

# Being a Team Leader

**Team Leaders are the heartbeat of #SHOWTHELOVE.** As a Team Leader you introduce your personal contacts to work that you care about and have personally been a part of - work that is helping to change the face(s) of Seattle's cultural sector. We're excited about what we're doing together at Intiman and this is an opportunity to *share and celebrate* our work!

## Team Leaders Responsibility

- Join by creating their Personal Profile on our Rallybound fundraising site.
- Set and achieve a personal fundraising goal.
- Reach out to your personal contacts to introduce them to Intiman and #ShowtheLove.

## What Team Leaders Get

- Support an important non profit and professional theatre.
- Meet your fundraising goal and receive an invite-only happy hour and show invite to Intiman's next show **CAUGHT** by Christopher Chen and directed by Desdemona Chiang.
- Complementary pair of tickets to Show The Love kick off party on Feb 13 at Theatre Off Jackson and End of Campaign Silent Disco Dance Party at Velocity Dance Studio on Feb 28.
- Prizes available!

Sit back, have fun, and help us #showthelove for a future of equitable, diverse, *intersectional*, innovative, provocative theatre happening right here in the city of Seattle. We'll help you every step of the way with email templates, weekly reminders, and compelling content to share.

Sending personal emails to your contacts and sharing our compelling Campaign videos are the best ways to reach your/our goal! You can do so by either:

1. Using your Team Leader profile to send emails.
2. Send emails from your personal email address using a template.
  - a. *Details on using your profile, and a template to inspire you can be found [here](#).*\*

## TIPS FOR SUCCESSFUL EMAILING! <3 <3

- **PERSONALIZE, PERSONALIZE, PERSONALIZE!** Making your friend feel like they've been carefully selected to participate in this awesome campaign with you will make all the difference. Trust us.
- To ensure 10 friends will donate, you'll want to **reach out to 30!**
  - You don't need to send 30 individual emails; you can send **5 or 6 emails to small groups of people** (i.e. one to a small group of friends from high school, one to

friends from college, one to family, neighborhood parent friends, professional contacts, etc.)

- **Connect with each group** by thinking about the 'hook' of Intiman that will most resonate with them (i.e. the fact that we take big, bold risks on innovative diverse theatre makers, or the fact that we employ over 100 artists and nonprofit staff each year, or the fact that we have high school education programs creating career pathways for South Seattle youth, or the fact that we are debt free and every penny raised goes towards new and fresh art in our city.
- One group to think about is your '**out-of-towners**' - they're not to be discounted! Intiman's plays and programs may happen in Seattle, but the impact of our work is part of a ripple effect. Let people know that even though they live outside of Seattle, they can make a BIG impact!
- **FUN FACT:** Do you know what is reported as the number one reason people donate money? Because they were ASKED.
- So **be bold** in asking people! I guarantee you'll be surprised by who will step up to the plate.