

PARTY WITH A PURPOSE TOOLKIT

STAND WITH PLANNED PARENTHOOD OF GREATER OHIO

As a supporter of Planned Parenthood of Greater Ohio, you know the challenges in front of us. Every day we face a new fight on behalf of our patients: new abortion restrictions, defunding, smear campaigns, and attempts to block access to health care.



As a friend, you also know about the incredible community that rallies to protect reproductive rights. Your Party with a Purpose celebrates and expands that community. It also raises funds to protect access to lifesaving reproductive care – including safe, legal abortion – for all Ohioans, including the nearly 65,000 people who depend on Planned Parenthood of Greater Ohio.

This toolkit provides resources to make your party a success. Make the gathering your own! Your party can reflect your creativity, enthusiasm, and commitment to protecting reproductive rights and health care.

Now, more than ever, we need you in this movement. Your support for Planned Parenthood of Greater Ohio sends a message, loud and clear: We will not take this lying down, and we will not go back.

Thank you for standing with Planned Parenthood of Greater Ohio.



Planned Parenthood of Greater Ohio

PARTY WITH A PURPOSE TOOLKIT



GETTING STARTED

You can support Planned Parenthood of Greater Ohio by hosting a fundraising event with people who share your passion.

TIPS

- One in five people you invite will attend, so create a really big invitation list. Remember, even people who can't attend might still make a donation. Finding co-hosts who will invite their contacts is a great way to boost attendance.
- Invite people three to four weeks before the party to ensure maximum attendance.
- Consider setting up a private Facebook event page or another social media platform with RSVP information. Visit bit.ly/eventpagesetup for Facebook event setup instructions.
- As you send the invitations, share a personal story that explains why you're passionate about reproductive health care.
- Your party can be as casual or formal as you want. You can provide lunch, coffee and dessert, or make it a potluck. One-and-a-half to two hours is a perfect amount of time for your party.
- Contact us at events@ppoh.org or **614-358-8738** to let Planned Parenthood staff know about your party. We love to hear your stories and see your photos! Reach out to us with any questions or concerns you have. We are just a phone call away.



Planned Parenthood of Greater Ohio

Planned Parenthood of Greater Ohio (PPGOH) provides essential reproductive health care and education services at our 19 health centers and in communities throughout North, East, and Central Ohio.

Planned Parenthood of Greater Ohio is a 501(c)(3) nonprofit organization. All donations are fully tax-deductible to the extent of the law as determined by the Internal Revenue Service.

PARTY WITH A PURPOSE TOOLKIT

PARTY PLANNING TIMELINE

After you select the format and location of your party, consider following along with our timeline of to-dos:

FOUR WEEKS BEFORE PARTY:

- Recruit co-hosts.
- Set up social media private event page.
- Send out invitations; ask that guests RSVP.
- Plan the program including stories, any themes, and how you will encourage your guests to support PPGOH.

TWO WEEKS BEFORE PARTY:

- Send out reminder invitations.
- Finalize the menu and purchase beverages and supplies.
- Plan tasks with co-hosts or helpers such as a greeter, sign-in monitor, and food and beverage roles.

ONE WEEK BEFORE PARTY:

- Review all RSVPs; follow up directly with people who have not responded.
- Plan your setup; consider a table for check-in, a donation collection basket, PPGOH pledge slips and pens, food and drinks, and nametags.
- If you're showing any videos, check your technology setup.
- Practice your program.



DAY OF PARTY:

- Mingle with guests until half to two-thirds of the way through the party, then gather guests for the brief program.
- Thank guests for attending, tell them why you support Planned Parenthood, and ask for their financial support.

DAY AFTER PARTY:

- Send thank you notes or emails to guests.
- Encourage them to consider hosting a party or making a donation online.
- Plan to deliver your contributions, pledge cards, and sign-in sheets with guest contact information to your nearest Planned Parenthood office.

SAMPLE EMAIL INVITE

Send your invitation to anyone who might like to come to your event or make a contribution. You can share it on social media and ask registered guests to invite others. The more you personalize your invitation, the better!

Subject line:

My Planned Parenthood Fundraiser on (date)

Hello Friends,

Please join me and (additional co-hosts) at (location) for a fundraiser for Planned Parenthood of Greater Ohio.

Planned Parenthood health centers provide critical health care services in our communities; from birth control to cancer screenings, STI testing and treatment, and abortion services, all in a patient-affirming environment.

With a commitment to serve vulnerable populations, Planned Parenthood of Greater Ohio relies on supporters like us to help make their services affordable for patients – particularly after political attacks on reproductive rights have stripped the organization of critical public funding.

Please stand with me in protecting access to quality health care in our communities. Attend my party with a purpose, and bring a friend!

(Date, Day, Time)

(Address)

RSVP to (phone and email) by (date).

I hope to see you there!

(Name)

P.S. Can't attend? **Please visit supportppgoh.org to make a gift to Planned Parenthood of Greater Ohio.**

ASKING GUESTS TO SUPPORT PLANNED PARENTHOOD

Every dollar you raise supports the critical work of Planned Parenthood of Greater Ohio. Here are some tips to help you succeed:

- Make the ask compelling by telling a story, explaining why you care about access to reproductive health care, and/or inviting guests to share their stories.
- Clearly ask guests to give a specific amount. We recommend asking for “\$5 to \$10 per month,” or something similar.
- Provide donation pledge forms and pens. Also let guests know they can make gifts at supportppgoh.org; you might want to have a laptop or tablet open to this page.
- Deliver all pledge cards and payments to your local PPGOH office in person or via mail. If submitting payments via mail, please contact us to request a secured prepaid envelope or via send certified mail. Call our development team at **614-358-8738** for assistance submitting your donations.

