



CIRCLE

Join us at
Alliant Energy Center on
Thursday, February 16, 2023
to celebrate **Creating New
Possibilities** and promote
philanthropy at the **20th Annual
YWCA Madison Circle Fundraiser.**

A Note From Our Co-Chairs

Hello! We are looking forward to co-chairing YWCA Madison's 20th Annual Circle Fundraiser! We thank you for joining us as Circle Captains in 2023. This will be our first year back in person (after two virtual events) and we can't wait to gather with you!

In 2023, we are focusing on **creating new possibilities**. We look forward to sharing our theme with you on February 16th at Alliant Energy Center! It goes without saying that Circle Captains are the key ingredient to a successful event and fundraiser. Funds raised at this event will support YWCA Madison's critical programming in housing & shelter, employment & transportation, and race & gender equity.

Thank you for helping to promote philanthropy by filling a table with 9 friends, family members, and colleagues. At the conclusion of the event, each of your guests will be invited to donate at least \$120 (in honor of our 20th Anniversary) to YWCA Madison.

Enclosed, you will find the materials you'll need to get started, including detailed instructions. Details are also available on our Circle Captain webpage at <https://www.ywcamadison.org/get-involved/circle/circle-captain-information/>

If you have any questions, concerns or need additional materials, please contact Jay Young at 608.257.1436, option 3, or jyoung@ywcamadison.org.

Additionally, if you know anyone else that would also love to be a part of engaging with our mission, please invite them to be a Circle Captain.

Thank you for your dedication to **eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.**

Sincerely,

Jihan Bekiri
Tenisha Grimmern
Circle Co-chairs



Timeline of Events

The outline provided below will give you an idea of what you can expect as a Circle Captain for the Circle event.

- **November - January**

Between November and January, you will receive communications keeping you informed of due dates, instructions, and what you can expect.

- **Mid-Nov. - Early Jan.**

You should have received your Circle Captain packets that consist of this guide, a sample invitation postcards to be used in inviting your guest.

- **February 1, 2023**

All of your guests should have been invited by you and at this time you should have them entered online by **February 1, 2023**.

Remember—your guests will respond to you, not to YWCA Madison. Then, you will complete the guest list [registration form online](#).

- **February 16, 2023 - Doors open at 11:30 am**

If possible, arrive by 11:15 to get your name tag, find your table and greet your guests. This is our big day. We are grateful for you!

IMPORTANT!

Each table will have a packet on it that includes 2 different donation form, pens, and envelopes for each of your guests. Please take the time to go through the packet before the “ask” portion of the program.



Circle Captain Responsibilities for the YWCA Madison Circle Fundraiser

We are grateful to you for helping us fill the Alliant Energy Center with 600+ guests for the annual Circle fundraising event. Your responsibilities as a Circle Captain are listed below. **Contact the Development Team at jyoung@ywcamadison.org or 608.257.1436, option 3 with any questions or concerns.**

THANK YOU for supporting YWCA Madison!

1. Fill table with nine guests (or four if you're sharing a table).

You may use whatever method you prefer for inviting guests. Examples include writing letters, making phone calls, sending electronic invitations, texting, asking on Facebook Messenger, or mailing printed invitations. YWCA Madison will provide printed invitations postcards upon request (see last page for details). When inviting guests, Circle Captains can try to expand their circles. Think about inviting people who are not "the usual" luncheon attendees. See the list in this guide for ideas.

Circle Captains should **fill a table of 10 people total**, or a half table if sharing with a co-captain. If a Circle Captain has additional guests who would like to attend, we will seat them at a nearby table. All guests are guaranteed a spot at the luncheon. If there are less than 10 guests at your table, we will combine it with another partial table or fill it with YWCA Madison guests or staff. Many people fill 2 tables.

We are asking you to enter your Circle guests into an online registration form. By entering your guests on the online form (<https://www.ywcamadison.org/circle-guest-registration/>), you help us save administrative costs. Thank you! **You will receive an email with link by January 15, 2023!** If you have difficulty with online registration please contact Jay Young for assistance at jyoung@ywcamadison.org or 608.257.1436, option 3.



2. Communicate to guests that YWCA Madison will ask for donations.

This event is YWCA Madison's largest fundraiser. Money raised at this event is a vital source of funding for the organization. This is not a ticketed luncheon. Rather, it is an opportunity for guests to pledge their support for YWCA Madison. **There is no need for guests to send a check when they confirm their attendance as no registration fees are collected in advance.** We are confident that the program will be so inspiring that guests will be excited to support YWCA Madison by the event's conclusion.

To ensure there are no surprises or misunderstandings, please communicate to your guests that they will be asked to consider **a gift of at least \$120** to YWCA Madison near the end of the program. We will also invite guests to consider a recurring gift or a longer-term gift by joining the Empowerment Society, a multi-year giving society.

3. Let guests know that several giving options exist.

Event guests will be given several giving options. Gifts can be made as one-time donations or your guests can sign up online to give monthly, quarterly, semi-annual, and annually.

Guests can make contributions in several ways: online, cash, check, credit card, or direct debit.

We encourage guests to consider a recurring donation online. This simplifies the process for the donor.

4. Post-luncheon thank you/follow-up.

All donors will receive a thank you letter and tax receipt from YWCA Madison. Circle Captains may also choose to send a thank-you note to their guests.



Guest List Suggestions

Have you run out of ideas of people to invite to the Circle luncheon? Here are some suggestions to assist you in identifying potential guests.

- | | | |
|----------------------------|-----------------|------------------------|
| 1. Friends | 6. Dentists | 11. Hair stylists |
| 2. Faith community members | 7. Doctors | 12. Volunteer groups |
| 3. Realtors | 8. Attorneys | 13. Family members |
| 4. Clients | 9. Social clubs | 14. School Communities |
| 5. Co-workers | 10. Neighbors | |

IMPORTANT DATES TO REMEMBER

- **Wednesday, February 1, 2023**
Your completed online registration should be done by this date.
- **Thursday, February 16, 2023 – Circle**
Exhibition Hall at Alliant Energy Center
11:30 a.m.—Registration
Noon to 1:30 p.m.—Lunch & Program

WHERE TO FIND IMPORTANT INFORMATION

- **Circle Captain Information**
<https://www.ywcamadison.org/get-involved/circle/circle-captain-information/>



thank you!

Invitations for the Event

Email Invitation to customize & send to your guest will be sent to you via email from the Development Team. It's easy to invite your friends! Customize as desired with your guests' names and your signature, then forward to guests. Contact jyoung@ywcamadison.org if you have difficulties with this electronic invitation.

Printed Invitation Postcard (by request only)

1. Invitation postcard, with place to sign your name
2. Reply section, with place for your guest to write their information

**BOTH INVITATION OPTIONS WILL BE
READY BY EARLY JANUARY 2023**

**eliminating racism
empowering women**

**ywca
Madison**

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Suite 100
Madison, WI 53703

608-257-1436, option 2
ywcamadison.org

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@YWCAMadison



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