



# Let's Have a Party!

## House Party Kit for Jill Stein

Thank you for deciding to hold a Jill Stein for President house party! House parties play an important part in creating the one-on-one relationships that allow a people-powered campaign to challenge the status quo. It is the commitment of citizens like you that will let us take our government - and our future - back.

This House Party Kit provides you with ideas that can make your house party more successful. You should look through it and take advantage of as many ideas as possible.

Campaign contact for house parties: [houseparty@jill2016.com](mailto:houseparty@jill2016.com)

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### 1. Setting Goals

It's helpful to have the goals of your house party clearly in mind as you plan the invitations and manage the party.

Among the common goals of a house party are:

- To recruit **campaign volunteers** who will join the campaign team and help with things such as petitioning, phonebanking, writing letters to the editor, etc. If you want to form a local campaign chapter, the house party is a great place to start.
- To **raise money** for the campaign. In some cases, this will be the principal goal of the house party.
- To raise **awareness** about Jill's campaign and to win people over. Special attention may be given to influential people or community leaders whose support is invaluable.
- To meet people, talk, and have fun!!

### 2. Getting Ready

**First, sketch out a basic plan for the House Party.** If you fill out the House Party Planning Form in Appendix E, you'll have your basic planning well in hand.

The questions you should answer are:

- What dates do you have in mind? Check the calendar for holidays, special events, etc.
- What time will the party begin?

To maximize turnout, schedule your house party on a weeknight, Monday-Friday, for about 2 hours, beginning sometime between 6.30pm and 8.30pm. Based on your city or town's size and traffic conditions, be mindful of people that people who work will need time to either go home

first, or navigate traffic right after work. If you pick an earlier time, you'll have to provide more substantial food! Late Sunday brunch or late Sunday afternoon are generally also fine for turnout, but probably not as good as a weeknight.

- Where will the house party take place? Will it be in a private residence or a public meeting room?
- Who will serve as the hosts or principal organizers? What is their contact information?
- How many people do you hope to see attend?
- What are the principal people or organizations that you hope will attend?
  - your friends, family and neighbors
  - local Jill Stein supporters and local Green Party members
  
  - members of local friendly political peace, justice or environmental organizations associations
  - people concerned with particular issues the campaign supports
    - people who are prepared to make significant donations
- What is the program for the evening?
  - food and entertainment
  - a speaker
  - a video
  - viewing a live event (e.g. Skype, livestream)
  - a discussion, Q&A
  - an appeal for donations
  - organizing
- What support do you need from the campaign?
  - A speaker, either the candidate, staff person, or local leader
  - Help with inviting people.
  - Links to videos
  - Materials (flyers, donation forms, bumper stickers, etc.)

Once you've thought about these things, then get in touch with a representative of the Stein campaign to solidify your plans. To set up this discussion email [houseparty@jill2016.com](mailto:houseparty@jill2016.com) or call Adrian at 857-540-2375. If you've completed our planning form, send it to the above address. Your house party will then be officially entered into our list of events that will receive support from the campaign.

Any house party that involves Jill as a speaker - either in person or via Skype - requires careful planning due to her busy schedule and the need to get the greatest yield from each hour she

invests in an effort. A commitment of candidate time requires a higher level of commitment from the party hosts to ensure good turnout and good results. It's good to plan four weeks in advance so that there is adequate time for preparation.

In order to allow plenty of time, you should follow a calendar similar to this:

Date	Action
4 weeks to go	Contact JSP campaign with preliminary proposal
4 weeks to go	Assemble your party organizing working group team
3 weeks to go	Set a place time and date
3 weeks to go	Compile list of people to be invited and their contact information
3 weeks to go	If a fundraising event, set your target figure. Be ambitious.
3 weeks to go	Write your calling invitation script.
3 weeks to go	Write your snail mail invitation letter
2 weeks to go	Make initial contact with invitees. Get RSVPs.
2 weeks to go	Order any merchandise you might wish to have from the campaign
2 weeks to go	Mail snail mail invitations
1 week to go	Assess readiness. If necessary, expand invitation list. Print any campaign flyers, handouts or sign-up sheets.
1 week to go	Meet with your team to make sure everything is going according to plan and to reassign any pending or unfinished tasks as necessary
4 days to go	Contact RSVP's with reminder
2 days to go	Send second email invitation. This should go to everyone, even those who have not yet RSVP'd.
1 day to go	Check handouts, food, signs, functionality of any electronic equipment you might be planning on using, etc.
Party Day!	Make it happen!

