

Salish Sea Expeditions Patrons of Discovery Breakfast

Sponsoring Expeditions on the Salish Sea



Table Captain Handbook



Salish Sea Expeditions Patrons of Discovery Breakfast Table Captain Handbook

Dear Friend of Salish,

On Thursday, October 29th, Salish Sea Expeditions will set sail on a new voyage of opportunity, the **Patrons of Discovery Breakfast**. Join us as we share a look inside the Salish experience to learn why our program inspires and motivates students to unique and fulfilling destinations in education. This year we are launching the **Patrons of Discovery Society**, a multi-year giving group that recognizes supporters who make a five-year financial pledge to Salish. Our goal for the event is to provide Salish Sea Expeditions with a stable base of operating revenue over a longer horizon.

While we deeply appreciate financial support, it is equally important to introduce new people to the organization, and the Breakfast provides a powerful opportunity. Through the eyes of students, staff and teachers, we will virtually board the 61' sailing research vessel *Carlyn* to best understand the scope of the educational experience, the impact on the participating individuals and the benefits for our communities. Guests will learn about our efforts to get the students of the region out on the Sound, excited about science and committed as stewards.

A few details:

- The goal of the event is to raise new operating revenue for our programs, allowing us to expand offerings and serve more students, teachers and schools.
- A critical secondary goal is to introduce new people to our mission
- There is no charge to attend. We hope to inspire financial support and familiarity with the organization.
- Program time is 60 minutes.

You have been a good friend to Salish and we thank you for supporting our mission. I invite you to consider participating as a **Table Captain** at the Patrons of Discovery Breakfast. Your ability to gather together a table of individuals who you feel will be naturally supportive of our mission is critical in our efforts to spread the word about our programs and to raise needed funds.

Please join me in making this event a success both in terms of dollars raised, and new friends made for Salish.

In the adventure of education,

Stephen W. Streufert,
Executive Director
Salish Sea Expeditions



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Breakfast Information

Date:	October 29th, 2009
Time:	7:15 a.m. Doors open 7:45 a.m. Breakfast and Presentation Begins 8:45 a.m. Program Ends
Location:	The Seattle Aquarium Great Hall 1483 Alaskan Way Seattle, WA 98101
Cost:	No charge. Guests will be asked to make a contribution.
Who will be there:	Business and civic leaders, elected officials, scientists, professionals, educators, parents, policy makers and YOU!
What you do:	Table Captains invite nine guests to join them. As a Table Captain, you can educate your friends, neighbors, co-workers and family, and help us generate contributions that allow Salish Sea Expeditions to provide programs to all students who wish to participate.
Contact Information:	Stephen Streufert Executive Director stephen@salish.org 206.780.7848 x1#



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Table Captain Timeline

- August 26th, 2009: Patrons of Discovery Breakfast Invitation electronic file available to email to your potential guests.
- September, 2009: Call or email your guests and provide them information about the event and tell them why it's important they attend.
- September 9th, 2009: Patrons of Discovery Breakfast Invitation cards available to handout to potential guests. Table captains will be mailed invitation cards and collateral Salish Sea Expeditions materials.
- Early October, 2009: Confirm your guests! Call or email them to remind them of the date & time, and find out if they have any questions. Remind them to enroll at Salish's online registration.
- October 22nd, 2009: **Registration Deadline!** All guests must be registered by this day. Make sure that you have either registered all the guests at your table or they have registered themselves.
- October 28th, 2009: Contact your guests to remind them of the event. Confirm the start time.
- October 29th, 2009: **THE EVENT!** Please arrive by 7:15 a.m. to check in and be available to greet your guests as they arrive. Help direct them to your table.



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Table Captain Tool Kit

A well-attended Patrons of Discovery Breakfast is critical to our success. We have put together a "tool kit" to aide you in your efforts to fill your table. You can find the electronic items mentioned below on our Table Captain web site at www.salish.org/patronstablecaptain.

1. Invitation PDF

This electronic document will contain the event information and how to register. You can attach this to your invitation emails.

2. Invitation Picture for Emails

A JPEG picture of the invitation you can insert into your invitation emails.

3. Facebook

Become a Fan of Salish, and consider using this as your status update: "On Thursday, October 29th I'll be at the Patrons of Discovery Breakfast learning more about Salish Sea Expeditions. Will you join me?"

4. LinkedIn

You can join the Salish Sea Expeditions group, and invite your friends to do so also. Then use LinkedIn's messaging feature to send an invitation to your contacts.

5. Email Invitation Script

A script to use when emailing your potential guests and asking for their attendance.

I'd like to invite you to join me at my table at the Patrons of Discovery Breakfast event. This is a free breakfast for people to learn more about Salish Sea Expeditions. You will be asked to consider making a contribution, but there is no minimum gift requested. As much as anything, we want people to come and find out about the great programs offered. I would be delighted if you could join me.

6. Table Captain Tool Kit Packet

A packet of items we will mail to you.

- Table Captain Handbook
- Invitations
- Salish Sea Expeditions Brochures
- Salish Sea Expeditions Documentary "*Inquiry and Inspiration*"

7. Have they registered yet?



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On the website page, you'll find a link to our "Registration Guest List"; see for yourself which of your guests has already registered!

8. **Need More Support?** Contact Stephen at the Salish office (stephen@salish.org, 206.780.7848)

Frequently Asked Questions

What am I supposed to do as a Table Captain?

As a Table Captain, you will recruit nine people (friends, co-workers, peers, neighbors or family members) to join you at your table. Start recruiting your guests right away! As you know, most people are busy and several reminders are helpful. And remember, the more you discuss the event and Salish Sea Expeditions with your friends and colleagues, the more they will become invested in the programs and the success of the event.

