

INVITE TO EXISTING SPONSORS

Subject Line: The Era of Essential Service Continues

Hello again, [NAME],

I pray this message finds you in good health. It's been three years since the last time we came together in a physical space during one of the Urban League's most precious traditions, our Annual Breakfast.

During our virtual 20th Annual Breakfast last year, we entered an era of essential service as the challenges of the pandemic continued to affect our community. We distributed hot meals to families facing food insecurity. We found creative ways to help small businesses owners keep their doors open. Finally, we stood firmly next to our neighbors and friends providing the necessary resources to ensure our community felt seen, valued, and protected through these uncertain times.

Because of your support, we nearly met our goal of \$500,000!

While some things have improved, we find ourselves in a continued state of emergency with new challenges to address. Since we met last year, the Urban League has doubled down on our efforts to provide essential programming and services as the rising need for safe, habitable, and permanent housing emerged like never before.

With your support, we have provided eviction prevention assistance to help families keep their homes and avoid defaulting mortgages and rental payments, opened a young adult shelter and youth drop-in center to keep those most vulnerable off the streets, and expanded our homeless outreach efforts to include providing safe spaces for those sleeping in their vehicles and supported their transition into permanent housing.

While we have accomplished so much together, there is much work still to be done as we continue to navigate the ever-changing landscape of this pandemic. Our hope is that you will consider reaffirming our shared commitment to empower those most vulnerable and in need by joining us once again in this fight.

On **Friday, December 2, 2022**, the Urban League of Metropolitan Seattle will host our 21st Annual Breakfast **IN PERSON!** The theme for this year's event will once again be an '*Era of Essential Service*', as we share a special emphasis on our community's housing crisis, how we've amplified our emergency housing programming and services, and our overarching goals for how we plan to address the important work that lies ahead.

Attached is our sponsorship packet, with details on how you can join in this special moment of shared commitment to community and equity for all. Included here is our event team, available for any questions that may arise. You can also find answers to frequently asked questions via <https://urbanleague.org/2022-annual-breakfast/>.

Thank you, again, for your generous support of the Urban League of Metropolitan Seattle.

We look forward to seeing you soon!

Michelle
President & CEO

Merriweather

INVITE TO NEW SPONSORS

Subject Line: An Era of Essential Service

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During our virtual 20th Annual Breakfast last year, we entered an era of essential service as the challenges of the pandemic continued to affect our community. We distributed hot meals to families facing food insecurity. We found creative ways to help small businesses owners keep their doors open. Finally, we stood firmly next to our neighbors and friends providing the necessary resources to ensure our community felt seen, valued, and protected through these uncertain times.

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While we have accomplished so much, there is much work still to be done as we continue to navigate the ever-changing landscape of this pandemic. Our hope is that you will consider making a shared commitment to empower those most vulnerable and in need by standing with us as we face the challenges ahead.

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Thank you, again, for your generous support of the Urban League of Metropolitan Seattle.

We look forward to seeing you soon!

Michelle
President & CEO

Merriweather

INVITE FROM BOARD MEMBERS

I hope this message finds you in good health. As you may know, I currently sit on the board of directors for the Urban League of Metropolitan Seattle (ULMS). ULMS empowers Black and other diverse, underserved communities to thrive by securing educational and economic opportunities.

I am proud to share ULMS has been, and remains, a place of solace, refuge, and support for our most vulnerable communities – especially as we continue navigating the challenges of the pandemic.

On **Tuesday, November 30, 2021**, ULMS will host a virtual iteration of their 20th Annual Breakfast: Era of Essential Service, with a special emphasis on sharing the Urban League's COVID-19 response, emergency programming and services, and goals for the important work that lies ahead.

I'd like to ask you to join me in attending this special moment of shared commitment to community and consider supporting an organization I know you would be proud to stand beside too.

Attending the event is free and requires registration. To register, simply go to this link and click the "REGISTER HERE" button: <https://urbanleague.org/2021-annual-breakfast/>

It will prompt you to purchase a (*free*) ticket, at which point you can follow the prompts to complete your registration and access the virtual event platform.

Please let me know if you have any questions.

I hope to see you there.

AWARD NOTIFCATION FOR HONOREES

Hi, there [NAME]!

I hope this message finds you in good spirits and better health.