1 day after	Mail donations to campaign office
2 days after	Mail volunteer forms to campaign office
1 week after	Start getting volunteers involved in local efforts
3 weeks after	Consider holding a volunteer meeting

### 3. Invitations

The way in which you handle invitations can make all the difference for your house party. People need to get invitations at least 10 days in advance. They will also need personal contact - either by telephone or in person - to make sure they are committed to attending.

The first thing to do is to assemble a list of people to contact. This list can include the personal friends and contacts of the hosts. The campaign can send you additional names of Jill Stein supporters in your area. You should also consider mailing lists or meetings where you can recruit attendees. You should always consider a FB events page as a top way to draw attendance, and, if you wish, you can also post notices on other websites or take out an add in your local progressive newspaper.

You should contact the people on your guest list in whatever way is convenient: email, postal mail, telephone, in-person contact. Avoid sending emails to government offices or public educational facilities. Snail mail invites have shown, even now, to actually be more effective than emails for political house parties. Always ask for RSVPs since this creates a sense of commitment and gives you a feel for how many people to expect. It is extremely important to make at least one telephone or in-person contact - even if people have already emailed you their RSVP.

If you anticipate trouble getting a full house, you can ask your invitees to suggest other people they know who might be interested in attending. Tell them to bring a friend.

If the number of RSVP's you have equals the capacity of your meeting room, you can stop recruiting. Some people will fail to show up despite their RSVP, but they will be balanced by others who show up without having RSVP'd.

### 5. Final Preparations

It's the day of the party. Time to set everything up before the guests arrive!

- Have a printed copy of the agenda with start times shown. Try to keep things on track. If you begin to run late, people can start to leave before you've had a chance to make your pitch to them.
- Make sure you have enough food, drink, glasses, and napkins for the expected number of attendees.

Make sure you have enough assigned tables. One for food and refreshments, one for merchandize and campaign materials, and one for donations and volunteer forms.

- Arrange the chairs, deciding where the speakers will stand.
- If you're using a television, computers or tablets, check it all out in advance.
- Put the literature volunteer forms and sign-up sheets out on a table near the entrance. If you have them, supply clipboards and ballpoint pens.
- On another table put out a box or basket for people to return forms and donations. Consider setting up a couple of electronic connections for folks to make web-based donations.
- If necessary, put out signs to direct guests to the right place. (Some people may show up unsure about your address or apartment number. Taping up a sign saying "Jill Stein - Apartment 408" can keep them from getting lost.)
- Put out the refreshments just before people arrive.

### Materials Checklist

- Sign-in form (name, email, telephone)
- Donation forms (with FEC-required donor information, credit card form, campaign address, etc.)
- Donation envelopes (to hold donations)
- Volunteer form (check off interests)
- Campaign flyers
- Name badges
- Laptops or tablets for direct web-based donations
- Any desired campaign merchandise

## 6. When Guests Arrive

### 6.1 Roles of the Hosts

#### **Designate someone to serve as "Door Host" at the event.**

This person will be responsible for welcoming guests as they arrive, showing them where to put their coats, and asking them to sign in. It's best if the Door Host has a table near the entrance so that they can greet everyone as soon as they walk through the door.

Make sure people are giving their email and telephone number - if one person leaves them blank, others are more likely to leave them blank too. Everyone should get a donation form/envelope and any other literature that you've printed for the event.

**Designate someone to serve as "Master of Ceremonies" at the event.** This person will be responsible for introducing speakers and keeping things moving according to the agenda.

**Designate someone to serve as "Receiver".** This person will be responsible for collecting all donations, counting the money, safeguarding the cash, and mailing the proceeds to the Campaign.

Remember that people are being invited on the assumption that they are generally supportive of Jill Stein and that they want to find out more about the campaign. If anyone begins to exhibit behavior that is disruptive or harmful to the purpose of the party, you have a right to ask them to leave. People did not come to the party to hear appeals for other candidates or to hear speeches from persons not asked to speak by the hosts.

## 6.2 Setting the Mood

Hey, this is a party! Music, food and drinks break the ice and help people be in a positive frame of mind. Veggies and dip, crackers and cheese, desserts, water, wine or coffee it's up to you. Just make it easy to eat standing up and don't let the preparation to overtake the political purpose for why you organized the party.

Thereafter, you can set the mood by playing the Jill 2016 official launch video ([http://www.jill2016.com/official\\_launch\\_video](http://www.jill2016.com/official_launch_video)) on a big screen. Or you can play one of Jill's media appearances as recommended by the campaign (such as her interviews with Democracy Now or Larry King, available on YouTube).

## 6.3 The Fundraising Pitch

The **fundraising pitch** is a critical part of a house party with fundraising goals. Make sure that it is made clearly and forcefully by someone who believes in the importance of fundraising. Explain to people why Jill needs their financial support to run a viable campaign against her big money opponents. One effective way to make the request is to get someone to say "I'm in. I'll make a \$250 donation to Jill Stein's campaign right now - who will match me?"

