



Education is Key: Play Ambassador Toolkit

Glazer  
Children's  
Museum

10 YEARS OF  
play



# EDUCATION

## Is Key Breakfast

TO BENEFIT THE

Glazer  
Children's  
Museum 

**April 17, 2020, 7-9am**

[GLAZERMUSEUM.ORG/EDUCATIONISKEY](http://GLAZERMUSEUM.ORG/EDUCATIONISKEY)

The Glazer Children's Museum is celebrating **10 Years of Play** in 2020! Far from a frivolous pursuit, play is truly the work of children. Every time a child plays - with an adult, with another child, or alone - new connections form in the brain, building that child's potential for the future.

Please join us for the **8th Annual Education is Key Breakfast** to celebrate the impact of play in our community and to honor an Outstanding Student and Teacher for their dedication to the power of play. The event raises funds for the **Museum's Social Responsibility Initiative**, helping ensure all children have access to a safe, nurturing, creative, and fun place to play. From scholarships to sensory-friendly events to free admission days, we strive to provide programs and services for families in need. The Museum relies on generous contributions from individuals, corporations, and foundations like you to make this a reality. Help us make 2020 a record-setting year as we set the stage for the next decade of play!

**Play Ambassadors** help spread awareness of the Museum's mission to create lifelong learners and leaders throughout the community. Ambassadors recruit people who are financially supportive of local non-profits and could potentially become fellow Museum Ambassadors, Board Members, Committee Members, Donors, and Partners.

### Responsibilities

- Invite and confirm guests for the Education is Key Breakfast who will donate to GCM
- Submit final guest list to GCM **by March 30**
- Distribute pledge forms at the breakfast and raise a \$2,500+ minimum give/get

### Financial Goals

Play Ambassador Goal **\$2,500+ Each**  
Education is Key Breakfast Goal **\$65,000+**

### How GCM Can Help

The Museum team will coordinate and support Play Ambassadors by:

- Serving as a liaison for the Ambassadors
- Distributing action items based on due dates
- Offering talking points, training, and support in asking for money
- Sending reminders prior to deadlines
- Collecting guest lists and needs for the breakfast

### Contacts

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### Who to Invite

- Invite people passionate about early learning!
- Invite guests involved in our community and who give financially to other nonprofit organizations.
- Ask friends or coworkers to help fill your seats.
- The more personal your invitation, the more likely an invitee will attend. Try inviting your guests in person or over the phone. Follow up with an email or by extending a calendar invite.

### Frequently Asked Questions:

**What if I can't get 5 guests to confirm?** Don't hesitate to ask Museum staff or Board Members for assistance with inviting guests if you can't fill your seats. Let us know if your company wants to support the event and pay for seats so GCM can invite students and educators.

### What do I need to bring?

Your enthusiasm and personal story behind your leadership at the Museum.

### What if my guest has dietary issues or physical limitations?

The Museum is fully accessible and equipped for persons with all abilities. If dietary restrictions are known, please contact our team at least 2 weeks in advance.

### Will my guests be asked for money?

Please make sure your guests know they will be asked to make a donation to the Glazer Children's Museum. You will be asked to distribute Pledge Forms and encourage your guests to give what they can. Their specific commitment will be kept confidential.

### Is a gift to GCM tax deductible?

Yes! The Museum is a registered 501c3 nonprofit organization and all gifts are tax deductible according to the limitations of the law. Each guest will be provided with a tax deductible letter from the Glazer Children's Museum after they make a donation.

### Checklist for Success

- Use Museum provided invitations with your own personal note to invite guests.
- Invite and confirm 5 guests by March 30.
- Encourage Museum tours prior to event. Contact Team GCM to schedule tours.
- Submit your final guest list by March 30. Be sure to include all guests' contact info.
- Share reminder eblasts. Our team will send reminder eblasts for you to distribute two weeks before breakfast.
- Inquire if guests' employers or organizations honor matching gifts. Many companies will match an employee's gift!
- Follow up by thanking your guests for attending within two days of the breakfast.