

Hosting Fundraising Events

Summary

- The goal of the event is to raise money.
- When engaging with the community, ask folks if they would be interested in hosting an event for the campaign. Event hosts will help connect the campaign with other voters and donors in the community.
- Events can be planned for interests' groups, ie. Women's event, environmental interest group event. This will allow the campaign to connect with voters on the issues that matter most to them.
- Events can take many forms from daytime lunches around a conference table to large programmed events at night. Each has their strengths and weaknesses. Match the event-type with the community, event hosts and overall goal.
- Invite a special guest to the event, to "make the ask" for attendees to donate to the campaign.
- Special guests can be advertised in event invitations to help draw people to the event.
- It is important that the room is not empty at the event, so set aside time each week to remind folks of the event, and confirm attendance.
- General schedule for event:
 - Guests arrive and mingle
 - Host introduces candidate
 - Candidate addresses guests
 - "The ask" for campaign contributions
 - REMEMBER to thank the host(s)!

Planning

It is important to keep costs reasonable for fundraising events. Always remember the campaign is raising additional money for voter contact rather than only raising money to cover the costs of the event.

- Location
 - Is there a friend of the campaign or community member that will host an event in their home or business free of charge?
 - Is there free public space that allows campaign activity?
- Date
 - Be sure the date does not conflict with community events or forums the candidate must attend.
 - Confirm the event does not fall on a religious holiday.
- Invitations
 - Send invitations out at least four weeks before the event.
 - Set aside time each week to call people who were invited, to confirm attendance and remind them of the event.
- Budget
 - Work with your fundraiser and/or host committee to set a fundraising goal and budget for the event.
 - Potential costs to consider:
 - Rental
 - Food and drinks
 - Supplies (pens, clipboards, etc.)



Day of the event:

- Staffing your candidate:
 - It is your job to make sure the event is running smoothly AND that your candidate has everything they need to perform well. Staffing is an art of being attentive to your candidate without interrupting their conversations with voters and donors, while also making sure they maximize their time.
- Materials
 - Sign in sheets
 - Pens
 - Remit envelopes (for contributions)
 - Information on candidate
 - One pager or walk piece

