

Friends of PPGC Party Toolkit

Your Guide to Hosting a Successful Planned Parenthood Gulf Coast House Party



Planned Parenthood Gulf Coast

Introduction

Planned Parenthood Gulf Coast (PPGC) has served patients in Texas for over 80 years and in Louisiana for more than 30 years. PPGC provides essential health care and medically-accurate health information to women, men, and young people at our six health centers in Southeast Texas along with two health centers in Louisiana, one in New Orleans and one in Baton Rouge.

Mission

Our mission is to ensure the right and ability of all individuals to manage their sexual and reproductive health by providing health services, education, and advocacy.

Vision

Planned Parenthood seeks a world in which all children are wanted and cared for, all women and men have equal rights and dignity, sexuality is expressed with honesty, equality, and responsibility, and the decision to bear children is private and voluntary.



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Friends of PPGC Party

Thank you for your interest in hosting a Friends of PPGC party!

Hosting a house party is a great way for your friends and colleagues to learn more about Planned Parenthood Gulf Coast (PPGC) and an easy way to fundraise and support PPGC's services and programs.

A house party is a fundraising tool. Successful parties reflect their hosts' creativity, enthusiasm, and commitment to the work of Planned Parenthood!

As the host, you will provide:

- the guest list, send invitations and track RSVPs,
- the party location,
- the food and beverages, and
- set-up and clean-up.

PPGC can support you by:

- helping you define your goals for the event,
- building a target guest list of people you think will have an interest and the ability to support Planned Parenthood,
- designing print or digital invitations,
- tracking your event donations, and
- providing promotional giveaways, informational materials, talking points or videos, or a representative to speak at the party on behalf of PPGC.

Hosting a Friends of PPGC party helps over 40,000 patients a year have access to comprehensive reproductive health care - **no matter what**. Your event helps others have access to birth control, life-saving cancer screenings, testing for sexually transmitted infections, and well-woman visits. And it will allow us to continue our critically-needed sexual health education and outreach programs while also engaging supporters in advocacy at every level and giving them the tools to get involved and take action.

In this house party toolkit, you will find guidelines to help make your party a success. And the donor engagement staff at Planned Parenthood Gulf Coast is ready to help you. **Reach out to us today so we can begin supporting your Friends of PPGC party!**

Thank you for standing with Planned Parenthood Gulf Coast,

Yasmin Abboud

Vice President of Development

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Getting Started

Once you've decided to host a house party, begin by contacting PPGC's Louisiana Development Staff at **la.events@ppgulfcoast.org** or **504-407-1786**.

A staff member will be in touch with you throughout the process to provide support and materials. Things to determine in advance are:

- The date of your event;
- The location (i.e. your home or another venue);
- Approximate number of guests; and
- How much in contributions you hope to raise.

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Setting Your Goals

Set specific goals in order to measure the success of your party!

Sample Goals

- Get at least 10-40 people to attend.
- Set a specific dollar amount goal.
- Consider asking everyone to “donate their age” in a one-time donation or as a recurring, monthly donation.
- Consider asking everyone to become a recurring, monthly (sustainer) donor at any level.
- Get everyone in attendance to sign a contact list, or pledge to answer a call to action.
- Get one new person to agree to host their own house party.

Feel free to choose goals that you are most comfortable with.

Remember:

No contribution is too small to make your party a success.

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Planning Your Party

We encourage you to make your event a reflection of the things you value about Planned Parenthood and that will resonate with your guests.

- **Appoint a co-host.** You might consider asking a friend or two to help coordinate the party and invite their own friends.
- **Presentation materials.** PPGC can send a representative to speak at your event, if one is available on your selected date and time. We can also provide you with talking points about PPGC and links to inspiring videos about the patients we serve.
- **Menu.** Potluck? Hors d'oeuvres? Cocktails? Or catered sit-down dinner? How much do you plan to spend on food?
- **Asking for support.** This is the big moment! How will you encourage your guests to support PPGC? Will you charge tickets at the door or in advance via an invitation? Will you ask for donations in lieu of other gifts? Consider asking your guests to become sustaining (monthly) donors at a level that is most comfortable to them- for example, \$50 per month.

We will provide the necessary collection tools to make this portion of your event easy for you.