The Urban League of Metropolitan Seattle is preparing for our virtual 20th Annual Breakfast, and part of this preparation includes taking a special moment to highlight the work of those who have shared in our mission to empower the community we serve. I am delighted to inform you that we'd like to honor you as the recipient for our [AWARD] award.

Each year, this award recognizes local trailblazers for their service to those who are economically disenfranchised and most vulnerable in our community. With everything that has transpired over the last 18 months, it is more important for us than ever to acknowledge the essential work of those who have been on the front lines as we continue to navigate the challenges of the pandemic.

If you'll accept this award, we would be honored to have a few remarks from you (60 seconds) to play during the event. All footage for this virtual event will be pre-recorded during the first and second weeks of November. If you are interested in participating, we would love to film you during that time frame at a location of your choosing.

My team, cc'd here, can answer any questions you may have. If you accept this award invitation, please let us know at your earliest convenience.

Thank you for all that you do!

NOTIFICATION FOR VIPS

Hi [NAME]!

You're receiving this message because a member of your team has invited you to join in a special virtual experience, our 20th Annual Breakfast: Era of Essential Service! This event will take place **Tuesday, November 30th, 2021** at 9:00AM.

As a VIP guest, you will receive a special gift box to enjoy at your home during the event. To claim your gift box, please complete this form by November 23rd,2021 so

that we can collect your mailing address:
<https://www.jotform.com/212875967061061>

To join the event, all you'll have to do is head to our event landing page and scroll down to **"Register & Watch"**. Click the register button and follow the prompts. Then on event day, come back and join in the fun!

<https://urbanleague.org/2021-annual-breakfast/>

Please let us know if you have any questions! We look forward to seeing you soon!

VIP REMINDERS

Hi [NAME],

We are now two weeks away from our *20th Annual Breakfast: Era of Essential Service* and cannot wait to see you for what is sure to be a very special occasion!

With days left to finalize a few details, we wanted to circle back with some important reminders to ensure your experience during the event is one to remember!

Your sponsorship package includes [X] VIP guests. VIP guests will receive a special gift box to enjoy at home while they watch. **Would you be able to provide us with the names and emails of your selected VIP guests by Friday, November 19?**

In addition, we wanted to remind you to register on the event website if you haven't already! **To register:**

- 🔗 Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
- 🔗 Scroll to the "Register & Watch" section and click the **"Register Here"** button
- 🔗 Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
- 🔗 On the day of the event, head back to our event website link and click the "Watch Now" button to join us!

Please let us know if you have any questions. We look forward to seeing you soon!

VIP CONFIRMATIONS

Hi [NAME],

This message is to confirm that we've shipped your VIP gift box! You can expect to receive it to enjoy during the event no later than Monday, November 29. For the full experience, please try not to open the box until the program begins! 😊

If you haven't already, don't forget to register on our event platform so that you can tune in on the day of!

TO REGISTER:

- 1) Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
- 2) Scroll to the "Register & Watch" section and click the "**Register Here**" button
- 3) Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
- 4) On the day of the event, head back to our event website link and click the "Watch Now" button to join us!

Please let us know if you have any questions or concerns. We look forward to seeing you soon!

VIP GIFT BOX REMINDERS

Hi [NAME],

Happy Friday!

We are wrapping up some final details for our 20th Annual Breakfast and just wanted to circle back with you to make sure you don't miss out on any aspect of your VIP experience!

Would you be able to complete this form **by Monday, November 22** so that we can collect your mailing address for your VIP gift box?

<https://www.jotform.com/212875967061061>

In addition, we wanted to remind you to register on the event website if you haven't already! **To register:**

- Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
- Scroll to the "Register & Watch" section and click the "**Register Here**" button
- Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
- On the day of the event, head back to our event website link and click the "Watch Now" button to join us!

Please let us know if you have any questions!

VIP NAMES REMINDERS

Hi [NAME],

Happy Friday!

We are wrapping up some final details for our 20th Annual Breakfast and just wanted to circle back with you to make sure you and your VIP guests don't miss out on any aspect of your sponsorship experience!

Would you be able to send us the names and email addresses of your VIP guests **by Monday, November 22** so that we can collect their mailing address for their VIP gift box?

In addition, we wanted to remind you to register on the event website if you haven't already! **To register:**

- Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
- Scroll to the "Register & Watch" section and click the "**Register Here**" button
- Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
- 🔗 On the day of the event, head back to our event website link and click the "Watch Now" button to join us!

