

HOSTING A HOUSE PARTY

is a great way to bring friends, colleagues and family members together to raise funds for Answer. This toolkit will help you create a fun and engaging event that introduces Answer to new supporters and increases Answer's visibility.

We encourage your creativity and resourcefulness in hosting a small or large party, which could take place in your home or office, or at a restaurant.

Answer will provide you with promotional materials, donation/pledge cards, and any guidance you may need in making your event a success.

We will rely on your initiative, contacts, and creativity in moving your house party forward. This includes:

- Thinking about what event will work best for you and identifying your target audience;
- Identifying a space;
- Brainstorming creative ways to market, create and distribute invitations or e-blasts;
- Underwriting the costs associated with the event by asking colleagues/friends/restaurants to co-host and/or help you in planning the logistics; and
- Creating an achievable fundraising goal.

Your support is greatly appreciated and we look forward to hearing your ideas!



THE ANSWER HOUSE PARTY KIT INCLUDES:

- sample invitation
- sample agenda
- sign-in sheet
- pledge form

FOR MORE INFORMATION, PLEASE CONTACT:

Nicole Cushman
Executive Director
848-445-7929
nicole.cushman@rutgers.edu

HELP ANSWER THRIVE BY HOSTING A HOUSE PARTY!

FORMAT

We recommend a two-hour cocktail party, beginning at 6:00 pm or 6:30 pm. However, you know what will work best for your friends and colleagues. Choose a venue where you and your guests will be most comfortable. This could be at your own home or apartment, or a meet-and-greet at your workplace. You can host the party alone or with a friend or group of friends - if your home is not large enough to host a house party, consider asking a friend who has a great space for a cocktail party to co-host it with you.

House party events can be as formal or as informal as you wish. They can serve as both a friendraiser and a fundraiser. Answer is here to support you as a host, whether you want to throw a relaxed get-together, or a more formal event designed for donors who can give at higher levels. Please contact Nicole Cushman, our Executive Director, so we can work with you directly to plan and implement a fun and successful event.

Consider setting a fundraising goal for the event and announce it to guests when you ask for their support at the event.

WHAT TO SERVE

Refreshments can be as simple or as complicated as you like. You could consider seeking help from friends who like to cook or local restaurants who may be sympathetic to our cause. Hire a caterer or provide refreshments yourself.

WHO TO INVITE

Friends, family members, acquaintances - it's up to you to decide who to invite, get out the invitations (mail and/or email) and keep track of who is coming, so you will know how many to prepare for. Follow-up emails and phone calls will definitely increase attendance. You'll find a sample invitation on the next page.

LOGISTICS

Think about directions by car or public transportation and where guests can park, and let them know.

Ask a friend or two to serve as greeters, if needed. They'll answer the door, take coats, make sure people sign in and help collect checks.

Do let us know about your event, so we can send you the materials you need and support you through the process.

SAMPLE INVITATION

This can be as simple as a text email, or we can send you an alterable version of the invitation once you've decided to host a party.

answer

sex ed, honestly

You are invited
to a cocktail party
in support of
Answer
at my home

Jane and John Smith
323 xyz street, #4
Yourtown, Anystate

Monday, November 4, 2017

6:30 to 8:30 pm

RSVP
(xxx) xxx-xxxx
jane@jkkjkjkj.com

We hope you can attend. Have a drink and enjoy a brief presentation about Answer, a national organization that provides and promotes unfettered access to comprehensive sex education for young people and the adults who teach them.

Come and learn more about Answer. If you can't attend, please consider making a gift online at answer.rutgers.edu or mail it to 41 Gordon Road, Suite C, Piscataway, NJ 08854.

SAMPLE AGENDA

Here is a draft timeline for a two-hour evening cocktail party. Times listed are approximate. There's no need to follow this precisely.

6:30 pm	Guests begin arriving.
7:15 – 7:20 pm	Host welcomes guests, thanks them for coming and explains why they are involved with Answer.
7:20 – 7:30 pm	Discuss Answer's current goals, objectives and programs.
7:30 – 7:40 pm	Q&A.
7:40 – 7:45 pm	Host thanks guests for their attention, encourages them to visit the website and asks them not to leave without filling out a pledge form. ("Please sign up to support Answer. You can give tonight using these donor pledge forms [hold one up], or take one with you, or donate online at answer.rutgers.edu .")
7:45 pm	Party resumes.
8:30 pm	Guests depart.

