



Leaders *for* mental health *breakfast*

October 4, 2023 | www.leadersformentalhealth.com

2023 Email invitation Samples

Below are a few sample email invitations we have drafted for you as a Table Captain to use to invite guests to sit at your table of eight. Feel free to mix, match and customize these messaging below when extending your invitation to new and returning guests to join you at your table on October 4. We encourage you to personalize your messages, in a way that you are most comfortable, to friends, colleagues and peers, and to think broadly and strategically when building your table of all-star supporters.

Thank you for being a leader for mental health.

1. Invitation to attend The Royal's Leaders for Mental Health Breakfast

Use if: *Invitee may or may not be familiar with the event.*

Good morning <name>,

I hope you are having a great summer!

As you know, supporting mental health is very important to me, as I know it is for you. This is why I would like to invite you to join me at The Royal's Leaders for Mental Health Breakfast on Wednesday, Oct. 4, 2023 starting at 8 a.m.

This event is a live, in-person experience at the EY Centre and brings business leaders together to hear about the impact The Royal is making on mental health and research in our region and around the world. This is also a fundraising event with the goal of raising money to help make the mental health system work for everyone. Each guest is encouraged to make a meaningful contribution. A popular donation is \$1,200 – to help improve the mental care system and treatment options for people challenged by their mental health.

I would be pleased to answer any questions you have. I hope you will consider joining me in supporting mental health care.

Looking forward to your response,
<signature block>



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2. Will you be my guest at the Leaders for Mental Health Breakfast?

Use if: *Invitee may or may not be familiar with the event*

Good afternoon <name>,

I hope you are having a great summer!

My email aims to invite you to join me at The Royal's Leaders for Mental Health Breakfast on Oct. 4, 2023 at the EY Centre.

If you have not attended before, this is a fundraising event to support mental health care and research. During the one-hour program, you will be inspired by doctors, scientists, patients and families about the ongoing impact of The Royal's programs, research and innovations to make a difference for those in our community who are struggling with mental illness.

The aspirational goal is to have each person who attends donate a minimum of \$1,200 to The Royal.

Mental health is a cause near and dear to my heart for many reasons - not the least of which is that it has affected my < family member/friend/loved one/child/sibling >. I am sure you support many worthy causes, so I appreciate you taking the time to consider this request.

I have attached the event details and would be happy to answer any questions you may have.

Regards,
<signature block>



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3. Be my guest (again!) at The Royal's Leaders for Mental Health Breakfast

Use if: *Invitee has attended the event with you in the past.*

Hi <name>,

I hope you are having a great summer!

On Oct. 4, 2023, I am attending a very special event in support of mental health care and research - and I'm writing to invite you to join me once again.

As you have experienced, The Royal brings over 1,000 people together at their annual Leaders for Mental Health Breakfast. Your attendance and support in the past as a guest at my table has been greatly appreciated. As you may know, I am a passionate supporter of The Royal and its mission to get people suffering from mental illness better, faster.

I am attaching the details of the breakfast, but the key takeaways are Wednesday, October 4 at 8 a.m., at the EY Centre. Bring some tissue and your chequebook. Also, leave some time in your schedule that morning to participate in the interactive engagement activities being organized.

Looking forward to hearing from you,
<signature block>



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4. Join me at the Royal's Leaders for Mental Health Breakfast

Use if: you are unsure if they have been approached but have secured other guests

Good day <name>,

I hope you are enjoying this great weather.

This year I have committed to being a table captain at The Royal's upcoming Leaders for Mental Health Breakfast on October 4th. It's a special event in support of mental health care and research; impacts that are close to my heart. I'm writing to invite you to join me as one of my seven guests.

Already confirmed to join me that morning are <list other table guests>.

I am attaching the details of the Breakfast for you to review, however, the immediate information for your calendar includes: October 4, 2023, with an 8 a.m. start time at the EY Centre.

Looking forward to hearing from you with your availability to join my table.

Thank you for your consideration.

<signature block>

PS. You can always support my table even if you are unable to attend by making a donation here:
<insert personal page link>



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5. Choose your own Subject Line

Use if: any situation

Dear <name>,

As someone who cares deeply about mental health, will you join me as a guest at my 2023 *Leaders for Mental Health Breakfast* table?

On **Wednesday, October 4**, please be my guest as we come together as a community to demonstrate our passion and commitment to helping the one in four Canadians living with a mental illness or substance use disorder. Let's make mental health as important as physical health. Hope becomes possible when people like you step forward — giving your time and compassion — to make a difference.

Date: October 4, 2023

Location: Live from the **EY Centre**

Schedule (subject to change)

7:30 a.m. Doors open for Table Captain check-in

8:00 a.m. Guest Check-in begins. Arrive with time to connect with The Royal's best and brightest over coffee and to take part in our interactive experience

9:00 a.m. Live program hosted by Sonya Shorey, Vice President, Strategy, Marketing and Communications, Invest Ottawa and Bayview Yards

10:00 a.m. Join mental health leaders in a post-event networking and mental health research engagement experience

I hope you will join me and over 1,000 other mental health leaders to be part of a very inspirational and aspirational program.

Together, we can help shift the mental health landscape in our community.

Sincerely,

<signature block>