Please let us know if you have any questions!

EMAIL BLAST TO PREVIOUS DONORS

Hey [NAME]!

Hope you're having a great week! I wanted to send you a brief note about a special event you've attended in the past that's coming up again soon – just so you don't miss out on joining us!

During the 19th Annual Breakfast you attended in 2019, we dreamed BIG and exceeded our goal of \$400,000! At the time, we had no idea how much your contribution would help us in the unimaginable fight we would soon face. In the months that followed, our community became engulfed by the challenges of COVID-19 — and with your support and our legacy of experience in supporting community through crisis, we were able to act quickly as first-responders to our community with a wide range of emergency services and programming.

Because of you, we were ready.

We stood firmly next to our neighbors and friends providing the necessary resources to ensure our community felt seen, valued, and protected through these uncertain times.

While we have accomplished so much, there is much work still to be done as we navigate the ever-changing landscape of this pandemic. Our hope is that you will consider reaffirming our shared commitment to empower those most vulnerable and in need by joining us in this fight.

On **Tuesday, November 30, 2021, from 9AM – 10AM PST**, the Urban League of Metropolitan Seattle will host a virtual iteration of our 20th Annual Breakfast! The theme for this year's event is '*Era of Essential Service*', with a special emphasis on sharing our COVID-19 response, emergency programming and services, and goals for how we plan to address the important work that lies ahead.

This virtual event is free to attend and open to the public! All you'll need to do to tune in is register.

TO REGISTER:

- 5) Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
- 6) Scroll to the "Register & Watch" section and click the "**Register Here**" button
- 7) Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
- 8) On the day of the event, head back to our event website link and click the "Watch Now" button to join us!

Thank you, again, for your generous support of the Urban League of Metropolitan Seattle. Please let me know if you have any questions!

We look forward to seeing you next week!

EMAIL BLAST TO SUBSCRIBERS

Hey [NAME]!

Hope you're having a great week! I wanted to send you a brief note about a special event that's coming up again soon – just so you don't miss out on joining us!

On **Tuesday, November 30, 2021, from 9AM – 10AM PST**, the Urban League of Metropolitan Seattle will host a virtual iteration of our 20th Annual Breakfast! The theme for this year's event is '*Era of Essential Service*', with a special emphasis on sharing our COVID-19 response, emergency programming and services, and goals for how we plan to address the important work that lies ahead.

This event is our yearly signature fundraiser. By the time we gather for this year's celebration, ULMS will have spent more than \$10 million since March 2020 on support services for local King County residents and their families.

We stood firmly next to our neighbors and friends providing the necessary resources to ensure our community felt seen, valued, and protected through these uncertain times.

While we have accomplished so much, there is much work still to be done as we navigate the ever-changing landscape of this pandemic. Our hope is that you will consider affirming our shared commitment to empower those most vulnerable and in need by joining us for this special occasion.

This virtual event is free to attend and open to the public! All you'll need to do to tune in is register.

TO REGISTER:

- 9) Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
- 10) Scroll to the "Register & Watch" section and click the "**Register Here**" button
- 11) Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
- 12) On the day of the event, head back to our event website link and click the "Watch Now" button to join us!

Thank you for staying in the loop with the Urban League of Metropolitan Seattle. Please let me know if you have any questions!

We look forward to seeing you next week!

EMAIL BLAST TO ATTENDEES

Hi [NAME]!

Tomorrow is the BIG day!

We are so excited that you will be joining us for our *20th Annual Breakfast: Era of Essential Service*, beginning Tuesday, November 30, at 9:00AM PST. We are eager to share the impact of our essential programming and services, goals for the work ahead, and how you can join in our vision of equity for all!

Below are some notes to ensure your digital experience is the best possible!

HOUSEKEEPING:

- You can view and download a digital copy of our event program book by [clicking here](#).

- Our event program is set to auto-play, however, if you log in and the video hasn't begun, click the play button on the bottom left corner to start!
- Don't forget to take advantage of our special event features like our LIVE chat (*displayed to the right of your screen once you log in*) and the featured sponsorship mini game (*displayed below the main screen*).

REMINDER:

- You can log in as early as 8:45AM. Just head back to our [event website link](#) and click the "[Watch Now](#)" button to join us! Event starts at 9:00AM!
- If you run into any technical issues before or during the event, please send an email to contact@urbanleague.org and we will be happy to assist you!