Review the Table Captain Timeline (included in this packet). This will give you a general idea of when you can expect to receive information from Salish, and gives suggestions of good times to connect with your guests. When you invite them, you can mention that there will be an "ask" but they should only give if they feel moved to do so.

When is the registration deadline?

Please ensure your guests are registered by Thursday, October 22nd, 2009. We prefer that you use the online registration at www.salish.org/patronregistration.

Be sure to contact your guests a week before the event as a reminder and to let them know you're looking forward to seeing them there.

What if an invitee wants to give to Salish and not attend the event?

- They can mail in a donation to 647 Horizon View Pl NW, Bainbridge Island, WA 98110
 - The registration page has a link to our online giving.
 - Direct them to our website (www.salish.org) where a "Make a Donation" button appears on every page.
- And don't forget to remind them about the many matching funds programs available through employers.*

What do I actually do at the event?

Simply check in at the registration desk when you arrive. The registration desk will be in the lobby of the Seattle Aquarium. Table Captains are asked to wait in the foyer to see their guests arrive and point them to your table. Ensure your guests are seated by 7:40 a.m. so that the breakfast may start on time. Enjoy the event, talk about Salish Sea Expeditions and have a good time with your friends. During the "ask" portion of the program, you will be asked to circulate donation envelopes to your guests and collect them at the end.

Do I have to ask people for money?

No! The program at the breakfast will include an "ask." You will have a packet of donation materials (envelopes, form, pens) to circulate to your guests during the "ask." Please collect your guests' donations at the end and return them to the registration desk.

What if I still have some questions?

Please call or email Stephen Streufert anytime! I can be reached at 206.780.7848 or stephen@salish.org.



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Salish Sea Expeditions Overview

Mission: At Salish Sea Expeditions our mission is to inspire a passion for exploring, understanding, and respecting the marine environment through hands-on scientific inquiry on Puget Sound.

Strategy: Using Inquiry-Based Learning as a central strategy, we don't just teach students about science – we provide an opportunity for students to *become* scientists, studying the marine environment in the same way a professional scientist might. Our floating classroom, the 61' sailing research vessel *Carlyn*, provides an ideal platform for these voyages of discovery.

Core Program: Sea Investigators--student groups develop original research on the waters of Puget Sound from their classrooms, and then board the research vessel for a 3-5 day expedition to gather data to answer the questions they generated in the classroom. After the expeditions, Salish educators return to the classroom to synthesize the experience and analyze their data. Students report their work in the *Journal of Student Research on Puget Sound*.



Program Expansion: In 2009, with the support of a grant from NOAA's Bay-Watershed Education and Training (B-WET) initiative, Salish launched Sound and Source, an on-shore, watershed-based extension to our successful boat-based Sea Investigators program. Through Sound and Source, Salish works with participating schools to develop longer-term inquiry opportunities and field-based science research projects, allowing students to connect with their local watershed as they repeat the process of designing and conducting their own field investigations closer to home.



Organizational History: Founded in the fall of 1994, Salish leaders spent two years in conversations with teachers and in-depth research to prepare for our first program in spring 1997. Spring 2009 programs marked our 12th year of "Science-Under-Sail programs."

Salish by the Numbers: Salish Sea Expeditions supports up to 30 scientific expeditions each school year. In the spring of 2009, 423 students and teachers embarked on science research expeditions aboard *Carlyn* with 380 additional students joined in onshore research in their local watersheds.



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Carlyn sailed 1131 nautical miles on research expeditions. To date Salish has provided "science-under-sail" programs for over 5600 students and teachers.

Who We Serve:

Salish is committed to serving **Public Schools** (over 75% of all programs) and underserved populations through our **Low Income Initiative** (25% of all programs serve schools with a significant percentage of students receiving free and reduced-fee lunch benefits). Students participating in Salish programs are 5th to 12th graders from schools in the Puget Sound region. Over 30% of Salish students represent diverse populations.

What They Say:

Teachers: "The genuine excitement and pride that goes with discovery and self-discovery is such an important part of learning. I rank Salish as the best educational experience that I've ever been able to provide my students." – *Tom Armentrout, Bainbridge High School teacher*

Students: "I used to look out at the Sound and just see water. Then I went out on a Salish trip and discovered the details below the water. When I got back to school I wondered what details I was missing in all my other subjects." – *Liz, 11th grade student*

Government Leaders: "Ultimately, getting students involved in and energized by science that supports a healthy Sound will be fundamental to our success at recovering it." --*David Dicks, Executive Director, Puget Sound Partnership*

Puget Sound Student Science Symposium:

Each spring Salish hosts a gathering for student scientists to present research alongside other professional scientists. Our inaugural event in 2009 drew over 100 students, teachers and guests to witness 10 research presentations.

Cost To Schools for Program in 2009:

- \$2500/expedition day (inclusive of classroom visits)
- \$86/day/student based on full vessel of 29 students
- Low Income Initiative Schools – as low as \$500/day.

Get Involved:

- Attend or Sponsor Events: Salish hosts three major events each year for fundraising and outreach, an autumn breakfast, a spring auction and an end of school year Puget Sound Student Science Symposium.
- Join us for a sail: Salish invites you to join us for a hands-on experience aboard the sailing research vessel *Carlyn*. See www.salish.org/sails for the next sailing.
- Additional Vessels for our Research Fleet: We are at capacity and seek a second vessel to support the demand for our programs. Tell us if you know of a boat available for sale or lease.
- Outreach Opportunities: We actively seek opportunities to showcase Salish programs through speaking engagements – host Salish to share stories of student scientists on the Sound at your next event.





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- Board of Directors/Committee Membership: Salish seeks talented people to support our efforts through membership on board or one of various committees. Contact Executive Director Stephen Streufert for details.