

PPRM Party in a Box

A Guide to Help You Plan the Perfect PPRM Event

Hosting a small event is a fantastic way to help support PPRM's vital programs and services, while also introducing new people to our work and helping to engage them in the future. This is a crucial part of our plan to expand our reach and create a way for everyone to get involved. We are so grateful that you have decided to host a benefit for PPRM, and please don't forget that we are always here to help with anything you need during the planning process.

WHY

We couldn't be more thrilled that you want to plan an event to benefit Planned Parenthood of the Rocky Mountains (PPRM) or Planned Parenthood of the Rocky Mountains Action Fund (PPRMAF)! As you go through this event-planning process, ask yourself why **YOU** are passionate about PPRM. Think back to specific instances or experiences you've had with Planned Parenthood that you would like to share with your attendees, and it will help you in moving through the stages of planning this event.

WHAT

What is the **purpose** of this event?

Are you raising awareness in your community? Is the purpose of your event to raise awareness or to educate your attendees about the services Planned Parenthood of the Rocky Mountains provides? Want to highlight the great work of a local health center?

Or are you trying to fundraise? If fundraising, are you fundraising for:

- PPRMAF – The Planned Parenthood of the Rocky Mountains Action Fund (known as Planned Parenthood Votes Colorado and/or Planned Parenthood Votes New Mexico) needs your support more than ever. Support of the Action Fund ensures Planned Parenthood health centers can keep their doors open, providing quality health care in our communities, by supporting grassroots advocacy and education on a local, state, and national level.
- PPRM – Operates 29 health centers throughout four states, providing education, lifesaving cancer screenings, breast exams, STI testing and treatment, abortion care, and birth control.

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Please note that if you are interested in raising money for PPRM, keeping your funds as unrestricted as possible always insures 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 Events Manager to clarify your funding interests.

Once you've determined the **purpose** of your event, consider coming up with a **theme**, and asking yourself, "What is my event draw – do I have a headliner?" Who or what might be a good draw to get people there? In some cases, PPRM may be able to provide a speaker at your event. If you feel a PP representative is necessary for the success of your party, communicate your request as soon as you are able.

TOPIC: _____

WHO

As you think about who to include in your gathering, consider who you know in your circle of friends who would be interested in attending that would like to learn more about why YOU support PPRM and become involved.

Additionally, be mindful of the space that you plan on hosting your event in, and ask yourself how many people you hope will attend and how many people you can accommodate. A good rule of thumb is to expect **60%** of those you invite will accept. It's best to send invitations to more people than just those who you think will attend.

Whether you choose to send a personalized email, evite, or mailed invitation, it's a good idea to send invites 8-6 weeks before the event to give your friends plenty of time to plan. Consider using www.EVITE.com. Evite allows you to track RSVPs, easily send reminders, and message your guests.

In your invitation, don't forget to include the date, time, address, directions and details about parking, if necessary. Clarify what to bring, if necessary (e.g., \$50 suggested donation; bring a side dish) and a date by which to RSVP. We recommend that you follow up with both emails and phone calls prior to the event as reminders for your guests about your upcoming event.

On the day of the event, keep in mind that name tags are a nice addition to a party as they help guests get to know new people and can remove the awkwardness of forgetting a

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name!

HOW

EVENT DONATIONS

Ask yourself how much you want to raise at your event. Keep in mind that if your goal is to raise \$3,000 from your event, and you want your guests to make a \$100 donation, you will need at least 30 people to attend. Does that sound doable?

Note that you can have different donation levels. Example:

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

DONATION TARGET 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 and feel put on the spot. Additionally, you'll want to be sure to include where their gift will go and all the good it will do! Depending on which area of our work you want your event to support, we can give you some sample language to share with guests.

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

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

DONATION GOAL TARGET FOR EVENT: _____

PPRM FOCUS OF DONATION? _____

We want to ensure that you feel supported in your fundraising efforts. Please let know if you'd like us to provide you with PPRM donation envelopes so that you can collect cash or checks at your event.

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Additionally, we can create a custom donation URL if your guests would like to prepay for your event ahead of time. Please make this request as soon as possible, so that we can best support your event.

DONATION ENVELOPES Y/N

CUSTOM DONATION URL Y/N

MENU PLANNING FOR YOUR EVENT

You do not need to serve a sit-down dinner! There are lots of ways to feed your guests. Don't rule out an outdoor picnic-style BBQ, simply appetizers, or a fun happy hour. When planning a menu, keep in mind your vegetarian and gluten-free friends, as well as providing non-alcoholic drinks. Additionally, drink calculators are available to help with determining the number of wine bottles, beer and liquor needed:

<http://www.evite.com/pages/party/drink-calculator>

If you want to hire a caterer and need assistance, we are happy to provide a list of companies that we have worked with in the past to help you find the right one.

If you are cooking, consider that 4-6 bite size appetizers per guest are usually filling – as are 2-3 cookies per guest – and cheese and veggie platters served with crackers are inexpensive and easy to serve.

SAMPLE MENU PLANNER

Breakfast

Regular: _____

Vegetarian: _____

Gluten Free: _____

Cheese Platter /Crackers/Fruit: _____

Veggie Platter / Dips: _____

Desserts: _____

Beverages

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Coffee: _____

Tea: _____

Juice: _____

Remember Paper Goods –

- Plates
- Napkins
- Glasses
- Napkin
- Forks, knives, spoons

Caterer? _____

Afternoon/Evening

Appetizers

Regular: _____

Vegetarian: _____

Gluten Free: _____

Cheese Platter /Crackers: _____

Veggie Platter / Dips: _____

Desserts: _____

Beverages

Wine: _____

Beer: _____

Non-alcoholic: _____

Remember Paper Goods –

- Plates
- Napkins
- Glasses
- Napkin

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- Forks, knives, spoons

Caterer? _____

PPRM SUPPORT

PPRM staff may be available to attend your event in order to answer questions and/or provide some remarks. Please be sure to make this request as soon as possible. Make sure that you have some information available for folks who want to learn more about PPRM. They may have questions or want to get involved and we can provide you with business cards and other materials to give them.

PPRM STAFF MEMBER ATTENDING: _____

PPRM MATERIALS REQUIRED FOR EVENT: _____

AFTER EVENT FOLLOW UP

After a successful event, we'd like to acknowledge your guests and thank them for coming, as well! Please share your guest list and contact information with us so that we can send acknowledgement letters for tax purposes and thank them for their support!

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

PPRM Contact:

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