

A GUIDE TO HELP YOU PLAN THE PERFECT
PLANNED PARENTHOOD OF THE ROCKY MOUNTAINS FUNDRAISER

VIRTUAL PARTY IN A BOX



Please reach out to events.development@pprm.org to let us know you will be fundraising for us, and how we can be of assistance during the planning process. Hosting a virtual event is a fantastic way to help support PPRM's vital programs and services, while also introducing new people to the fight to protect and expand access to sexual and reproductive health care. We are so grateful that you have decided to host a benefit for PPRM.

WHY

Are you fundraising for:

PPRMAF - Planned Parenthood of the Rocky Mountains Action Fund (known as Planned Parenthood Votes Colorado and/or Planned Parenthood Votes New Mexico.) Gifts to the Action Fund support grassroots advocacy, political activism, and education on the local, state, and national level.

PPRM - Planned Parenthood of the Rocky Mountains operates 24 health centers and provides individuals across four states with education, lifesaving cancer screenings, breast exams, STI testing and treatment, abortion care, and birth control.

Please note that if you are interested in raising money for PPRM, keeping your funds as unrestricted as possible always ensures your dollars are put to the best and most immediate use. You can call this our *general fund* or the *area of most need*. In some circumstances it may be necessary to fundraise for something in particular, for example, the fund to support a new building. Whatever you decide, please talk with our PPRM event staff to clarify your funding interests.

I AM FUNDRAISING FOR:

WHO

Think about who you'd like to attend your virtual gathering. Consider your circle of friends, those you know who might be interested in learning more about why YOU support PPRM and those who might want to get involved themselves! It's important to consider guests who will be motivated by our mission - and will choose to invest in us. Of course, we're here to help you every step of the way!

Whether you choose to send a personalized email, e-vite, or mailed invitation, it's a good idea to send invitations 4 weeks before the event to give your friends plenty of time to plan. Consider using Evite.com. Evite allows you to track RSVPs, message your guests, and easily send reminders.

In your invitation, don't forget to include the date, time, RSVP date, and instructions for attending the event. Clarify anything your guests may need to prepare, such as a \$50 suggested donation or to have a drink ready to enjoy during the virtual event. We recommend that you follow up with both emails and phone calls prior to the event as reminders for your guests.

Please note that security is a priority for all PPRM events. Please reach out to events.development@pprm.org to ensure a proper vetting procedure is put in place.

HOW

EVENT PROGRAM & CREATION

Your PPRM event contact can help you structure the event that works best for you and your budget. In addition to the educational aspect of the event, you could also add a "fun" element such as a trivia game, ice breakers, wine tasting, or chef demonstration. Based on staff availability, we may be able to have a staff expert attend your virtual event to do a Q&A with your guests.

Who does what?

We ask hosts to handle the invitations and RSVP process. PPRM can provide sample invitation language, coordinate staff speakers (if requested in advance and pending availability), and other relevant materials requested.

Which virtual platform?

As the host, we ask that you decide the best virtual platform for your fundraiser. Whether it is Zoom, Google Meet, or another platform, PPRM event staff can help you figure out the best and most accessible platform for you and your guests. Many virtual platforms offer great pricing to access features like unlimited guest capacity and extended meeting times. Please reach out to PPRM staff to discuss which platform would be best for your fundraiser.

We ask that you:

- **Choose a date for your party.**
- **Determine if you need a co-host for your party and recruit them to help out.**
- **Choose a theme or program focus, and work with PPRM event staff to create a program for the event.**
- **Organize and manage your guest list.**
- **Make and send out invitations to your guests. PPRM would like to review your invitation before you send.**
- **Make follow-up calls to invitees. Many people will choose to attend because of your personal call!**
- **Keep an RSVP list and communicate final numbers to PPRM event staff.**
- **Are responsible for any costs associated with the event, e.g. audio/visual, invitations.**

HOW

EVENT DONATIONS

How much do you want to raise at your event? Be realistic - if your fundraising goal is \$3,000 and you ask each of your guests to make a \$100 donation, you'll need at least 30 attendees. Does that sound doable?

Note that you can have different donation levels. Example:

- Host: \$250
- Champion: \$150
- Supporter: \$75
- Advocate: \$50

DONATION GOAL PER ATTENDEE:

Be sure to include the requested donation amount on your invitation. Most folks will be happy to donate to PPRM, but it's never good to be surprised by a donation request and feel put on the spot. Additionally, be sure to let guests know what their gift is supporting and all the good it will do in your community! We are happy to provide you with sample language.

The PPRM events team can help you make the ask for your fundraiser. Through a virtual platform, we can provide donation links to both our PPRM and PPRM Action Fund websites for your guests to make their donation online during the event.

PROCEED FOCUS:

If the proceeds from your event go toward our services (health care, public affairs, education, patient support) all donations will be 100% tax deductible.

If you choose to raise funds for PPRMAF and the political work necessary to keep our doors open and to protect our reproductive rights, donations are not tax deductible.

TOTAL FUNDRAISING GOAL:

We want you to feel supported in your fundraising efforts. In some instances, we may be able to create a custom online donation form if you'd like your guests to prepay for your event. Please make this request as soon as possible so that we can best support your event.

*All assistance requests are subject to staff availability and timing.

CUSTOM DONATION LINK:

YES / NO

HOST'S TIMELINE AND CHECKLISTS

5+ WEEKS BEFORE THE EVENT

- Set the date with a member of PPRM event staff by emailing events.development@pprm.org.
- Create your personal invitation list.
- Draft your invitation (Tip: Online sites such as [Paperlesspost.com](https://paperlesspost.com), [Evite.com](https://evite.com), and [Canva.com](https://canva.com) make email invitations easier).

4 WEEKS BEFORE

- Email or mail out invitations.

2 WEEKS BEFORE

- Call everyone who has not RSVP'd and ask if they're coming. This is a very important step, as many people will likely not RSVP, or will decide to come based on a personal call.
- Maintain a spreadsheet of invitees to track RSVPs, with a column indicating "yes," "no," or "no reply." Be sure to include as much contact information as possible so guests can be properly vetted and thanked post-event.

1 WEEK BEFORE

- Send the RSVP list to your PPRM event staff immediately after your RSVP deadline. This is an important step for security reasons.

HOST'S TIMELINE AND CHECKLISTS

THE WEEK OF THE EVENT

- Update PPRM event staff regarding last-minute changes to guest list.

THE WEEK AFTER THE EVENT

- Talk with PPRM event staff to determine any necessary follow-up with individual guests.
- Send out personal thank you's to all attendees

AFTER EVENT FOLLOW-UP

After your event, please share your guest list with contact information, so we can send acknowledgment letters for tax purposes and to thank them for their support.

If you are collecting donations, be sure to contact your PPRM event staff immediately following your event to pass those along. Again, complete contact information will help us properly thank your guests.

PPRM contact:

events.development@pprm.org

303-813-7638