

Chum's Golden Gala

Table Host Guide



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What: The Chum 50th Anniversary Golden Gala

When: Tuesday, October 17, 2023.

- Doors open at 5:30 p.m.
- Dinner served at 6:30 p.m.

Where: DECC Lake Superior Ballroom

Ticket Price: \$100 per person/\$800 per table

Menu:

Three entree choices:

- Pork Tender Loin and Black Jack Apples and served with Yukon Gold Mashed Potatoes
- Pan-Fried Walleye served with Sautéed Kale, Lemon and Tomato with Tartar Sauce and served with Herb Roasted Red Potatoes
- Ravioli stuffed with Butternut Squash topped with Pomodoro Sauce and Shaved Parmesan Cheese

Served with a Garden Salad, Chef's Choice Fresh Vegetable, and Rolls with Butter.
Assorted Bars for dessert.

Deadlines:

Early Bird Ticket Purchase: **Sunday, October 1, 2023**

- (includes a DECC parking pass for the event)

Submit guest names: **Sunday, October 1, 2023**

Purchase a full table of 8: **Sunday, October 1, 2023**

Submit changes to your table: **Friday, October 6, 2023**

Thank you for considering our invitation to be a table host at the Chum 50th Anniversary Golden Gala. Chum is celebrating its 50th Anniversary, and the Gala is a major event in the commemoration calendar marking this major milestone/achievement in the life of the organization and its profound impact on our community.

50 years in any entity's life is noteworthy; many have fallen by the wayside. Chum's achievement is valuable because it is collaborative. We bring together individuals and organizations with diverse interests, denominations, and faith traditions – an incredible feat in a world that is divided by politics, dogma, and doctrine.

The Gala is an opportunity for the entire community to rally around Chum in this juncture in its existence – not because it is flailing, but because it is thriving. It is thriving and seeking to do so much more for the good of every business, every household, and every congregation in our community. With a total agency budget of \$5 million, Chum is seeking to undertake a \$14 million shelter expansion that will shelter more, serve more, and therefor benefit the community in even greater ways than before. The Gala is an invitation for all to rally around Chum and tangibly invest in the success of its next 50 years.

As we celebrate the contributions and achievement of the last 50 years, we do so to garner the support and generate the energy necessary to spur on the work that will usher in the success of the next 50 years.

We are leading a collaborative \$33 million plan that will transform the response to homelessness in Duluth; that will radically enhance the livelihood of all in our community; that will benefit the business community, support the revitalization of Downtown Duluth, and enrich the prospects of the working class in our society. As Chum steps up its game, it also invites everyone to step up their game to help us realize the just and compassionate world that our society so desperately needs. The Golden Gala is a new starting point for deeper engagement and true investment in Chum and in Duluth. The Golden Gala is a time to give to something you believe in. The Golden Gala is a time to give to something you desperately want to see happen in our community.

The evening will include a cash bar, live and silent auction, inspiring stories, and an awards ceremony.

Our goal for this event is to raise \$200,000 to support Chum programming.

1. IDENTIFY POTENTIAL GUESTS

Brainstorm a list of people you want to invite— past guests, friends, neighbors, or business contacts. Tables seat 8 – should you have need for more guests, we can arrange to have another table for them nearby.

- Tip: Schedules fill up quickly so start inviting guests early!
- If you have been a Table Host for the Chum Outreach Dinner before, we will provide your past guest list(s) to help jump-start your invitation-making. If you need to request it again, email Gracia and she can help you!

2. INVITE YOUR GUESTS

Invite your prospective guests over the phone, through email, or in person – whichever method you feel is most effective for your group. We have found that phone calls followed by an email are highly effective and garner faster response times.

- Tip: Let your invitees know why you care about Chum!
- If potential guests say they can't attend, encourage them to still contribute to the success of the dinner by making a gift. There is an option for non-attendees to make a donation on the registration form.
- Share on Social Media

3. FILL YOUR GUEST LIST

Tables accommodate 8 people, including yourself. Please ask your guests to purchase their tickets by Sunday, October 1, 2023. OR submit your completed lists of confirmed guests to Gracia Swensen by Sunday, October 1, 2023.

- More than 8 guests? Let us know and we will seat them at an adjacent table.
- Fewer than 8 guests? Let us know and we can help you fill your table.
- Deadline to purchase a whole table or individual tickets and receive a free DECC parking pass for the event is October 1.
- Deadline to make any changes to your table is October 6.