4.1 Recommendations and Tips

We recommend the following:

- **Set a fundraising goal for your event.** This way, you can encourage your guests to give as you get closer to the goal. Think of a reasonable goal that will be a stretch, but not impossible to achieve.
- **Invite your guests approximately one month before your event.**
- **Promote your event on social media.**
- **Send at least one follow up email as the date approaches.**
- **Include a date by which you would like RSVPs.**
- **Create name tags for guests, especially if many people haven't met before.**
- **Send a post-event thank you email from your personal email address, including opportunities to engage with Planned Parenthood Gulf Coast.** Please include our link to donate to Planned Parenthood Gulf Coast at ppgulfcoast.org/donate

Tips for reaching your goals:

- **Talk about your fundraising efforts on social media.** Reach your friends and family where they hang out online by posting frequent progress updates and links to the donation page on your social media accounts.
- **Double donations through company matching gifts.** When your friends and family donate, ask if their employers have matching gift programs, and encourage them to fill out the necessary paperwork (usually with someone in HR).
- **Ask your favorite local business for a donation.** Local businesses love their customers and rely on your support, so why not ask them to return the favor and give? Email our Louisiana Development Staff at la.events@ppgulfcoast.org to provide you with a list of local businesses that support PPGC.

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Party Planning Timeline

Depending on the size, location, and theme of your party, you may want to allow as few as 4 to 6 weeks or as many as 8 to 12 weeks to plan your event.

Preliminary Planning:

- Pick a date for your party.
- Invite co-hosts and assign tasks.
- **Register your party with Planned Parenthood by emailing: la.events@ppgulfcoast.org or call 504.407.1786.**
- Decide on party theme.
- Choose a Topic (e.g. Public Affairs briefing or Education update).
- Establish your guest list.
- Set goals for the event (\$ Amount, RSVPs, Attendees).
- Secure the location or your party.

5.1 Timeline Checklist

6-8 Weeks before Party:

- Confirm the location.
- Send out invitations/evites; ask that guests RSVP and include directions.
- Determine the menu (light beverages and snacks suggested).

4 Weeks before Party:

- Review all RSVPs; call people who have not responded.
- Send out reminder evites.
- Finalize the menu and purchase beverages and supplies.
- Confirm tasks with co-hosts (greeter, sign-in monitor, food, beverage, equipment, photographer, etc.).

1 Week before Party:

- Make reminder calls or send emails to guests.
- Finalize the guest list.
- Set the agenda for evening.
- Confirm the menu and beverage logistics, including preparation and arrival.
- Confirm you have the Planned Parenthood materials you need for party, including donation forms, envelopes, guest sign-in forms, volunteer applications, PPGC talking points, and other materials.
- Ensure you have a table for check-in.
- Two or more donation collection boxes or baskets.

3 Days before Party:

- Check-in with co-hosts and review assigned duties.
- Make reminder calls and emails as needed.
- Check the venue for proper tables, seating, and equipment.
- Decorate if necessary.

Day of Party:

- Greet guests; ask that they sign-in (have multiple sign-in sheets and pens ready).
- After allowing guests to mingle, begin the program.
- Thank guests for attending, tell them why you support Planned Parenthood, and ask for their support.
- Encourage guests' questions and distribute materials.
- Get at least one other person to host their own party.
- Continue the party and thank guests before they leave.

Day after Party:

- Send thank you notes or emails to guests.
- If appropriate, encourage them to consider hosting a party or making a donation online.
- Email pictures to la.events@ppgulfcoast.org.
- Enclose sign-in sheets, checks (money collected), petitions or actions and mail them to:

Planned Parenthood Gulf Coast
4636 S. Claiborne Ave.
New Orleans, LA 70125

1 Week after the Party:

- Expect a call or email from the Donor Events Coordinator at PPGC to follow-up on your event.
- Send thank you notes or emails to your guests who donated after the event.

THANK YOU.

We are incredibly grateful for your willingness to show your support for Planned Parenthood Gulf Coast in this special way.

We appreciate your support, and look forward to assisting you in creating an outstanding event for the benefit of the tens of thousands of women, men, and young people across the Gulf Coast who depend on our services and programs.