SAMPLE TIMELINE

Six Weeks Out

- Decide upon format, place and time for your house party.
- Decide if you need or want a co-host(s).
- Let Answer know about the event, so we can get you everything you need in the way of materials.
- Consider if you need or would like food and/or beverage donations and reach out to potential in-kind donors.

Five Weeks Out

- Create your invitation mailing list.
- Create your party invitation.

Four Weeks Out

- E-Mail and/or send hard copy invitations.

Three Weeks Out

- Ask a friend or two to serve as greeters. They'll answer the door, take coats, make sure people sign in and help collect checks.

Two Weeks Out

- Call or email everyone who has not RSVP'd. Ask if they're coming and keep a list of who is attending.

One Week Out

- Decide who will speak about Answer.
- Review our website, answer.rutgers.edu, and information packet so that you're able to answer questions.
- Make sure you have all the materials you need from Answer, including donor pledge forms.

Week of Event

- Remind greeters of their duties and the time they need to arrive.
- Purchase and prepare refreshments.
- Print enough sign-in sheets to accommodate your estimated number of guests.

After the Event

- Please send the gifts collected and the sign-in sheet(s) to Answer within 24 hours.
- Once Answer receives the contributions, we will send your guests thank you letters.
- If you can, please send one yourself – an email or handwritten thank you note – to add a personal touch.
- Post event pictures on your Facebook page or other social media profiles, send the link to everyone you invited and remind them that it's not too late to donate or host a house party of their own.
- Pat yourself on the back and know how much we appreciate all the work you've done to raise critically needed funds for Answer!

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Visionary • \$10,000+

- Exclusive named giving opportunities
- One-on-one updates in person or on the phone with our Executive Director
- Listing in *Sex, Etc.* magazine
- Listing in our e-news
- Invitations to special donor receptions
- Listing in our annual report
- Year-long subscription to *Sex, Etc.* magazine
- Subscription to our e-news

Innovator • \$5,000-\$9,999

- One-on-one updates in person or on the phone with our Executive Director
- Premium named giving opportunities
- Listing in *Sex, Etc.* magazine
- Listing in our e-news
- Invitations to special donor receptions
- Listing in our annual report
- Year-long subscription to *Sex, Etc.* magazine
- Subscription to our e-news

Mentor • \$2,500-\$4,999

- Special named giving opportunities
- Listing in *Sex, Etc.* magazine
- Listing in our e-news
- Invitations to special donor receptions
- Special updates from the Executive Director
- Listing in our annual report
- Year-long subscription to *Sex, Etc.* magazine
- Subscription to our e-news

**Join the Advocates Circle
with a gift of \$1,000 or more**

Trainer • \$1,000-\$2,499

- Select named giving opportunities
- Listing in *Sex, Etc.* magazine
- Listing in our e-news
- Invitations to special donor receptions
- Special updates from the Executive Director
- Listing in our annual report
- Year-long subscription to *Sex, Etc.* magazine
- Subscription to our e-news

Educator • \$500-\$999

- Invitations to special donor receptions
- Listing in our annual report
- Year-long subscription to *Sex, Etc.* magazine
- Subscription to our e-news

Supporter • \$250-\$499

- Listing in our annual report
- Year-long subscription to *Sex, Etc.* magazine
- Subscription to our e-news

Friend • up to \$249

- Subscription to our e-news

Contact Information

Donor name(s) to be credited in acknowledgement

Street Address

City State Zip

Phone

E-Mail

My/Our gift is in ____ honor OR ____ memory of:

- My gift is anonymous.
- Please find my completed matching gift form enclosed.
- Enclosed is a check payable to:
Answer/Rutgers University Foundation

Please charge my: MasterCard VISA AmEx
 Discover

One Time or Monthly in the amount of \$_____

Name on card

Credit Card Number Exp Date

Signature Sec Code

Please contact me about:

- volunteering
- making a bequest
- hosting an event in my home/workplace
- making a gift of appreciated stock
- other potential funders of Answer

Return with payment to:

Answer
41 Gordon Road, Suite C
Piscataway, NJ 08854

For more information, please contact Nicole Cushman at 848-445-7929 or nicole.cushman@rutgers.edu. Answer is a program of Rutgers University, and your gift is made through the Rutgers University Foundation, a 501(c) (3) tax-exempt organization. All gifts are deductible for federal income, gift, and estate tax purposes.