House Party Tool Kit

You can throw your own fundraiser with a House Party! Maximize your impact by bringing your friends, family, neighborhood, or coworkers together to eat, drink, and donate.
What is a house party?

House parties are a quick and easy way to raise awareness and/or money for New Beginnings. It doesn’t even have to be in your house to be a house party. Have brunch at your favorite restaurant, a picnic at a park, or coffee at your neighborhood café. Invite folks to attend, tell them about why you care about the work New Beginnings is doing in the community, have New Beginnings staff come and speak with your guests and answer any questions, and leave them with an easy way to donate or get involved.

Whatever type of gathering you choose to host, make it unique to you and your guests. You know them better than anyone else, so shape your party to what will best resonate with them.
Where do I start?

First thing you should do once you’ve decided to host a fundraiser is email events@newbegin.org and give us a heads up. It helps to know a little about your event, the date, the location. We can help you brainstorm the rest!

YOUR TOOLKIT INCLUDES:

FAQ to guide you in your party planning

Party Checklist that covers everything you’ll need to host a great event

Sample party agenda, though this is completely customizable to your event

Sign in sheets so we can reach out to guests who want to know more

Sample email invite for you to personalize

Sample thank you email with handy links for your guests to stay involved

Thanks for supporting New Beginnings!
FAQs

Q: What kind of party should I host?
A: That’s totally up to you! You know what would be most fun for your friends. Are they more sit down dinner folks or more for backyard barbeque? Tea party, park playdate, or even a game night. Some people like to host house parties as part of another celebration such as a birthday or anniversary. It doesn’t have to be fancy – light refreshments are great, the less work you take on as a party planner, the more you can focus on the mission of your event.

Q: I don’t know New Beginnings work inside and out. Should I still host?
A: Absolutely! Use the resources in this toolkit to get familiar, or simply share them directly with your friends and family. Some people choose to focus on one or two specific programs we offer at New Beginnings that really speak to them and share just that information. Remember: the best way to be an ambassador is to share how your own experiences connect to New Beginnings mission and what inspired you to take action.

Q: What’s the best way to promote my event?
A: If you choose to send your invite through an online platform there will likely be some built-in features that make it easy to remind and communicate with your guests. Take advantage of social media to spread the word, and ask each guest to bring a friend or two along. Expand your list even further by co-hosting with a friend or colleague – bonus points if you don’t have overlapping social circles.

Q: How should my guests and I make our donations?
A: Great question. We’ve made it simple for you to collect donations from your guests using one (or more) of these options:

1. Ask your guests to donate online at newbegin.org. They can donate before or after the event, or even during the party on their phone. Guests you invited that cannot make it the party can make a donation online as well.

2. Collect cash donations during your event and then donate online after the event. With this option, your guests will not receive a donation receipt.

3. For folks who bring their checkbooks or would like to use their debit/credit card, use the donation envelope provided by New Beginnings for them to complete. To make it easy for your guests, collect the envelopes and checks and mail them to: New Beginnings, PO BOX 75125, Seattle WA

Q: Can you send a speaker to my event?
A: We will do our best to provide a speaker that makes sense for your event as schedules allow. Be sure to request a speaker as early as possible. If we cannot send someone we will be sure to mail you a packet of supplies including information about New Beginnings, donation forms, and marketing materials.

Q: Are my guests going to get tax receipts for their donations?
A: For gifts made to New Beginnings, we always send an acknowledgement. If your guest does not make a gift, they won’t receive a tax receipt or acknowledgement.
Start to Finish Checklist

6 to 8 weeks out

- Decide on your location, date and time. If you can’t have the party at your home, consider local businesses or community centers that might be willing to host.
- Set a fundraising goal. People will be more motivated to donate during your party if the finish line is in sight and they can help you cross it. New Beginnings staff can help you set a goal and suggest a focus for their gifts to go toward, such as child services, support group, housing, etc.
- Email events@newwbegin.org with the date, location, and a few details about your event. We will check to see if staff are available to come speak at your event and let you know.
- Create your invite list – not everyone will be able to make it so don’t be afraid to invite over your preferred amount.
- Send your invites out. Email, Facebook, e-vite, or old fashioned mailed invites all work great. Go with what’s easiest for you and your guests.