It helps to have a target goal in mind, but don't mention it at first. Get attendees to hand you slips of paper with their donation/pledge amount. Add up both actual on-the-spot donations and pledges to donate later. Our experience is that for a general audience of supporters, a house party can yield an average of about \$50 per attendee. Some people will give nothing, but this is compensated for by people who give larger amounts.

If you're not reaching your goal, try to get attendees to keep upping their commitments until the goal is reached. Once you get a tally, pick some larger round number as a goal. Say you're at \$3700. Then say "I'd like to report to Jill that her Austin party reached the \$4000 mark. We need \$300 more to do that. Who can help us reach that goal?".

Once you reach your final goal, be sure to call for a round of applause to congratulate everyone. Remind them that you're going to email the result to Jill as soon as the party is over.

## 6.4 The Volunteer Appeal

The **volunteer appeal** is important if your house party has attracted attendees who might be willing to serve as volunteers. Ask people to fill out the volunteer forms. Or have computers set up and logged in to the volunteer page at [jill2016.com](http://jill2016.com).



You can announce any upcoming local campaign event and ask people to check on the sign-up form if they think they can attend.

## 6.5 Finishing Up

Try to keep the agenda moving so that you get to the end you don't feel rushed and people don't have to start leaving before the end.

You should remind people several times to drop their donation envelopes in the basket and to turn in their volunteer forms. It's easy for people to forget and walk out with these things in their pocket.

And don't forget, have a good time!

## 7. After the Party

Give any leftover buttons, stickers, and literature to a campaign representative for future use. If no such person is present, you may give the material to one of the guests who has volunteered to host his/her own house party.

Count the cash, checks, and credit card donations and put them in an envelope. Keep a record of the total amounts. make and keep copies of all checks and credit card contributions.

Cash donations can be used locally to reimburse supporters for producing materials, buying supplies, paying for rentals etc.

Mail cash and checks by Priority Mail to Jill Stein for President, P.O. Box 260197, Madison, WI 53726. (Note: A flat rate Priority Mail envelope can be mailed for \$5.75).

Mail all sign-up forms to the Campaign. If you are engaging in local organizing, you might want to photocopy these forms before mailing them in.

Send an **email report** to your contact in the campaign letting them know how it went.

Provide the following information in your report:

- 1) Date and location of the house party
- 2) Total number of attendees
- 3) Total dollar amount donated (checks, cash, credit card online, credit card form).
- 4) Number of volunteer forms completed (or number of people who signed up for a particular future event or activity)
- 5) Who will be mailing the proceeds to the campaign.
- 6) Any interesting comments about the house party, such as what went well, what did not work, who needs follow-up contact, etc.
- 7) Your name

Finally, thank everyone who helped you, and give yourself a pat on the back for doing your part to rescue our democracy and helping Jill challenge the status quo in 2016!

It's in our hands!

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## Appendices

### Appendix A: Sample Phone Invitation Script

Like all phone scripts, you should look over this sample phone invitation and figure out how to improvise and say some of these things in your own words, while adding specifics about your party. Remember, you're throwing a party, so you don't want to sound like you're reading a phone script to your family, friends and neighbors. Use this as a guide, but don't be afraid to speak from your heart.

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#### OPENING

Hi! This is *(your name)*. *(Pause for possible small talk.)* I'm calling because I'm throwing a party on *(the date)*, and I would love for you to come. I'm having the party in support of the Jill Stein for President campaign. Have you heard of Jill Stein yet?

***If yes, skip down.***

**If no:** Jill is a Green Party candidate for President. She's a medical doctor has spent most of her life fighting for better health care, a cleaner environment and social and economic justice. In 2012 she was the most successful female presidential candidate in history, coming in fourth in the presidential race. In 2016, she's poised to make history again and we want to show her that we appreciate having a candidate that puts people, peace and the planet ahead of profits.

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## ABOUT THE PARTY

**If Jill is present:** Jill's in town for a short time so we're really fortunate to have this opportunity to meet her.

**If Jill is calling in:** Jill is going to call in to the party while we're there, and we're looking forward to talking to her.

**If you have a video:** We're going to show Jill's campaign video and look at her appearance with Larry King.

We'd really like you to meet some of the people who're getting involved in the campaign. And if you want to make a donation to the campaign or sign up for more information, that would be really appreciated.

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## CAN YOU MAKE IT?

So, do you think you can make it?

