



## House Party “How To”

House Parties are an easy way to build support for 1000 Friends. Let us help you plan a party for people you already know who would be interested in our efforts to protect natural areas, revitalize our existing communities, and advocate for better transportation choices.

***The Format.*** The format can be casual and fun but also honest in its intention. Possible themes include:

- An informal wine tasting.
- Dessert and coffee.
- An ice-cream social.
- Home and Garden tour (including Green Features perhaps).
- Special guest or entertainment.
- Poker game, or an “in lieu of gifts” party for a birthday or anniversary.

### ***Steps:***

- 1) Set a Date, at least 6 weeks prior.
- 2) Identify a guest list (plan for 20 – 30 people but invite 40 – 60).
- 3) Identify monetary goals associated with the specific invitees, ranges will work. It is also possible to establish a challenge. Example: The host pledges to give \$5 for every \$25 they give, or will match every \$50 gift up to ten gifts.
- 4) Send out invitations (four weeks in advance) clearly explaining what the evening will entail. On all the invitations, give people the option of donating if they can not attend. Make sure to use the words “*we are seeking key support*” so that it is clear this is a fundraising event and encourage guests to also invite an interested friend. RSVP’s are very helpful. The host may provide items (and use the “party for a tax break concept” – see first link below) or work with the staff to find local donations of food and wine shops

to sponsor the event (the sponsor can in turn provide coupons to entice attendees to their establishments).

***Program and Pitch.*** A short presentation will occur during the event so that guests can learn about our work.

- Welcome remarks – typically given by the host (thanks for coming, welcome, hope you're enjoying yourselves, etc.)
- Presentation by a staff or Board member about their work with the organization and what 1000 Friends does. It also helps to have testimonials. Example: An existing supporter explains why they volunteer or give as it relates to the cause.
- Pitch/Ask. Everyone knows why they are there because the purpose was stated in the invitation but someone still needs to say, “in order to do all of this great work, we really need your support. Here is where a challenge might come in handy.
- Pledge forms that list the various giving options are handed out, and a donation basket is indicated or a development staff person is identified. The pitch continues, “Think about what you can give, and maybe even give a little more than that...” A computer or two with the donation page displayed allows credit card donations to be made on the spot.

***Follow up:***

- 1) After your event, we will send follow up notes to the entire guest list (those who attended and those who didn't).
- 2) All attendees will be asked if they will identify other interested individuals/organizations, or even host a party in their community or home.

Original Sources:

[http://www.kiplinger.com/features/archives/2009/06/krr\\_throw\\_a\\_party\\_grab\\_a\\_tax\\_break.html](http://www.kiplinger.com/features/archives/2009/06/krr_throw_a_party_grab_a_tax_break.html)

<http://www.giveforward.org/blog/fundraising-tip-21-how-to-throw-a-kick-house-party>

<http://stepbystepfundraising.com/wine-tasting-fundraiser/>

[http://ran.org/fileadmin/materials/grassroots/pdf/how\\_to\\_throw\\_a\\_house\\_party.pdf](http://ran.org/fileadmin/materials/grassroots/pdf/how_to_throw_a_house_party.pdf)

[http://www.grassrootsfundraising.org/magazine/bod\\_53ways.html](http://www.grassrootsfundraising.org/magazine/bod_53ways.html)