

Hosting a House Party for the Tandana Foundation

What is a Fundraising House Party?

A house party is not a “special event” like a dinner where tickets are sold, sponsorships are solicited, and auctions are held to raise funds. A house party is hosted by an individual or group of individuals, with the purpose of gathering friends and colleagues to learn about Tandana, its mission, and its programs. Attendees learn what impact their support will have and are encouraged to make a donation in whatever amount they are able to give.

Essential Elements of the House Party

1. People receive an invitation to come to a private home or other location as determined by host.
2. The invitation makes it clear that it will be a fundraising event.
3. Participants arrive and are served refreshments and/or dinner.
4. Participants listen to a brief presentation.
5. The host asks everyone present to make a contribution.

Fundraising House Party Results

A house party is a wonderful way to introduce people in your circles to The Tandana Foundation and help raise funds for Tandana’s work. The role of a house party is both to raise funds and friends. By beginning or building relationships with people who have an interest in Tandana’s work, you will help strengthen the organization. You might even inspire someone new to the organization to become a volunteer or future board member.

House Party Tips

Preparing

- Who to invite:
 - People who are already familiar with Tandana because they have participated in a program or made a donation
 - People who are not yet familiar with Tandana but have expressed an interest in learning more
 - People who care about you, the host, and the causes you support
 - Media or government contacts, but most likely only if you have a personal connection with them
- Make sure to choose a date/time that you know will work for people who you'd like to attend.
- Consider asking a friend or two to help you plan. You can even list them as a "host committee" or “co-hosts” on the invitation to attract more people to attend your event.
- Invite ~four times the number of people that you would like to attend.
- Send invitations at least 3-6 weeks in advance and ask for an RSVP.

Raising the Money

- Set a fundraising goal (\$300, \$1,000, \$5,000, etc), and don't be afraid to ask for money. People will appreciate your appeal for a good cause!

- Offer people the opportunity to donate funds when they RSVP (whether or not they can attend the event) and at the event. Passing around a hat or leaving a basket by the door works in conjunction with someone actually making the pitch verbally.
- CASH donation amounts must be recorded in order for Tandana to send a tax receipt and thank you note to the donor.

Being Creative

- The event can be in your home, at a restaurant, or at another community setting.
- The event can be anything you want – it doesn't need to be expensive or elaborate. Ideas include an afternoon tea party, an ice cream bar, a cocktail party, a chili dinner for a winter event, or a potluck dinner.
- The point of the party is that it's fun and helps people get excited about Tandana. Be creative and pick a theme if you'd like. A past house party for Tandana hosted by a woman in Ohio was an accessory swap. She invited friends to bring gently used purses, jewelry, scarves, etc. to swap with others. Each guest made a \$20 contribution to Tandana to be part of the swap. She served light refreshments and handed out Tandana brochures.
- Consider offering a door prize as incentive for people to donate at your event. For example, if you have connections with a local business, ask them to donate a gift certificate. Anyone who makes a donation of \$50 or more at the event can be entered in a drawing to win the prize.

Generating Turnout

- Set a goal for the number of people you would like to attend the event.
- A week or two before the event, contact people you haven't heard from to encourage them to come.
- A few days before the event, contact those who have said they will come to remind them of the date and time and to make sure they have directions. (Evite does this automatically).

Providing the Information

- Depending on where you live and when you host the party, it may be possible for a Tandana staff member to attend your event and give a presentation about Tandana.
- Either way, Anna can provide a slide show or video presentation, along with brochures, donation envelopes, etc.
- Consider inviting a guest speaker if you know someone who has participated in Tandana's programs or is an expert in any of the fields in which Tandana works. Including information about the guest speaker in the invitation could encourage a better turnout for the event.

Building Community

- In addition to asking people to donate money, encourage them to participate in a future Tandana program/trip.
- Provide people with specific information about upcoming Tandana program opportunities.
- Record participants' names and contact information (address, phone, email) and ask their permission to be added to Tandana's mailing list. Plan ahead for how this will be done - consider assigning this task to a volunteer.

Following Up

- Send money (cash and checks) and participants' contact information to Hope.
- Hope will send thank you letters/receipts for tax purposes on behalf of Tandana.
- You should also plan to send hand-written thank you cards to every attendee, especially those that made a donation. Though less personal, another alternative is to send electronic thank yous to attendees through Evite.

Tandana Provides	Host Provides
Planning advice	Attendees – by inviting your friends
Slide show or video presentation about Tandana	Location for house party (i.e., your home or yard, a restaurant, etc.)
Sign-in sheet, donation envelopes, and brochures	Food and drinks
Staff member to attend event (if possible)	Pitch for donation; send money and participants' contact information to Hope
Official thank you letters/tax receipts to donors	Hand-written or electronic thank yous to attendees

Sample Planning Timeline for a House Party

4 to 8 weeks before

- Determine the date, time, and location of the event.
- Set attendance and fundraising goals.
- Decide who you would like to invite.
- Explore the possibility with Anna or another staff/board member of attending your event.
- If you would like to have a speaker, make arrangements with him/her.