4. PURCHASE TICKETS

You can purchase a table for \$800 (or more) or direct your guests to pay the \$100 ticket price as individuals. Everyone who registers before October 1 will receive a DECC parking pass. The link for registration is on our website, at chumduluth.org/gala.

Chum's Golden Gala

This fall, on October 17th, we are hosting our Golden Gala, in commemoration of our 50th Anniversary. We are hosting the Gala to bring Chum's mission and our stories to more people than ever before. There will be a gourmet dinner, silent and live auctions, inspiring stories, and awards. Join us to help stop the growing number of people experiencing homelessness in Duluth.



You'll be taken to the Golden Gala
Registration Form.

Step 1: Click on “Registration”

Chum Golden Gala 2023

Tuesday, October 17, 2023
DECC Lake Superior Ballroom
Doors open at 5:30 p.m. - Silent Auction, Cash Bar, Social Hour
Dinner served at 6:30p.m.



Please select: *

Yes, I am coming!

Please select:

Yes, I am coming!

I can't come this year but I would like to donate:

Name *

(Email Address) *

Phone Number

Home Address - Street

City

State

ZIP

Congregation (if applicable)

Table Host Name

If you don't have a table host, please indicate your seating preference:

☐ Seat me anywhere

Seat me with (Name):

MENU

Option 1: Pork Tenderloin

Pork Tenderloin and Black Jack Apples, served with Yukon Gold Mashed Potatoes.

- Garden Salad
- Chef's Choice Fresh Vegetables
- Rolls with Butter
- Assorted Bars

Step 2: Scroll down and fill in the fields.

Step 3: Choose your meal.

If you are registering more than one guest, click on “Add another response.”

If you are registering before October 1st, and need a parking pass, be sure to let us know if you want us to email it to you for you to print out, or if you want us to mail it to you. You must bring a physical permit with you to the DECC.

Click “Submit” to go to the Payment page.

Option 2: Pan-Fried Walleye

Pan-Fried Walleye served with Sautéed Kale, Lemon and Tomato with Tartar Sauce and served with Herb Roasted Red Potatoes.

- Garden Salad
- Chef's Choice Fresh Vegetables
- Rolls with Butter
- Assorted Bars

Option 3: Butternut Squash Ravioli

Ravioli stuffed with Butternut Squash topped with Pomodoro Sauce and Shaved Parmesan Cheese

- Garden Salad
- Chef's Choice Fresh Vegetables
- Rolls with Butter
- Assorted Bars

Please select your meal *

Please select...

Please select...

Pork Tenderloin

Pan-Fried Walleye

Butternut Squash Ravioli

Dietary Restrictions: Additional Note

Add another response" below -->

Add another response

Number of Tickets

1

Total Ticket Price

100

Additional Donation Amount

Checkout Total

100

I'm registering by October 1. Please send me my free DECC parking permit for the event. (Please note: A physical permit is required.)

☐ Email my permit, I will print it out and bring it with me.

☐ Mail my permit to me. (Please include your mailing address above.)

Submit

You will be redirected to PayPal to complete your ticket purchase.

Step 4: If you are not automatically directed to PayPal, click on the yellow PayPal button.

If you have a PayPal account, enter your login information to complete payment.

Or Click “Pay with Debit or Credit Card”

PayPal

Click here to pay

\$100.00 USD

Pay with PayPal

With a PayPal account, you're eligible for Purchase Protection and Rewards.

(Email or mobile number)

(Password)

Forgot password?

Log in

or

Pay with Debit or Credit Card

6

5. LEAD A GENEROUS TABLE

Be up front about the event being a fundraiser. Make sure your guests know in advance that they will be asked to make a donation at the event.

- We will be asking each guest to consider a gift of \$100 or more.
- Checks, cash, and credit cards will all be accepted at the event, or you and your guests can also donate online at any time.
- Tip: Set a table goal. For example, let your guests know that you want your table to raise \$2,000 because that amount provides one night of shelter for 80 individuals experiencing homelessness.
- We have also set up a way for you to create your own virtual fundraiser so you can reach out to your networks anywhere in the world! At a past dinner, one of our Table Hosts raised more than \$12,000 from potential guests who weren't able to attend! To start your own fundraising page, go to <https://betterunite.com/chumduluth-goldengalavirtualfundraiser>.

6. REMIND YOUR GUESTS

Follow up! People get busy and forget to RSVP even though they have every intention of attending the event. Plan on contacting your guests again via phone or email a few days before the dinner – let them know you're excited to see them at the event.

- Last minute cancellation? Try to find a replacement. Check over your original prospect list and make some calls. Please try to let us know about changes or vacancies by October 1 so that we can plan accordingly.

