



Sample Emails & Correspondence

Below are a few sample email invitations we have drafted for you as a Table Captain to use to invite guests to sit at your table of eight. Feel free to mix, match and customize these messaging below when extending your invitation to new and returning guests to join you at your table on October 4th. We encourage you to personalize your messages, in a way that you are most comfortable, to friends, colleagues and peers, and to think broadly and strategically when building your table of all-star supporters.

Sample Email Invitation #1

Use if: Invitee may or may not be familiar with the event

Subject Line: The Royal's Leaders for Mental Health Breakfast

Good morning <name>,

I hope you are enjoying these last days of summer.

I'm writing today to invite you to join me at The Royal's Leaders for Mental Health Breakfast on Tuesday, October 4th.

This annual event (returning to a live, in-person experience at the EY Centre) brings business leaders together to hear about the impact The Royal is making on mental health in our region. Full disclosure - it is a fundraiser for mental health care and research. Our aspirational goal is to have each guest make a meaningful donation to the Royal that day.

I would be pleased to speak to you further and answer any questions you have. You can reach me at <insert your contact info>.

I hope you will consider joining me in supporting mental health care.

Looking forward to your response,
<signature block>



| #Leaders4MH @TheRoyalFDN



Sample Email Invitation #2

Use if: Invitee may or may not be familiar with the event

Subject Line: Will you be my guest at the Leaders for Mental Health Breakfast?

Good afternoon <name>,

I hope you are having a great summer!

The purpose of my email is to see if you would like to join me at The Royal's Leaders for Mental Health Breakfast on Oct. 4, 2022 at the EY Centre. If you have not attended before - full disclosure, it is a fundraiser for mental health care and research – it is a special morning where we hear and learn from doctors, scientists, patients and families about the ongoing efforts of The Royal's programming and services to make a difference for those in our community who are struggling with mental illness. Our aspirational goal is to have each person make a meaningful donation to The Royal.

Mental health is a cause near and dear to my heart for many reasons - not the least of which is that it has affected my <insert your personal connection>. I am sure you support many worthy causes and receive many requests, so if this doesn't fit with your charitable giving strategy, please don't hesitate to decline.

I have attached the details of the event and would appreciate your consideration to join me at my table. I would be pleased to answer any questions you might have.

Regards,
<signature block>



| #Leaders4MH @TheRoyalFDN



Sample Email Invitation #3

Use if: Invitee has attended the event with you in the past

Subject Line: Be my guest at The Royal's Leaders for Mental Health Breakfast

Hi <name>,

I hope you are having a great summer!

On Oct. 4, 2022, I'm attending a very special event (in person!) in support of mental health care and I'm writing to invite you to join me!

Annually, The Royal brings hundreds of people together at their Leaders for Mental Health Breakfast. Your attendance and support in the past as a guest of my table has been greatly appreciated. As you may know, I am a passionate supporter of The Royal and their mission to get people suffering with mental illness better faster.

I hope that you haven't already committed to someone else's table. If so, it's great to know that you will be there regardless. If not, please consider joining me – I'm putting together a dynamic table for that morning.

I am attaching the details of the breakfast, but the key takeaways are Tuesday, October 4, 7:30 a.m., EY Centre, bring some tissue and your chequebook 😊

Looking forward to hearing from you,
<signature block>



| #Leaders4MH @TheRoyalFDN



Sample Email Invitation #4

Subject Line: Join me at the Royal's Leaders for Mental Health Breakfast

Good day <name>,

I hope you are enjoying the last of the summer weather.

This year I have committed to be a Table Captain at the Royal's upcoming Leaders for Mental Health Breakfast on Oct. 4. It's a special event in support of mental health care that is close to my heart, and I'm writing to invite you to join me as one of my seven guests.

I think you know that for me mental health is an important cause and one I feel strongly about supporting. Already confirmed to join me that morning are <list other table guests>.

I am attaching the details of the breakfast for you to peruse but for the purposes of your calendar, the fundraiser is on October 4, 2022 with an 8 a.m. start time at the EY Centre.

If you have already accepted an invitation from another captain, that's wonderful – I hope we can connect in person when we are both there.

Hope you are able to attend at my table,
Thanks,

<signature block>

PS. You can always support my table even if you can't attend by making a donation any time on my page; <insert personal page link>



| #Leaders4MH @TheRoyalFDN



Sample Email Invitation #5

Dear <name>,

As someone who cares deeply about mental health, will you join me as a guest at my 2022 Leaders for Mental Health Breakfast table?

It's been more than two years since community and business leaders like you and I have come together in person to make a difference.

On **Tuesday, October 4**, please be my guest as we gather in person to demonstrate our passion and commitment to helping the one in four Canadians living with a mental illness or substance use disorder. Let's make mental health as important as physical health. Hope becomes possible when people like you step forward — giving your time and compassion — to make a difference.

Date: Tuesday, October 4, 2022
Location: Live from the EY Centre - 4899 Uplands Dr, Ottawa, ON K1V 2N6
Time: 7:00 a.m. Registration opens, pre-event networking
7:15 a.m. Connect with our scientists in our interactive research showcase
8:00 a.m. Live program hosted by Ian Mendes
Family style breakfast
9:00 a.m. Post-event networking

I hope you'll join more me and hundreds of mental health leaders to be part of a very inspirational and aspirational 45-minute program.

Together, you and I can work to shift the mental health landscape in our community.

Sincerely,
<signature block>



| #Leaders4MH @TheRoyalFDN