



GAME CHANGERS 2024 EVENT

A horizontal banner for the "GAME CHANGERS" event. The background is dark blue with scattered mathematical symbols like pi, infinity, and numbers. On the left, there is a small ZENOMATH logo and a cartoon bear character wearing a pink mask. In the center is a QR code. To the right of the QR code, the text "GAME CHANGERS" is written in large white letters, followed by "Join us on Wednesday, October 30th" and "5:30PM – 7:00PM PST" in smaller white text. A thick pink diagonal stripe runs across the bottom of the banner.

ZENOMATH
math powered

A cartoon bear character with orange fur, wearing a pink mask and a green shirt, appearing to be cheering or dancing.

GAME CHANGERS
Join us on Wednesday, October 30th
5:30PM – 7:00PM PST



BEFORE YOU START

ABOUT ZENO



Zeno envisions a racially just world where every child and family are a doer and lover of math.

Our mission is to spark joy and inspire a love of math in young children and families through racial equity, family engagement, and play, all centered in the experiences of communities of color.

Most people already believe the myth that some people are born good at math, and some are not. This prevalent assumption in teaching practices leaves some children behind while others thrive in

developing their math abilities. Zeno partners with community organizations to deliver play-based and family-focused math programs which leverage the parenting adults' role as a child's first teacher. More than an academic subject, math is a life skill. From comparing prices in the grocery store, to many of the jobs of the future, one can't achieve leading a full life without basic math skills. Zeno wants to ensure that every child has this chance.

There is no such thing as a life lived without math. Beyond grades and test scores, Zeno changes hearts and minds so children of all backgrounds know that they too can be a doer and lover of math. By starting early, making math fun, including families, and working with community-based partners, we are removing the barriers that families of color face in accessing early math tools and resources.

OUR IMPACT



Today more families and providers are self-identifying as math people, specifically our surveys show twice as many families and providers are saying that they "strongly agree" that they identify as a math person as a result of their work with Zeno.

This past year Zeno distributed 24,300 games to 36 partners reaching over 4,300 families with children ages 3-5.



EVENT DESCRIPTION

Date: Wednesday, October 30 2024

Time: 5:30 P.M. – 7:00 P.M. PST

Location: The Collective Seattle, 400 Dexter Ave N ste 100, Seattle, WA 98109

Join Zeno on Wednesday, October 30th and help us change the game for children and families!

This October, Zeno is hosting our annual Game Changers Fundraiser and Celebration event. Game Changers is our annual event where we amplify the voices of families in our program and raise funds critical to Zeno's early math program.

This year we are celebrating Zeno's 7th Annual Game Changers! This event is an opportunity to explore math's universality and impact in the lives of early learners and their families. Join in person to celebrate the magic of math and learn more about our community partnerships, amplify the voices of families, and help raise critical funds to support Zeno's early math work.

We are proud to offer this event free to everyone, and deeply appreciate donations of any amount.

[Learn more about Zeno by viewing this video.](#)

REGISTER FOR GAME CHANGERS

You can register as a Zeno Champion, by [clicking here](#) and following the Step-by-Step guide on [How To Create or Join a Fundraising Team](#).

COST

FREE! There is no cost for you and your guests to attend our event. While there's no charge, guests are encouraged to make a gift that is meaningful to you – with the suggested minimum donation of \$75. You're welcome to make a gift when you register, on the day of our digital event, or at any point during our Game Changers campaign!



BECOME A ZENO CHAMPION

What are the event details?

Date: Wednesday, October 30 2024

Time: 5:30 P.M. – 7:00 P.M. PST

Location: The Collective Seattle, 400 Dexter Ave N ste 100, Seattle, WA 98109

What does it mean to be a Zeno Champion?

From guest recruitment to championing Zeno's work in the community, Zeno Champions play a vital role in the success of our Game Changers virtual event. Zeno Champions support the Game Changers event in at least one following ways:

- Help fundraise to support Zeno's work. Create your own Peer-to-Peer fundraising team by clicking [here](#).
- Recruit 5-7 people to attend the Game Changers virtual program. Your guests can register for the event by clicking [here](#).

Who should I invite?

Friends, family, or others in your network interested in supporting opportunities for children and families of color to experience math in accessible and culturally relevant ways. Though we encourage you to invite 5-7 guests, you are welcome to extend the invitation to more people. One exciting part about going virtual this year is that we can accommodate more folks AND reach a wider audience. You can help spread the news about our work by inviting friends and loved ones who would not normally be able to attend because they don't live locally.

What do I say?

In this Zeno Champion Toolkit, you will find sample invitation language. We encourage you to share personal anecdotes or stories about Zeno and why you think our work is important. Emphasize the impact you believe Zeno has on the lives of children and families, their communities, and the world.

Follow up is key! Often, people won't respond to your first email/invitation so follow up by email/phone/text/in-person.

Then follow up again.

What is our attendance goal for this event?

This year, our goal is to engage 300 people. With your help, we can do it!

Our goal is to have as many people as possible registered by **Wednesday, October 9**.



How do I register as a Champion?

You can register as a Zeno Champion, guest of a Zeno Champion, or individual guest by [clicking here](#) and following the Step-by-Step guide on [How-To Create or Join a Fundraising Team](#).

How else can my friends and family participate if they are unable to attend the Game Changers virtual event?

We understand that there are so many virtual events scheduled for fall. If you're guests cannot attend the virtual program, encourage them to consider [making a financial gift in lieu of their attendance](#). All donations are used support the sustainability and growth of Zeno programs and services.