3 weeks out

- Plan your menu and create your shopping list. You are welcome to hire caterers if you prefer but a super basic set up with fruit, cheese and crackers works just as well.
- Follow up with anyone who hasn’t responded yet. A quick phone call or text to check in is a nice touch. If it turns out they can’t make it, ask if they’d be willing to donate anyway and send them a link to the New Beginnings donation page.
- You should receive your packet of supplies from New Beginnings if staff will not be attending the event. This includes donation envelopes, NB branded pens, and marketing materials.

1 week out

- Do the shopping for any food, drinks, serving wear, and décor you may need.
- Send an update to your confirmed guests on where to park, and how to find you if you are meeting up at a park or restaurant.

The big day

- Prepare your space, food, and drinks, don’t forget to make space for people to mingle and sit.
- Greet your guests with a smile, and have fun!
- Help us collect your guests’ information. Ask them to put their name, address, and email on the sign in sheet. This will allow them to receive email updates to stay connected with us.
- Guests can write checks, use cash or credit card by filling out the donation envelopes or can use the Give Now option on our website at www.newbegin.org to process credit cards.

Post Party

- Send a personalized thank you to your guests. New Beginnings can provide you with branded, blank notecards if you’d like to use those.
- Let us know how it went! Email us with any information you learned from your guests, your total amount raised and all the exciting details. We want to celebrate with you!
- If you received cash donations, donate the value of what you collected online at newwbegin.org. Send checks, envelopes and credit card payments to: New Beginnings, PO Box 75125, Seattle, WA
Sample Party Agenda

6:00 – 6:30 pm
Greet your guests and ask them to sign in using the sign in sheet provided in this packet. Give your guests time to socialize over drinks.

6:30 – 6:40 pm
Briefly welcome your guests and remind them that the evening’s event is a fundraiser for New Beginnings. Let them know you’ll be sharing more in a bit, and encourage them to get to know one another and have fun!

6:40 – 7:15 pm
More mingling, plus food or passed appetizers. Now’s the time for a quick icebreaker, introductions, or game if that’s your style.

7:15 – 7:45 pm
Grab your guests’ attention and share with them your reason for hosting an event to raise money/awareness for New Beginnings. A personal story about your connection to the cause, focusing on one or two of the issues most important to you, is a really effective way to get started.

If there is a New Beginnings staff member in attendance you can introduce them to your guests and they will speak for a set amount of time, with time for questions.

Finally, ask your guests to donate. Pass out donation forms and pens. Make sure they know it’s not required but that it’s very much appreciated.

7:40 and on
Have a great time bonding over your shared passion for ending domestic violence and discussing next steps.
SIGN UP SHEET
Sign up to stay connected with New Beginnings events and updates.

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<thead>
<tr>
<th>NAME</th>
<th>EMAIL</th>
<th>PHONE</th>
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Communication Templates

Email Invitation Template
Tweak this template to include a few specific details about your party, such as whether guests should expect a meal or just snack, and include a note about attire if you’d like.

<table>
<thead>
<tr>
<th>New Message</th>
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<tbody>
<tr>
<td>Recipients:</td>
</tr>
<tr>
<td>Subject: You’re invited: House Party in Support of New Beginnings</td>
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</tbody>
</table>
| Dear (Name),  
Please join me for a party to raise money for New Beginnings. For over 40 years, New Beginnings has been in the Seattle area providing services to those whose lives have been affected by domestic violence or sexual abuse.  
When: Month, Day, Year, and Time  
Where: (Your address and directions if you think guests need them)  
Refreshments will be served. Dress is casual!  
You can donate now at newbegin.org. You’ll also have the option to contribute to New Beginnings at the party by making a check, cash, or online donation. You’ll be supporting New Beginnings...  
Please RSVP by (Month, day). If you’re unable to make it but would like to show your support, donate online at newbegin.org  
Hope to see you there!  
(Your name) |

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| Dear (Name),  
Thank you for attending my house party in support of New Beginnings. Thanks to your generous support, we were able to raise a total of $__________!  
A few of you have asked me how you can stay involved, so here are a few suggestions:  
• Follow New Beginnings on Facebook so that you can see what’s coming next and share with your friends.  
• Consider becoming a monthly donor to sustain New Beginnings’ work in the community.  
• Volunteer at New Beginnings, find opportunities online at newbegin.org.  
Thanks again for being part of the fight for safety, knowledge, and liberation.  
Sincerely,  
(Your name) |