



Guide to Planning a Planned Parenthood House Party



Thank you for volunteering to host a house party for Planned Parenthood! We are excited and grateful you have generously offered, not only your space, but the power of your relationships and friendships to help us increase awareness and access to PPNCNY's services and mission. We are incredibly lucky to have dedicated and committed PPNCNY champions like you, who understand and value the importance of creating learning opportunities for community members, increasing awareness about our work in the North Country, and growing our network of volunteers.

Hosting a PP house party with friends can be super FUN! It's a great way to help us reach our annual fundraising goal while energizing and educating potential donors, advocates and volunteers. Your creativity, enthusiasm and commitment to our work is going to set the tone for a successful party! We generally ask hosts to provide food and drink and handle the invitation and RSVP process.

We will work with you to create a program for the event that includes our CEO and/or senior members of our leadership team. You may want to hear specifically about our Sexual Assault Services, play a round of Sex Trivia, see current birth control options or dive into the current political challenges. Your house party will educate your guests so they leave inspired and energized to support PPNCNY through their time, resources, networks and donations. We are here to support you!

Let's Start Planning....

Location, Date, Time, Theme: Will you host the event at your home or another venue? Will you have a co-host to help you out? When is a good day for your friends to get together? Whatever the day, a two hour window for a party is perfect! (12-2pm, 2-4pm, 5-7pm)

Food Themes: Do you want to serve wine & cheese, potluck, brunch, hors d'oeuvres, afternoon tea, BBQ or just desserts? Whatever you decide is perfect!

Date: You might want to consider celebrating a date of personal significance, like a birthday or anniversary or perhaps a national anniversary or celebration like Roe vs. Wade (Jan), Valentine's Day (Feb), Women's history month, St. Patrick' Day (March), STD Education and Awareness (April) Teen Pregnancy Prevention (May), PRIDE, Summer Solstice (June), Breast Cancer Awareness (October), Election Season (November) or Holiday/New Year (Dec/Jan).

Call Jane at 315-782-1818 x 236 if you have any questions or concerns!

Logistics Themes: Whether your party is at your home or another venue, (at your home or another venue) If you do select a theme, utilize one that will unite everyone in the room around a shared idea. Think about groups you already belong to. For example, if it is a book club, maybe a book about reproductive rights or birth control. Host a tea, brunch or “sit in” or where you can incorporate your story of how/why you got involved with Planned Parenthood.

Guests: A successful party typically has 12+ guests in attendance. A rule of thumb is to invite 3x the number of guests you wish to attend. As you develop your list, keep in mind the main purpose of house parties is to bring together a group of donors and prospects who are able and likely to support our mission, make a gift to PPNCNY and become advocates.

Invitations We hope these parties will help us engage with diverse networks of people in our community. Think about the folks you’ve invite to your house before. Your personal contact list is a great start! Think about other like minded friends and/or social acquaintances you might only see occasionally. It can be a great opportunity to become reconnected for a great cause.

Promotion & Follow up: We suggest sending out invitations a month before your event. They can be paper invitations, or email invitations, or though paperless invitations through Evite, or punchbowl.com. Be sure to include a date by which you would like to receive RSVP’s. Send at least one follow up reminder as the date approaches. Promote your party and talk about your fundraising efforts on Facebook or social media. Inspire your friends and family to attend and/or give by sharing the reasons you support PP.

Fundraising Goals You can set the tone by announcing your monetary goal for the event. The higher you set your goals, the more successful you will be at raising fund and awareness of the needs of PP patients.

Share your own financial commitment to PP and suggest that each guest match it. Some folks create a “suggested donation” to attend the party. If a guest cannot make it, suggest they donate a bit extra :) You can create a silent auction and have guests help secure baskets and items to help raise extra funds. Here are some sample financial goals to consider sharing with your guests.

***Set a specific dollar amount goal**

***Ask everyone to “donate their age” in a one time donation or as a recurring, monthly donation.**

***Ask everyone to become a VIP (Very Involved Person) and donate monthly (sustainer) on any level. (\$5) a month minimum.**

***Get one new person to agree to host their own party!**

What does PPNCNY Do to help? Ideally, your guests will know you, but we can provide a suggested list of invitees that are already donors who live near you if need be. We attend and bring Tess Barker, our CEO! We know our supporters want to hear from our CEO directly about our challenges and successes and what is on the horizon for the future of Planned Parenthood. PPNCNY will provide literature, talking points, swag and take-aways for your guests. We will send thank you notes to all of your guests who make tax-deductible donations to PPNCNY.

Let’s get this party started!