[Check out the giving menu](#) under the Game Changers event home page for examples of what donations help Zeno accomplish.

Additionally, encourage your guests to participate in the online Game Changers Auction.

IMPORTANT LINKS

- Game Changers Event Page: <https://secure.qgiv.com/event/gamechangers2024/>
- Registration: <https://secure.qgiv.com/event/gamechangers2024/register/>
- How To Create or Join a Team Guide: <https://zenomath.org/wp-content/uploads/2024/09/Game-Changers-2024-I-Zeno-Champion-How-To-Join-or-Create-Teams.pdf>
- Donation Page: <https://secure.qgiv.com/event/gamechangers2024/donate?amount=1337614&onetime>
- Participate in the online Game Changers Auction: <https://secure.qgiv.com/event/gamechangers2024/>



INVITE GUESTS TO JOIN YOUR VIRTUAL TEAM

How to invite:

- Begin by inviting 15+ people – your goal is to bring 5-7 guests. Be ready to hear a few “declines” and don’t get discouraged.
- Make it personal! Talk to your guests about Zeno and your experiences at our event in the past.
- Email your invitation with **a personal message** letting that guest know you really want them to attend.
- Follow up with text messages, emails, voice mails (or all of the above)!

Who to invite:

- Who shares Zeno’s vision/values and wants to connect with our cause?
- Who has invited *you* to a fundraising event or to support their favorite cause?
- Who has the capacity to contribute?
- Who do you do business with?
- Who is part of your family?
- Who is part of your circle of friends, church, social clubs, your child’s school community, your neighborhood, etc.?

Final thoughts:

- Don’t hesitate because someone might not be able to come to the event. Invite them now. Making them aware of the event this year will create ‘buzz’ and make them MORE likely to accept your invitation next year!
- If you have friends that you think would make a great Zeno Champion, encourage them to co-lead your team with you or to become a Zeno Champion with their own team.
- It’s okay if guests can’t attend. Your friends can still join your team by [making a gift in lieu of their attendance](#).
- Keep your deadlines in mind. Help create a warm and welcoming event by providing your guest names to the planning team with as much lead time as possible.
- Have fun! Express your excitement and people will want to join your table.
- If you have any questions, don’t hesitate to reach out to development@zenomath.org.

THANK YOU FOR YOUR CONTINUED SUPPORT OF CHILDREN, FAMILIES, AND OUR WORK AT ZENO!



EMAIL INVITATION TEMPLATE

Use this template or a modified version of it to invite individuals to the luncheon.

Dear [insert guest name],

As you may know, I am a [proud board member of Zeno/supporter of Zeno/volunteer of Zeno/Zeno staff member], and incredibly passionate about the work they're doing around racial equity, early learning, and math empowerment.

I'm excited to invite you to be a guest at Zeno's 7th Annual Game Changers Fundraiser and Celebration on Wednesday, October 30. This year you can join Zeno in person and participate in the fun at The Collective Seattle. This past year Zeno distribute 24,300 games to 36 partners reaching over 4,300 families with children ages 3-5.

Please consider joining me in community at Zeno's Game Changers Fundraiser + Celebration on Wednesday, October 30. All you have to do is [register as a participant here](#) and select my name as your Zeno Champion when prompted. Your support not only means the world to me, but it also means children and families receive the high quality, equitable, educational experiences they deserve.

Game Changers is free to attend, however, guests are encouraged to make a gift that is meaningful to them – with the suggested minimum donation of \$75. If you can't make it, in lieu of your attendance please consider supporting Zeno by [making a financial gift here](#) or participating in our online Game Changers Auction.

I'm looking forward to having you join me.

Warmly,

[insert your name]

P.S. Have you heard? Zeno games are available for sale! [You can purchase a Zeno game for a child in your life by visiting Zeno's game store.](#)

SHARING ON LINKEDIN

Below you will find examples of social media messages that you can share with your followers. Feel free to tag Zeno using our social media handles. Images are available below to save and post with your social media messages.





Example #1

Interested in changing the game for children and families early in their education journey? Join me in supporting @Zeno_Math at the 7th annual Game Changers Fundraiser and Celebration on Wednesday, October 30. You can join my team by registering at <https://secure.qgiv.com/event/gamechangers2024/>

#GameChangers2024 #FamilyMath #Zenomath

Example #2

I'm excited to invite you to Zeno's 7th Annual Game Changers Fundraiser and Celebration on Wednesday, October 30. This year you can join me in person and participate in the fun at The Collective Seattle. This past year Zeno distributed 24,300 games to 36 partners reaching over 4,300 families with children ages 3-5.

Join me in supporting their critical work with a donation and/or register for my team to attend their Game Changers Fundraiser and Celebration on Wednesday, October 30. Register to join my team here: <https://secure.qgiv.com/event/gamechangers2024/>

#GameChangers2024 #FamilyMath #Zenomath

Tips:

- Post photos of yourself at past Zeno events.
- Tag @Zeno_math in your post so we can help amplify your invitation.
- Tag your friends in your post as a reminder to get registered on your team.

Reminders:

- Guests can register by clicking the link in Zeno's Instagram bio.
- Guests can still make a difference even though we can't gather in person.
- Even if your friends can't join us on October 30, they can still make a gift to support children and families in lieu of attendance.
- Use the hashtags #GameChangers2024 #FamilyMath #Zenomath