



Hosting a  
House Party Fundraiser  
for  
Yarmuth for Congress



Paid for by Yarmuth for Congress  
and printed in-house

## **Yarmuth for Congress House Party Kit**

Thank you for volunteering to host a house party for Yarmuth for Congress. House parties are crucial to our success. They broaden our base, educate voters about John's efforts to make a difference in Washington, raise money, encourage people to volunteer, and make it possible for us to keep Congressman Yarmuth in office.

Election Day is November 4, 2008. Your help couldn't come at a more critical time.

To help you meet your fundraising and attendance goals, we will provide you the know-how and technical assistance you need to make your party a success.

So please read this kit with care. Confer periodically with the house party coordinator. A few weeks from now, you'll have a great house party that helps the campaign tremendously.

### **Important Information About Campaign Contributions**

Under Federal law, we are required to report the following about each contributor:

- Full name of contributor
- Address
- Occupation
- Employer

Phone numbers and E-mail information is also helpful, though not mandatory.

An individual can contribute up to \$2,300 per election. Contributions should be made by check or credit card. Because of Federal Election reporting, cash contributions are discouraged, but can be accepted up to \$100. Contributions can be made online anytime at [www.YarmuthForCongress.com](http://www.YarmuthForCongress.com).

You should also inform contributors that this donation is not deductible as a charitable contribution for Federal Income Tax purposes.

## Timetable

### 4 Weeks Before the Event

- Set the date with the house party coordinator
- Ask friends to co-host the event. Co-hosts commit to giving to the event and helping invite their friends and family.
- Draw up your invitation list – Mail 120 invitations to have 40 attend
- Deliver a copy of the invitation list with full addresses, phone numbers, and e-mail addresses to the house party coordinator
- Work with the house party coordinator to determine the suggested contribution level for your party

### 3 Weeks Before the Event

- Mail invitations
- Ask a friend to serve as “door person” – they can help answer the door, sign people in, collect checks, and assist you with last minute details. A campaign staffer will also be on hand to sign people in, inform them of volunteer opportunities, and collect checks.

### 2 Weeks Before

- Call everyone who has not RSVP'd; ask if they are coming
- Update RSVP list and inform house party coordinator of any changes

### 1 Week Before

- Finish any remaining calls to get RSVP's
- Decide who will do the introduction
- Purchase party supplies
- Ready your refreshments
- Remind your door person of the time you need them to arrive
- Decide on your personal gift level – it is important that you have thought about your donation before the party so that you can be one of the first people to put a check in the donation basket and get the ball rolling.

### After the Party

- Coordinate with the campaign to send thank you cards to everyone who attended
- Make sure the house party coordinator has a complete list with addresses of all who attended

## Your Invitation List

How can you make sure your house party will be well-attended? Generally, about a third of the number invited attend any given event. We would like your minimum house party attendance to be 40; therefore, we need you to invite at least 120 people. Our fundraising goal at each party is \$5,000 - \$10,000. Our experience tells us that guests will be much more generous than this minimum amount. Don't be afraid to ask for a \$100, \$200, or \$500 donation.

The first question, then, is who to invite? If you don't feel that you know 120 people that you can invite, consider pooling your resources with a friend who can co-host the event, thus creating a larger list to work from. Here are some ideas that have helped other house party hosts pull their invitation lists together:

**Family:** Consider including your parents, kids, aunts, uncles, and cousins

**Friends:** And don't forget friends of your spouse/partner/boyfriend/girlfriend

**Neighbors:** Next door, upstairs, downstairs, the whole block, your neighborhood association, landlord, tenants, and the parents of your children's friends

**From Church or Temple:** Your clergyperson, minister, priest, rabbi, church leaders, and regular attendees

**From Work or Community Work:** Everyone in the office, your partners, your boss, your clients, co-workers, or union leaders

**Members of:** Your political club, community group, or local peace and environmental group, members of your sports team, cooking club, poker buddies, gym acquaintances, or book club

**Professionals you know personally:** Your lawyer, dentist, doctor, pharmacist, real-estate agent, dry cleaner, and hairdresser

**Pull out Lists you've made in the past:** The invitation list to your last party, your Christmas card list, personal and work address books, and cell-phone directory

Think about interesting people you've met, but may not know well, who are active in their communities – people active in the Latino, African-American, or Asian communities, the women's movement, the LGBT community, peace movement, teachers, seniors and retirees, college groups, environmental activists, church groups, civic organizations, democratic party volunteers, etc.

