

HOUSE PARTY PLANNING STEPS

GOALS: Raise money and grow support

The goal for each party is to raise money in support of Denny Doyle's mayoral campaign. Each host should set a fundraising goal that is reasonable for them. This goal is something to aim for, but should not be limiting. Additionally, we want to grow Denny's support through the house party movement.

To accomplish these goals we ask that each host create and send to campaign headquarters three separate party lists:

- A list of everyone who attends your party
- A list of invited guests who were unable to attend but are very interested in staying connected to the campaign; and
- A list of contributors who donated with a check during the party.

Due to State guidelines, you will need to collect the contributor's name, address, phone number, email address, place of employment and occupation.

If the fundraising goal is \$500, below is a simple breakdown showing how easy it is to meet that goal:

- 50 people @ \$10 = \$500 (collect name, phone, address, email, employer, occupation)
- 25 people @ \$20 = \$500 (collect name, phone, address, email, employer, occupation)
- 10 people @ \$50 = \$500 (collect name, phone, address, email, employer, occupation)
- 5 people @ \$100 = \$500 (collect name, phone, address, email, employer, occupation)

STEP 1: Contact the Campaign

- The campaign staff will establish your file, and will be helpful throughout the entire process. As your planning progresses, keep in contact with the headquarters. **Make sure to keep accurate RSVP lists and update the campaign regularly.** We can help with any problems you might face along the way.

STEP 2: Establish a host committee

- A **host committee** can help you with planning the event, and provide you with a list of potential guests.
- If you plan on using a host committee we suggest that you **gather a diverse group** of people willing to share unique ideas and contacts.
- A host committee can also **help with asking for and collecting contributions.**
- Everyone on the host committee should **agree to help raise the minimum of \$500** or more.

STEP 3: Build attendance

- Each host committee member should **develop an invitation list** of family, friends, colleagues and anyone else that will support Denny.
- Invitations can be delivered by email or postal service. However **we encourage email** as a faster and more efficient way to communicate with larger groups.

- Be sure to include the **suggested donation** on your invitation. We suggest you use the attached template for your invites.
- **Consider an alternate venue.** Most parties will be held by supporters in their homes, but local pubs, theaters, community centers, and union halls are all ideal locations.

STEP 4: Follow-up

- Personal email and phone follow-up is **ESSENTIAL** within 7 to 10 days of your invitation.
- Keep an **accurate RSVP list** and a separate list of people unable to attend but interested in staying connected to the campaign.
- Contact the campaign with this list, and update the campaign on the planning progress.

STEP 5: Collect contributions

- **Encourage your guests to contribute before the party**, preferably online. Online contributions will make welcoming your guests easier and reduce paperwork after the party. When guests contribute online, ask them to include a reference to the house party they plan to attend or give the name of the host that encouraged their donation.
- Remind guests that **the State of Oregon allows a tax credit for campaign contributions**. \$100 for a couple's joint return, \$50 for an individual's single return.
- Checks are always welcome, but **cash donations are discouraged**.
- Checks can be donated before the party, and should be **accompanied with a note referencing the house party they plan to attend** or giving the name of the host that encouraged their donation.
- Contact the campaign with a list of donators who gave before the party. Report this and the final RSVP list to the campaign.
- For those who bring checks to the event, **make sure the contribution requirements are followed**.

STEP 6: Throw your party

- Each host will need to **report the cost of his or her party to the campaign office**. We recommend drinks and light refreshments.
- **You will need a sign in table**
- **The host committee should determine who will be responsible for various tasks during the evening:**
 - Staffing the sign-in table
 - Making the follow-up contribution request

During the Party

- Welcome your guests and **thank them for supporting Denny Doyle**.
- **SIGN-IN: Make sure that everyone has signed in** and that you have clear and correct contact information (name, address, telephone, email).
- **Enjoy yourselves!** House parties should be a fun and engaging time with friends.
- Follow-up and **ASK FOR A CONTRIBUTION**.

STEP 7: FOLLOW-UP AGAIN

- **WITHIN 72 HRS: All sign-in sheets and contributions must be received by the campaign within 72 hours of the event:**

Denny Doyle for Beaverton Mayor
8355 SW Sexton Mountain Court
Beaverton, OR 97008

- **WITHIN 48 HOURS:** Send a brief note of thanks to all of your attendees.
- **CELEBRATE** your success!