

THURSDAY, AUGUST 24, 2023 | 7:00 – 8:30 AM
Belmont Curb Event Center (2002 Belmont Blvd, Nashville, TN 37212)

BREAKFAST CO-CHAIRS:

Todd Figler, AllianceBernstein | **Jacky Gomez**, Asurion | **Jacqueline Hayes**, Crayons & Marketers

INGRAM AWARD HONOREE: Dollar General

Event Goals: PENCIL’s Back to School Breakfast fundraiser raises financial and community support for PENCIL’s mission of linking community resources to Nashville public schools. Our goal this year is to **raise \$32,000 in donations and have everyone in the room donate at some level**, and with your help, we can do that!

Table Host Responsibilities: Strategically invite seven guests to sit at your table, who are strong prospects to connect with and invest in PENCIL; and take the time leading up to the event to have meaningful conversations with your guests about PENCIL’s mission, programs, and achievements.

Before the event

- Make a list of potential guests who will likely connect with and invest in PENCIL. *Think about inviting members of a club or group you are part of to be your guests – make it your August meeting.*
- Secure commitments from **seven people, in addition to yourself**, to attend the event.
- **Track** your guest names and emails under your table information on the [BTSB website \(one.bidpal.net/BTSB23\)](https://one.bidpal.net/BTSB23) no later than **Friday, August 11**.
- During the **week of August 14**, call or email your guests to remind them of the event and share the names of other guests who will be joining. *PENCIL will provide you with additional tools to assist with pre-event communication.*

Event day

- **Arrive early** to greet your table guests.
- Help guide conversations around PENCIL’s mission and manage the giving moment at your table(s). *More information will be provided prior to the event.*
- Make your own personal/company gift at the same time your guests pledge their support.

After the event

- **Follow up with a personal email or handwritten note of thanks** to your guests. *PENCIL will provide you with a list of your table guests and their investment.*

IMPORTANT DATES

Between Monday, June 26 – Monday, July 17 – Send out table guest invitations

Friday, August 11 – Final guest RSVPs are due to PENCIL

Thursday, August 24 – Back to School Breakfast fundraiser (EVENT DAY)

Frequently Asked Questions

Is there a virtual option this year?

No. Though if a guest cannot attend and would like to learn more about PENCIL, a PENCIL staff person would be happy to meet with them individually.

What if I have more or less than seven guests?

If you have more than seven guests, you can host an additional table or add individual guests to your group at one.bidpal.net/BTSB23. If you have fewer than seven guests, please let us know so we can fill the vacancies with other interested parties.

What if my guests change after August 4?

Contact Sky Coakley via email at SCoakley@PENCIL615.org or text at 513.484.5201 **up until 8:00 PM on Wednesday, August 23**, with any changes you might have.

Is there a fundraising expectation?

PENCIL's goal is that **every guest feels inspired and contributes financially during the giving moment**. When identifying guests, we ask that you invite people who will have a passion for the programs and support PENCIL provides to MNPS students and teachers, and who would be willing to invest in us. If it is helpful, consider setting a fundraising goal for your table(s).

What do I do if a guest cannot attend but wants to make a contribution?

Guests can contribute by making a donation online at one.bidpal.net/BTSB23 or by mailing a check to PENCIL (Attn: Breakfast team) at 7199 Cockrill Bend Boulevard, Nashville, TN 37209.

Where does the money go?

PENCIL is a non-profit 501(c)3 organization. 100% of your donation goes to support our programs.

Such generous operational support enables us to impact Metro Nashville Public Schools by continuing to provide critical resources through our core programs and initiatives. Together, we can continue to provide:

- **Experiential learning opportunities** for high school students to explore in-demand, high paying career paths
- **School supplies** so every student and teacher have the basic tools they need
- **Caring adult mentors** to encourage and tutor young people who need reading or math support
- **Celebration opportunities** to acknowledge students and teachers

What if I know a business who might like to be a sponsor?

We are happy to provide you with our sponsorship information or you can introduce your contact to Kiley Johnson, Director of Events & Marketing (kjohnson@pencil615.org) and she will share the information on your behalf.

What are my talking points?

- **Articulate your passion.** Be able to explain why you believe in and support PENCIL. Briefly share what program speaks to you (PENCIL Partners, DG PENCIL Box, PENCIL Connect, Tutoring, etc.).
- **Communicate the goals of the event.** Share that the goal for the Back to School Breakfast is two-fold: to raise awareness of PENCIL's mission and programs and to raise funds to support those programs.
- **Educate guests** prior to the breakfast by directing people to our website: www.PENCILforSchools.org.