SAMPLE PROGRAM

Your program should communicate to your guests how important Planned Parenthood is to you, explain why they should care, and then ask them to contribute. Everyone has come to the party to support Planned Parenthood of Greater Ohio, so attendees will be eager to help. Here is a 10-minute sample program to help boost support and connect your guests to this important cause.

1. Welcome and thanks. Gather everyone into a space where they can see and hear the speaker(s). Start by welcoming everyone to the event and thanking them for their time. Thank the other co-hosts and anyone else who helped make the event happen.
2. Talk about the importance of access to safe and legal abortion for Ohioans. Describe any other services and care that you think are important to protect such as giving people accurate health information and sexual health education for teens.
3. Discuss why protecting these rights and services is important to you. Tell a personal story, have another attendee tell their story, or share someone else’s experience (with permission).
4. Feel free to show a video provided by Planned Parenthood. Here are some good options:
 - Our Patients - Planned Parenthood of Greater Ohio: youtu.be/e4mEtM0rgpA
 - Nina - Healthy Moms, Healthy Babies, PPGOH: <https://youtu.be/7p6aRrLpUDY>
 - Planned Parenthood is Health Care youtu.be/OGYCQ5OVeAQ
 - Unstoppable Campaign Video and Art: unstoppablenow.org/art/
5. Ask your guests for financial support. Have a volunteer distribute pens and pledge cards as you ask. Tell them to hand pledges to you or deposit them in the container at the registration table.
6. Close by thanking your guests again. Tell them you would love for one to three guests to host their own party, and to see you to talk more about it.

SAMPLE FUNDRAISING REQUEST

“Thank you for coming to support the fight to protect reproductive rights. It is our responsibility to stand up to dangerous attacks on health care that, in turn, harm the most vulnerable members of our community. Please join me in donating generously to stand with patients of Planned Parenthood of Greater Ohio.

The need is urgent. Defunding at the state and federal levels are threatening community-based health care programs across our state. Two health centers in Cincinnati have been forced to close, demonstrating the real consequences that all Planned Parenthood affiliates are facing in the wake of persistent political attacks on reproductive care. The time is now for our community to stand up – with our voices and with our material resources – to show that we won’t back down.

My personal fundraising goal this evening is for each of you to contribute at a level that is **meaningful to you**. Because the road to protecting our access to legal and safe abortion is long, I invite each of you to commit to a monthly gift that fits in your budget. Please contribute \$5 to \$10 per month, or more if you can afford it. I’m personally donating \$XXX.

[Volunteer name] is passing out pledge slips and pens. Please fill out your pledge now or visit **supportppgoh.org** on your smartphone. Together, we can make our collective voice heard... louder and clearer than ever before!

Thank you so much for showing up and supporting me, Planned Parenthood of Greater Ohio, AND lifesaving reproductive health care throughout our state!”

**YES, I WANT TO STAND UP FOR REPRODUCTIVE
HEALTH CARE AND SUPPORT PLANNED
PARENTHOOD OF GREATER OHIO**



Planned Parenthood of Greater Ohio

PLEASE PRINT YOUR NAME

ADDRESS

PHONE

EMAIL

DATE

I want to support PPGOH with my monthly gift of: \$ _____/month

I want to support PPGOH with my one-time gift of: \$ _____

Enclosed is my check payable to PPGOH

I am paying with: Visa Mastercard Amex Discover

CARD NUMBER

EXP. DATE

CVV

NAME AS IT APPEARS ON YOUR CARD

YOUR SIGNATURE

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THANK YOU FOR YOUR COMMITMENT TO STAND WITH PLANNED PARENTHOOD OF GREATER OHIO

Planned Parenthood of Greater Ohio | www.ppgoh.org | 206 East State Street, Columbus, OH 43215

SAMPLE THANK YOU EMAIL TO GUESTS

Send a thank you to each person who attended your party to show your appreciation and to maximize your contributions. Ideally, you will inspire three more friends to host their own event. You should also send a version to friends who didn't donate or attend to encourage them to contribute.

Subject line:

Thanks for supporting Planned Parenthood of Greater Ohio

Dear <Guest Name>,

Thank you for joining us to learn about Planned Parenthood of Greater Ohio. I really appreciate that you are with me in this fight.

If you didn't yet contribute, please take a minute to donate at supportppgoh.org. My goal is for everyone who came to my fundraiser to make some kind of contribution, ideally a gift of \$5 to \$10 a month.

Together, we will fight for what's right and do everything we can to safeguard access to care for all people of Ohio. While we still have a long way to go to achieve this vision, your donation will have an immense impact on the battles Planned Parenthood will face today and beyond.

If you already donated, thank you! I'm hoping that three of my party guests will host their own Party with a Purpose, getting at least 10 new donors themselves. Wouldn't that be great?! Please let me know if you can host a party like I did.

Thank you again!

<Host name>

P.S. If you haven't made a gift to PPGOH yet, you can do so at supportppgoh.org or by mailing a check, made payable to Planned Parenthood of Greater Ohio, to 206 E. State St., Columbus, OH 43215