7. GIVE THANKS

Chum will thank your guests for their generosity, but the personal touch of a note, call or email from you goes a long way. Help us thank your guests for supporting the CHUM Street Outreach program.

- We will be happy to provide you with contact information for your guests.

If you have any questions about the event or your role as a Table Host, please contact Gracia Swensen at gswensen@chumduluth.org.

Talking Points

Chum is celebrating its 50th Anniversary, and the Gala is a major event in the commemoration calendar marking this major milestone/achievement in the life of the organization and its profound impact on our community.

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HOW TO CREATE YOUR OWN FUNDRAISING PAGE FOR THE CHUM GOLDEN GALA

Go to <https://betterunite.com/chumduluth-goldengalavirtualfundraiser>.

Golden Gala Virtual Fundraiser



Chum
Homeless. Hungry. Hopeless.

0 raised of \$200,000 goal

Contribute

\$250 \$100 \$50
\$25 OTHER

Create or Join a Fundraiser

Let's End The Rising Numbers of Homelessness in Duluth Together, One Life at a Time

This fall, on October 17th, we are hosting our Golden Gala, in commemoration of our 50th Anniversary. We are hosting the Gala to bring Chum's mission and our stories to more people than ever before. There will be a gourmet dinner, silent and live auctions, inspiring stories, and awards. Join us to help stop the growing number of homelessness in Duluth. For those of you who can make it please register here: <https://www.ifaforms.com/v5075456>

Even if you cannot make it we still need your help to fight the rising number of people experiencing homelessness in Duluth. Even just \$20 provides someone a night of shelter. All of us can commit to that. Our challenge would be to commit to a \$50/month donation. By the end of the year, that money would provide someone with shelter accommodations for almost a month, dry socks or mittens to 300 people living outside, or 1,800 meals. Everyone in our city and region is thinking about the rising numbers of people experiencing homelessness and what to do about it. We think the answer is here. By supporting Chum, you are making a huge impact on the people in this city. We need your help!

Organizer

- Chum
- Gracia Swensen
- gswensen@chumduluth.org
- Duluth, MN
- 2187206521
- <http://www.chumduluth.org>
- Nonprofit Organization
- Donations Tax Deductible

Scroll down to the bottom of the page and click on “Click to start your own fundraiser for this campaign.”

Golden Gala Virtual Fundraiser

Click to start your own fundraiser for this campaign

here: <https://www.ifaforms.com/v5075456>

Even if you cannot make it we still need your help to fight the rising number of people experiencing homelessness in Duluth. Even just \$20 provides someone a night of shelter. All of us can commit to that. Our challenge would be to commit to a \$50/month donation. By the end of the year, that money would provide someone with shelter accommodations for almost a month, dry socks or mittens to 300 people living outside, or 1,800 meals. Everyone in our city and region is thinking about the rising numbers of people experiencing homelessness and what to do about it. We think the answer is here. By supporting Chum, you are making a huge impact on the people in this city. We need your help!

Fundraise for this campaign?

You can run your own campaign that will benefit the above campaign.
Click to start your own fundraiser for this campaign

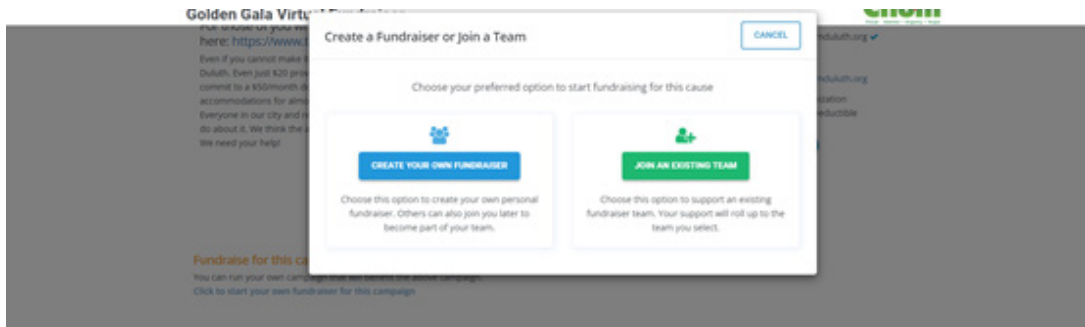
Chum
Homeless. Hungry. Hopeless.

- gswensen@chumduluth.org
- Duluth, MN
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- Donations Tax Deductible

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Unified Platform for Fundraising and Event Management
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Select “Create Your Own Fundraiser” and follow the prompts to name your page and add content and/or photos.



