

# HOW TO HOST A HOUSE PARTY!



## What's a House Party?

A fundraising event that can be held in a home, restaurant, or other comfortable venue whose goals are to:



Increase  
awareness and  
educate



Raise  
funds



Steward donors  
and make good  
memories

## HOW TO HOST A HOUSE PARTY?

### Start Planning

- 1. Determine the guest list**  
Identify individuals who have an affinity for your organization and settle on the key prospects you plan to invite.
- 2. Curate the type of event**
  - A luncheon, dinner, musical event, cocktail party, etc.
  - Have a vision and decide which venue best amplifies the vision
- 3. Choose a date**
  - Check your organization's calendar
  - Check your host's calendar
  - Ensure there are no conflicts with religious observations or other major local events

### Curate the guest list

- ✓ Identify the host's circle of influence
- ✓ Determine others who would be influenced by the host's invitation
- ✓ Make certain someone among the guests is a donor
- ✓ Remember, you need to invite 2X the number of attendees you project
- ✓ Anticipate 8-10% last minute cancellations

### Create a timeline

- 4-6 weeks prior:** Send out invitations
- 4-5 weeks prior:** Confirm all logistical details
- 2-3 weeks prior:** Send second invitation reminder
- 1 week prior (RSVP deadline):**
  - Finalize attendee list
  - Finalize Run of Show
  - Prepare all stewardship plans for post event
- Day of:** Assist host with any last-minute details

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### Within 24 hours of the event:

- Plan your follow through activities before the event and assign a person to be responsible for these tasks.
- Send an immediate thank you to all attendees ... and the host!
- Reach out to campaign donor prospects to further discuss their potential engagement.



We believe in celebrating  
(every chance you get).



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