**And remember, the Yarmuth for Congress house party coordinator is always here to help build your invitation list!**

## Invitations

*Please join*

***YOUR NAME***

*For an event with*

***Congressman John Yarmuth***

***Date & Time***

***Street Address***

***City, State, Zip***

*Suggested Contribution*

*RSVP to 502-581-0001 or  
rsvp@yarmuthforcongress.com*

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## Follow-Up Phone Calls

Two weeks before your house party, please call everyone on your invitation list who has not RSVP'd, to confirm their attendance or to secure a contribution. The follow-up phone call is probably the most important part of the party planning process. Only a small number of the people you invite will RSVP before they get a phone call. Many more will come if you give them a call.

**If you mail 120 invitations, and follow up with calls to everyone, you WILL HAVE 40 people in your living room!**

In your phone call, find your own words to convey the urgency of the campaign and the importance of financial support. Our experience has taught us that asking for a specific dollar amount is more likely to ensure a donation. You can also approach those who will not be able to attend as pre-event sponsors; their donations will help make the party happen.

After the party the host should work with the campaign to promptly follow up with each guest that attended with a note thanking them for their support and contributions.

The following is a suggested script for the calls:

Hi, this is (your name). I wanted to make sure you got the invitation to my fundraiser for Yarmuth for Congress. The event is at my home on (date of event). I hope you can join us – will you be able to come?

(IF YES) Great, I'll see you then.

(IF THEY'RE NOT SURE) I hope you can come –I think you'll want to hear what's happening in the campaign, and I think you'll be impressed.

(IF THEY CAN'T COME) I'm sorry you can't come – Would you consider making a \$(specific amount) donation to support John? You can even write a check and send it to me, then I can forward it to the campaign?

## **Agenda**

House parties are most successful when scheduled for a two-hour time slot. Commonly chosen times include Monday through Saturday nights from 5 to 7 or 7 to 9; or Sundays from 4 to 6 or 5 to 7.

The first hour is for guest arrival and conversation. As guests arrive, they sign in. This way, we'll be sure to have their name and current address so that we can get everyone a prompt thank-you note or appropriate follow-up. We will also inform guests of volunteer opportunities at this time.

At the beginning of the second hour, the program begins. It has two parts:

1. Introduction – 1-3 minutes long, usually done by the host/hostess
2. Congressman Yarmuth Speech – followed by a question and answer period

After the question and answer period, the official program is over and guests can mingle informally.

## **Refreshments**

Refreshments at your house party can be plain or fancy, as you wish.

There are many types of food and drink that are easy on you, easy on your budget, and just right for a house party. Remember, people don't come for the food – they come because they want to keep Congressman John Yarmuth representing Louisville in Congress. Other hosts have had successful house parties by serving:

- Cheese and crackers, and wine and soda
- Coffee and cake
- Vegetables and dip, guacamole and chips, fresh fruit, and soda and beer
- Sweet rolls, tea, milk, and coffee
- Tea and cookies

If you prepare the refreshments yourself, you can budget \$1-2 per person and offer any of the above menus. The bottom line is you don't have to spend a lot of money on refreshments to have a house party that will be really helpful. Serve whatever refreshments you like; they'll be fine.

Another way to involve more people in your house party is to host the party as a potluck, or call on friends who are great cooks to make a dish for you.

**About My Yarmuth for Congress Party**

Name of Host: \_\_\_\_\_

Address of Party location: \_\_\_\_\_

Date of party: \_\_\_\_\_ Time of party: \_\_\_\_\_

Co-Hosts: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Targeted Audience/Groups to Invite: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Attendance Goal: \_\_\_\_\_

Attendance Total: \_\_\_\_\_

Total Number of Invitations sent: \_\_\_\_\_

Suggested Contribution Levels: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_

Fundraising Total: \_\_\_\_\_