Chum by the Numbers in 2022

1,364 shelter guests (including 56 children)

153 adults living unsheltered in Duluth were contacted by Chum's Street Outreach Worker to connect them to shelter, support services, and/or the Winter Warming Center.

637 unduplicated individuals visited the Winter Warming Center, which was open from 6:00 p.m. to 8:00 a.m. every night, and 24 hours on Christmas Day, New Year's Day, during extreme weather events.

572,347 pounds of food distributed to 1,818 households/3,388 individuals

- 124,745 pounds of fresh produce
- 80 CSA shares from 9 local farms
- Chum2GO, our food delivery program, delivered 50-pound boxes of food to 306 households
- Mobile food drops at four supportive housing complexes, plus a pop-up food pantry in Hibbing.

Steve O'Neil Apartments offers 44 units of permanent supportive housing for families which children who have experienced long-term or chronic homelessness.

St. Francis Apartments offers 43 units of permanent supportive housing for elders with underlying health conditions related to physical, chronic, or mental illness.

More than 40 member congregations of Chum provided 900 volunteers and donated more than 14,000 pounds of food and \$125,000.



Sample Scripts for Inviting Guests

Hey! I'm committing to hosting a table at Chum's Golden Gala and would love to have you join me. It is a great opportunity to support our underserved neighbors. Will you join me on October 17th? Let me know and I'll send over a link to register!

Hi there! I've taken the initiative to host a table at Chum's Golden Gala, and I'd be absolutely thrilled if you could be part of it. This event presents a wonderful chance to stand together in support of our less fortunate neighbors. How about joining me on October 17th? Just give me a heads up, and I'll provide you with the registration link!

Hey, how's it going? I've made a personal commitment to host a table at Chum's Golden Gala, and I sincerely hope you can be part of this endeavor. This is an excellent chance for us to make a difference by supporting our neighbors who are in need. Let me know, and I'll send you the registration link!

Timeline

August 25

Begin inviting guests and filling your table.

Set up your virtual fundraising page.

Register and purchase tickets at chumduluth.org/gala.

October 1

Registration deadline to receive a free DECC parking pass for the event.

Preview the silent auction at chumduluth.org/gala.

October 6

Last day to make changes to your guest list

October 17

Chum's Golden Gala

Doors open at 5:30 – Live Music, Silent Auction, Social Hour, Cash Bar

Dinner served at 6:30

Program begins at 7:00 – Speakers, Stories, Awards, Live Auction

FAQ

Who should I invite?

All are welcome at the Gala. We are hoping to attract an audience of community members who are interested in learning more about Chum and how they can help solve the problem of homelessness, especially those who have not yet had an opportunity to support our work.

- Business owners
- Members of service clubs and civic entities
- People outside of congregations who may not be aware of Chum's impact in the community

Can I have more than one table?

Absolutely! We will make sure all your guests are seated near each other.

I know someone who wants to be a table host. What should I do?

You can have them contact Gracia Swensen at gswensen@chumduluth.org, or let Gracia know and she will reach out to them with all the information.

How can I get more invitations?

You can come to the Chum office and pick them up at 102 W. 2nd St., or call us at (218) 720-6521 and we'll make sure you get more.

Why isn't this event at Greysolon?

Our annual Outreach Dinner has outgrown the Greysolon Ballroom, and this, being our 50th anniversary, is the perfect time to take advantage of the larger spaces at the DECC – new venue, new emphasis, new audience.

Where is the DECC?

The Duluth Entertainment and Convention Center is at 350 Harbor Drive. The Golden Gala will be in the Lake Superior Ballroom in the City Side Convention Center.

Is there parking available?

The DECC has ample parking. Register and purchase tickets by October 1, and we will provide you with a free parking pass. Register after October 1, and you will pay the DECC parking fee (currently \$10.00). You can also park downtown and take the skywalk over the freeway directly to the DECC.

How much of Chum's budget is spent on Administration? 5%

How much of Chum's budget is spent on Fundraising? 5%

How much of the \$100 ticket price is tax-deductible? \$50

Contacts

Gracia Swensen, Chum Development Director

gswensen@chumduluth.org

Brenda Conley, Event Professional

brendabeardconley@gmail.com

Bradley Zwagerman, Chum Communications Director – for technical assistance, website, social media

bzwagerman@chumduluth.org

Patrice Critchley-Menor, Chum Board President - to donate to the silent auction

patrice.critchley.menor@duluthcatholic.org

Michelle Walker, Chum Office Manager

(218) 720-6521

mwalker@chumduluth.org

