to the community on our Facebook, Instagram, and Twitter feeds and via email!)

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Event Day, December 3

- Please make sure to log in early, no matter when you plan on viewing, to experience the Red Carpet and share the video on your social media feed if possible.
- Enjoy the event!

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After the Event

- COTS will send thank you letters to all guests. We also encourage you to send a quick email or note to your guests, thanking them for their attendance and support.