**If "yes" or "maybe":** Great! I'll send you a reminder with directions. Do we have your email right? Give me a call if you have any questions. *Looking forward to seeing you!*

**If no:** I'm sorry to hear that. Do you think you could help us reach our fundraising goal by making a donation to the house party even if you can't attend? Any amount would be appreciated. Here's how to donate (see box below).

**If no:** All right, I understand. I really appreciate your taking the time to talk to me. Have a nice day!

### HOW TO DONATE

To donate online with a credit card:

Go to [jill2016.com](http://jill2016.com) and select "Donate" from the menu in the upper left corner of the page

To use a credit card now:

Fill out credit card information on the donation form.

To donate by check: Make check payable to "Jill Stein for President". Fill out the donation form if you have one. Mail both to "Jill Stein for President, P.O. Box 260197, Madison, WI 53726

Remember: The first \$250 of your donation will be matched by the FEC if we qualify for federal matching funds.

## Appendix B: Sample E-mail or Snail mail Invitation

EMAIL TITLE: Can you come to a party on X date?

We're having a party on X date and time in support of Jill Stein, candidate for president for the Green Party. Jill is going to call in to speak to us via Skype. This should be very interesting evening. Jill's campaign is lifting up the voices of those who have been ignored by the prevailing political establishment. Please come to show your support for this new kind of politics. Donations to the campaign will be greatly appreciated!

If you think you can make it, please send me an RSVP by replying to this email/letter to the address or email below. Hope to see you there!

For more information about the Jill Stein campaign, see [jill2016.com](http://jill2016.com) or contact me.

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DIRECTIONS TO THE PARTY:  
[[Date, Time, Address]]  
[[Directions]]  
[[Type of food that will be served.]]

## Attachment C

### Sample Agenda

This is a very basic sample agenda. Before your party, you should consider how you want the event to look or feel. Allow at least 20 minutes at the beginning for people to meet each other, get some refreshments, and pick up literature.

7:00p            Guests begin to arrive and meet.

7:30p Welcome: Host  
Thank the guests for coming  
Make introductions as appropriate.  
Go over the agenda

7:30p Main Presentation: Speakers or videos.

7:50 Questions or discussion.

8:00 Volunteer Opportunities

- Will you sign up to work with our team?

8:15 Fundraising Pitch

- What donation can you make to our campaign?

8:35 Thanks: Host

Thank everyone for coming and suggest that people stick around to talk informally with the speaker and with one another.

Remind people to put their donations and volunteer forms in the box before they leave.

Offer house party volunteers suggestions on how to host their own party

9:00 Clean-up

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## **Appendix D**

### **Rules for Soliciting Contributions**

Please use the Campaign's donation forms when accepting contributions. These forms provide legally required information that must be reported to the Federal Elections Commission.

Here are some rules that are mentioned on the form:

- Public Employees cannot solicit or receive contributions.
- Contributions may not be received in state, federal, or municipal buildings. Nor may contributions be received in public university buildings.
- Contributions may not be made by corporations, but can be made by businesses provided they are sole proprietorships.
- Contributions of more than \$50 must be made in check or credit card form.
- Contributions of \$50 or less can be cash, check, money order, or credit card, providing the donation is accompanied by a fully completed donation form.
- The Jill Stein campaign does not accept donations from registered lobbyists or from officers of for-profit companies who employ such lobbyists.

- Checks should be made out to “Jill Stein for President.”
- The maximum campaign contribution is \$2700 per person, per candidate.

# Appendix E

## House Party Planning Form

Please return to [houseparty@jill2016.org](mailto:houseparty@jill2016.org) at least three weeks in advance of your party date.

- What dates do you have in mind?:
  
- Do you have any constraints on the dates or the times of the party?
  
- Where will the house party take place?  
Town/City: \_\_\_\_\_ Street Address: \_\_\_\_\_  
private residence /public meeting room?
  
- Who will serve as the hosts or principal organizers? Are any organizations co-sponsoring?  
Please provide their emails and phone numbers:
  
- What do you see as the main purposes of the house party?  
 fundraising  local group organizing  general organizing  
 winning over certain people
  
- How many people can you accommodate at the location?:
  
- How many people do you think you can get to attend without special help from the campaign?:
  
- Are there certain people or organizations that you hope will attend?
  
- Do you have any special suggestions for the program for the evening? If not, we'll help you put together the program.
  
- What support do you need from the campaign?
  - Someone to speak about the campaign
  - Someone to do the fundraising pitch
  - Help with finding people to attend
  - Materials (flyers, donation forms, bumper stickers, etc.)

Email this form to [houseparty@jill2016.com](mailto:houseparty@jill2016.com). If you have questions, call Adrian at 857-540-2375. Once we work out the basic details, your house party will then be officially entered into our list of events.



**Jill Stein for President, PO Box 260197, Madison, WI 53726**