3 to 6 weeks before

- Send out invitations.
- Reserve/borrow any necessary equipment, plates, glasses, silverware, or napkins.

1 to 2 weeks after sending invitations

- Encourage people to come (this will increase your turnout).
- For a potluck dinner – you may want to develop a menu and assign certain dishes to individuals.

1 to 2 weeks before

- Email two weeks before event.
- Plan the meal and/or refreshments.
- Purchase beverages and supplies.
- Prepare speakers with background materials and an outline of what you would like them to say.
- Prepare your own presentation or remarks.

1 to 5 days before

- Email two days before event.
- Obtain rented or borrowed equipment.
- Think about how people will flow through the event. How will they sign in? Will there be adequate seating? Easy access to food and beverages? Will there be music?

Day of event

- Set the table or arrange the room to accommodate the amount of people and the type of event.
- Ask volunteers to arrive early to help with last minute details and receive instructions for their job at the party.
- Set up a table at the entrance with some volunteers to help people sign in and make donations. Your sign-up sheet should ask for people's name, e-mail, address, phone number. Be sure to get everyone's contact information so that we can add it to Tandana's mailing list.
- Don't try to do everything by yourself on the day of the event. You'll need to be free to talk with your guests and to be "the host."
- Inform your guests about Tandana's mission and programs, either by showing a slide show or video provided by Tandana, or introducing the Tandana staff or board member who will give the presentation.
- **Money pitch:** thank your friends for coming, let them know why you support Tandana, and ask them to make as generous a gift as possible.
- Remind your guests about the door prize, if you have one (i.e., for donations of \$50 or more, they will be entered in a drawing to win a gift certificate from a local business).
- Suggested program timing:
 1. Reception for about 45 minutes
 2. Tandana spokesperson presentation and host pitch for 20-30 minutes
 3. Post program socializing for about 30 minutes

Invitations

There are many options for an email/online invitation. The ones that are free are very basic; the more money you are willing to spend, the fancier the options for the invitation.

Evite is easy to use, has free templates, and allows you to enter information about your nonprofit so that the invitation can incorporate fundraising. Evite tracks all yes, no, and maybe responses, making it easy to keep track of who is coming. Evite also sends automatic reminders one week before the event and again 1-2 days before.

When creating your invitation, be sure to:

- Describe the event (potluck, cocktail party, etc).
- State clearly that you'll be asking for a donation at the event. Consider stating a "suggested donation" amount on the invitation.
- Include option to donate if unable to attend (see below).
- Keep track of RSVPs and encourage people to attend.

What if someone cannot attend but would like to donate?

Your friends who cannot attend the event but wish to make a donation can send a check to you or to The Tandana Foundation's address.

Evite has two options for making a donation online: You can upload the Tandana logo with a link to the donate page on Tandana's website (see screen shot below). With this option, your friends can donate to Tandana using a credit card via Paypal.

You can also include information on your fundraising goal for the event, along with a "Pledge" button (see screen shot below). By clicking on the Pledge button, your friends can make a credit card donation to Tandana via a third party website called Pledgling.com. Tandana will receive a check from Pledgling several weeks after the event.

Sample Evite message to guests [Note: it is not necessary to include such a lengthy message, but it is always helpful for the host to include a sentence about why he/she supports Tandana.]:

You are invited to
An Evening Celebrating The Tandana Foundation
Host: Lindsey Smith
801-696-4533
Thursday, June 30, 5:30pm
131 J Street, Salt Lake City, Utah

Message from the host:

In 2008, I spent a transformative year in rural Ecuador, living with an indigenous family and working with an amazing nonprofit called The Tandana Foundation. In Ecuador, Tandana's work includes week-long Health Care Volunteer Vacations for medical providers to assist underserved communities and a scholarship program to help students continue their secondary and higher education. In Mali, Tandana supports a number of community-initiated projects, including a women's literacy program and grain bank.

Please join me, along with Tandana's Founding Director Anna Taft and Board President Hope Taft, for an evening to celebrate and support The Tandana Foundation and its 10 years of joining hands and changing lives in Ecuador and Mali.

Enjoy drinks, dinner, conversation, and a short presentation about The Tandana Foundation.

Donations to The Tandana Foundation are tax-deductible and can be made at the event or online at <http://tandanafoundation.org/donate.html>

I hope you can join us!

Make a donation to:
Tandana Foundation Inc



\$120 of \$1,000 goal



12% Raised by 2 people

Pledge



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CONVERSATION

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