



Planned Parenthood Columbia Willamette

Party with a Purpose Toolkit

Your guide to hosting a successful virtual House Party
for Planned Parenthood Columbia Willamette

Stand With PPCW!

Thank you for your interest in hosting a house party for Planned Parenthood Columbia Willamette (PPCW)! As a supporter of PPCW, you know the challenges in front of us. Every day, we face a new fight on behalf of our patients, but we have an incredible community that rallies to protect access to sexual and reproductive health care – including safe, legal abortion. Your Party with a Purpose celebrates and expands that community while also raising funds to help us continue providing, promoting, and protecting access to safe, non-judgmental care for the 45,000 patients we serve every year.

This 'toolkit' provides resources to make your party a success. Make the event your own! Ask us for support or ideas! We at PPCW are happy to help provide guidance and resources for your event, such as sample email invitations, event programs, fundraising asks, technology assistance, donation pages, and thank you letters.

Now, more than ever, we need you in this movement.

Your support for PPCW sends a loud and clear message: We will not go back. We believe in providing care, no matter what, to every person who needs us.

Thank you for standing with Planned Parenthood Columbia Willamette!



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Getting Started



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So, you want to plan a party? For most people right now, we're assuming that means virtually and our tips are geared towards that type of event. We've planned and attended quite a few and are happy to help!

TIPS:

- **Contact us** at development@ppcw.org to let us know about your party and how we can help. We love to hear your stories and see your photos! Reach out to us with any questions or concerns you have.
- Create a **big invitation list**. Generally speaking, about 1 in 5 people you invite will attend. Adding co-hosts who will invite their contacts is a great way to boost attendance. Remember, even people who can't attend might still make a donation
- Contact us to set up a **personal donation page** for your party that you can send as a link.
- **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, consider sharing a **personal story** that explains why you're passionate about reproductive health care.
- **One hour** is a perfect amount of time for your virtual party.

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Party Planning Timeline



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Planning a virtual timeline is a bit different than a gathering in person and we've got some pointers to help you navigate this virtual party world!

FOUR WEEKS BEFORE PARTY:

- Let us know that you'd like to host a party, with proposed date and time.
- Recruit co-hosts.
- Set up social media private event page.
- Reach out to PPCW to have a specific webpage built for donations to your event.
- Send out a Save the Date.
- Plan the program including stories, any themes, and how you will encourage your guests to support PPCW.

THREE WEEKS BEFORE PARTY:

- Send out invitation requesting guests RSVP in order to get the event link.
- Finalize the entertainment or speaker (if having any).
- Consider having wine, cookies, or a treat delivered to your guests, or first 10 guests that RSVP.

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Party Planning Timeline (continued)



ONE WEEK BEFORE PARTY:

- Review all RSVPs; follow up directly with people who have not responded.
- Write up your event timeline.
- Schedule a run-through with all involved in the program or running the technology.
- Practice your program.

DAY OF PARTY:

- Send out the event platform link (e.g. Zoom, BlueJeans, GoToMeeting, etc) the morning of the event for guests to log-in. Consider sending a calendar invite as well so it is in their personal calendars, too.
- Thank guests for attending and start the program!
- Have FUN!

DAY AFTER PARTY:

- Send thank you notes or emails to all guests who attended.
- Encourage them to consider hosting a party or making a donation online, including the donation link.

Thank you!

We are in this work together and are happy to have you joining us to make sure that we are able to provide **Care. No Matter What.**



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Planned Parenthood Columbia Willamette is a 501(c)(3) nonprofit organization (Tax ID#: 93-6031270). All donations are fully tax-deductible to the extent of the law as long as no goods or services have been provided to you, as determined by the Internal Revenue Service. All donations made to PPCW will automatically receive a tax receipt.