Thank you for joining us for this special occasion! Please let us know if you have any questions!

We look forward to seeing you soon!

EMAIL BLAST TO EVERYONE

Hi [NAME],

I hope you are having a great start to your week. It sure did get chilly quickly, didn't it?

I wanted to check in with you to make sure you had one last opportunity to join us for a very special occasion!

From **9AM – 10AM PST** tomorrow morning, the Urban League of Metropolitan Seattle will host a virtual iteration of our *20th Annual Breakfast: 'Era of Essential Service'*, with a special emphasis on sharing our COVID-19 response, emergency programming and services, and goals for how we plan to address the important work that lies ahead.

If you'd like to join us but haven't had the chance to REGISTER, here's how:

1. Visit our event website here: <https://urbanleague.org/2021-annual-breakfast/>
2. Scroll to the "Register & Watch" section and click the "**Register Here**" button
3. Once redirected, click the "Purchase Tickets" button (*no transaction will occur as tickets are \$0*) and follow the prompts to complete your registration!
4. Tomorrow at 8:45AM, head back to our event website link and click the "Watch Now" button to join us! Event starts at 9:00AM!

Additional Info:

- You can view and download a digital copy of our event program book by [clicking here](#).

- Our event program is set to auto-play, however, if you log in and the video hasn't begun, click the play button on the bottom left corner to start!
- Don't forget to take advantage of our special event features like our LIVE chat (*displayed to the right of your screen once you log in*) and the featured sponsorship mini game (*displayed below the main screen*).
- If you run into any technical issues before or during the event, please send an email to contact@urbanleague.org and we will be happy to assist you!

We hope that you'll join us for this special hour! Please let us know if you have any questions.

We look forward to seeing you soon!

THANK YOU FOR ATTENDING EMAIL

Hi [NAME]!

We can't thank you enough for joining us this morning during our 20th Annual Breakfast: Era of Essential Service! We hope you enjoyed learning more about our essential programming as we've navigated the pandemic.

As you know, our goal for this event was to raise \$500,000. We are thrilled to share that because of the amazing support of people like you; we have raised \$350,295 – this is 70% of our overall goal!

THANK YOU!!!!

Whether you donated directly or plan to in the near future, we appreciate the commitment of your time and support of our work.

We would like to now invite you to [subscribe to our e-newsletter](#) (*if you haven't already*) so that you can stay in the loop with our efforts as we move forward on our journey toward equity for all.

In the spirit of Giving Tuesday, we hope that you'll consider spreading the word by [sharing our program](#) with those in your network who are also deeply committed to empowering community and changing lives.

Thank you again for your generous support of the Urban League of Metropolitan Seattle. We look forward to building a better community together!

Yours in the Movement,

CHAT SCRIPT FOR DURING THE EVENT

(8:30) Welcome to our 20th Annual Breakfast: Era of Essential Service!

(8:40) **REMINDER:** Be sure to press the video play button if the stream doesn't automatically start!

(8:50) Don't forget to check out our Sponsorship Mini Game below! Who can get the highest score?!

(9:00) Sharing your experience this morning on social media? Be sure to tag us! @SeaUrbanLeague on FB, IG, and Twitter!

(9:05) Here we go! Be sure to press the play button NOW if the stream hasn't started!

Wasn't little Marc just the cutest?! Who better to sing a song that resonates so deeply with us all? #CutenessOverload !!

FUN FACT: VIP guests received samples from some of our favorite local Black-owned businesses, including coffee from Boon Boona, as well as items from Noir Candle Co., The Sugah Shack, & Jerk Shack! For a full list of local Black-owned businesses to support, be sure to check out our Black Business Directory on the ULMS website!

To learn more about this year's honorees and the awards they received, be sure to head back to <https://urbanleague.org/2021-annual-breakfast/> when the event is over!

TIME CHECK: If you're just now joining us, skip forward to 26:15 to catch up! Don't worry, you can always come back and replay what you missed later!

Special thanks to the most amazing poet and our dear friend, Sharon Nyree Williams, for writing and reciting the impact poem you just heard!

To donate, click the red button to the right of your screen. Your support, in any capacity, will help us toward our vision of equity for all! You can also give your gift via check or invoice 😊 THANK YOU for your generous support of the Urban League of Metropolitan Seattle!!! #Essential

CONGRATULATIONS again to Doug!!!

