



Your role as Table Captain

- Register yourself as a table captain on the event [website](#) and bookmark the page and your personal page for easy access.
- Recruit seven individuals to join you as complimentary breakfast guests.
- Have your guests register on the [website](#) *before* **Tuesday, September 27**.
- Call your guests to confirm/remind them about the Leaders Breakfast event in the days prior.
- Attend the Breakfast live and in person (!) on **Tuesday, October 4, 2022** at the EY Centre, 4899 Uplands Drive.
- The Leaders Breakfast program is designed to inspire everyone to make a donation to mental health care and research at The Royal. At a specific moment in the program, you will be encouraged to ask your guests to consider making a meaningful donation.
- After the event, it's nice to thank your guests for their donation and ask about their event experience.
- Provide feedback or ask questions to the Leaders Breakfast Committee or the Community Partnerships & Events staff.

Inviting your guests

- Invite interested and charitable people who you feel are looking to get involved in mental health and/or have a personal connection to the cause (personally or in the workplace).
- Invite people you feel are most likely to actually attend. It's a 'free breakfast' so some people are inclined to have something come up in their agendas.
- Use the sample email invitations provided to help customize your recruitment efforts.
- Be forthright with your invitees. Please tell all of your guests that they will be asked to donate to The Royal and that they will be encouraged to give to the best of their ability. Captains who are straightforward and upfront have more financial success. Consider personalizing your invitation, explaining your personal connection to the cause of mental health or your commitment to mental wellness.
- Include the link to your personal page on the microsite whenever you are sending an invite.
- *If they can't join you, encourage them to make a donation to your table.*
- Reach out to the Foundation team for any assistance or questions about prospective invitees.



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Engage your guests

One of the objectives of the Breakfast is to break down stigma and to educate people on the issue of mental health and mental illness. Our suggestion is that you use the Breakfast as an opportunity to get people talking about the issue and share:

- Your connection to the cause and motivation for assisting The Royal.
- The statistics and information contained in "Why Support the Royal's Leaders for Mental Health Breakfast".

Asking for Financial Support

We want to make this part as easy as possible for you by creating an environment of hope and possibility through the sharing of powerful and compelling stories from people with lived experience with mental illness from many perspectives. On event day, you will be provided with a package that will contain any pertinent information for your guests as well as hard copies of pledge forms (if needed) and easy to follow instructions on how to make a donation.

Each table setting will have key infographics and messaging, donation instructions and a QR code that will direct guests to your table's donation page. There will be time in the program for donations to be made, but guests will be able to access your online donation page at any time during the event.



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How to Build a Successful Table (for 2022 and beyond...)

1. Invite seven guests today.
 - Consider who would be most receptive to our message about supporting mental health care and research.
 - See our sample [messages](#).
2. Direct them to the Leaders for Mental Health [website](#) to register themselves as your table guest.
 - Deadline for guest registration is Tuesday, September 27th.
3. Be upfront. This is a fundraising breakfast. Tell your guests they will be asked to consider making a meaningful donation, to The Royal.
 - Consider setting and sharing a fundraising goal for the table as a whole – this could include personal monthly pledges, corporate support or donations from guests that couldn't attend in person.
 - Reassure hesitant guests that any gift of any amount counts and that there are no donation requirements,
4. Share your excitement and pride of supporting mental health.
 - Post frequently on your social channels tagging @theroyalfdn and use hashtag #leaders4MH
 - [Download](#) and use the #leaders4MH graphics, frames, email signature and backdrops provided to enhance your posts.
 - Use and customize the [social media posts](#) we have created for you
5. Plan to arrive at the EY Centre early (before 7:30 a.m.) on Tuesday, October 4, 2022
 - The official program runs from 8:00 – 9:00 a.m.
6. Near the conclusion of the program, after the formal donation ask, reiterate to your guests why you are supporting The Royal to inspire them to give.
 - Your guests will have the option to make their donation:
 1. Electronically by credit card using the QR code provided
 2. Manually, by completing the pledge card and providing a cheque or credit card number.



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7. Later the same day; it's a nice touch to follow-up with each of your guests about their experience at the Leaders for Mental Health Breakfast and thank them for attending.
 - This personal contact aligns with the Foundation's telephone thank you initiative to all breakfast donors that starts later that day.



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