



## FROM THE FRIENDS OF DAVID EDWARDS COMMITTEE

### YOUR HOUSE PARTY KIT

Thank you for volunteering to host a house party for David. House parties are a crucial element of our campaign. Each party produces significant contributions and new volunteers, including some who will volunteer to host house parties of their own. House parties offer one of the few opportunities for folks to feel like they are really getting to know a State Representative in a personal way. And we know that when people meet David they almost always leave secure in the knowledge they are well-represented in Salem.

Your goal as a house party host is to get 20-30 people to your home to meet David and to help us raise at least \$500 from the people who attend. This means you will have to invite 40-60 people to get the desired attendance.

Hosting a successful house party is not very difficult; it just takes organization and persistence. We want to help make your house party a success, so we've put together this list of tips. With your hard work, and the help of this guide, your house party will be one of the best of the campaign!

So please read this kit with care. A few weeks from now, you'll have a great house party that helps David as he runs for re-election.

If you have any questions as you plan and organize your event, please call me at 503-880-1872 or [michelle@friendsofdavidedwards.com](mailto:michelle@friendsofdavidedwards.com). Good luck and thanks for all you're doing to help David's re-election campaign.

Sincerely,

Michelle Kennedy

## TIMETABLE & CHECKLIST

4-6 weeks before the event	<ul style="list-style-type: none"><li>• Set the date with the campaign</li><li>• Draw up your invitation list (see enclosed samples for ideas) You will need to mail 40-60 invitations to have 20-30 attend</li><li>• Draft your invitation</li></ul> <hr/>
3 weeks before	<ul style="list-style-type: none"><li>• Mail out and/or email invitations with an RSVP deadline</li><li>• Ask a friend to serve as a “door person” to help take coats, sign people in, etc...</li></ul> <hr/>
7-10 days before	<ul style="list-style-type: none"><li>• Call everyone who has not RSVP'd to ask if they're coming</li><li>• Keep a list of who's coming (form enclosed)</li><li>• Prepare and practice your introduction of David (see enclosed suggestions)</li></ul> <hr/>
The week of event	<ul style="list-style-type: none"><li>• Remind guests who have said they will come (This will greatly reduce the falloff in attendance)</li><li>• Purchase cups and paper goods</li><li>• Prepare your refreshments</li><li>• Remind your door person of the time you need them</li></ul> <hr/>
The day of event	<ul style="list-style-type: none"><li>• Receive sign-in sheets and supplies from campaign</li><li>• Have chairs arranged so that David can easily speak to the group.</li><li>• Have a basket prominently displayed with a sign for collecting checks.</li><li>• Ask people to sign in when they arrive</li><li>• When David arrives, take him around the room and introduce him to everyone</li><li>• Formally introduce David before he speaks</li><li>• Pass out the check envelopes and encourage people to write checks or volunteer after David is done speaking</li></ul>

## YOUR INVITATION LIST

How can you make sure your house party will be well-attended? In our experience, it's not complicated- all you have to do is: a) send out 40-60 invitations, and b) ten days later, follow up with phone calls. Everyone is busy and you should expect about 1/2 of those you invite to tell you they can't make it. This is why you will need to mail 40-60 invitations to ensure that at least 20-30 people attend. If you just don't think you can make a list big enough, then ask one of your friends to co-host the house party with you.

From the mouth of one host:

"Inviting twice as many people as you expect to come was very good advice. It was also good for us to have had so many hosts because it really helped with logistics."

The first question, then, is who to invite? Here are some ideas that have helped other house party hosts pull their invitation list together.

- FAMILY AND FRIENDS
- SOCIAL ACQUAINTANCES
- NEIGHBORS
- PEOPLE FROM CHURCH, TEMPLE OR MOSQUE
- PEOPLE FROM YOUR LABOR UNION
- PEOPLE FROM WORK OR COMMUNITY WORK
- MEMBERS OF CLUBS AND GROUPS
- PEOPLE FROM SOCIAL ACTIVITIES
- PROFESSIONALS YOU KNOW PERSONALLY

It's helpful to pull out lists you've made in the past such as the invitation list to your last party, your Christmas card list, the program from your last reunion, and your rolodex.

Finally, think about interesting people you've met, but may not know well, who are active in your community. After all this, if you still don't have enough people to invite, what do you do? Ask a friend to co-host the party with you- they invite half the people, you invite half the people, and together you'll have a good-size invitation list.

## INVITATIONS

Enclosed in this packet are sample invitations. Feel free to change one of them for use for your own event. It is important to give people notice that there is a fundraising component to the event so they won't be surprised. One line asking each person to "bring your checkbook" is fine.

## FOLLOW-UP PHONE CALLS

7-10 days before your house party, you'll need to call everyone on your invitation list who has not RSVP'd to confirm their attendance. Only a small number of the people you invite will RSVP before they get a phone call; many more will come if you give them a call.

We can guarantee from long experience: if you mail 40+ invitations, and follow up with calls to everyone, you will have at least 20 people in your living room to meet David.

The following is a suggested script for the calls.

Hi, this is \_\_\_\_\_. I'd love to catch up with you, but the reason for my call tonight is to ask you about coming to my House Party. I mailed you an invitation to meet David Edwards at a small get-together I'm having at my home on \_\_\_\_\_ (date). I hope you can join us- will you be able to come?

*(IF THEY'RE COMING)* Great, I'll see you then.

*(IF THEY'RE NOT SURE)* I hope you can come - I think you would enjoy meeting David. I am very excited that he has decided to run for State Representative and I think you'll be impressed by what he has to say.

## REFRESHMENTS

Refreshments at your house party can be plain or fancy. There are many types of food and drink that are easy on you, easy on your budget, and just right for a house party. Remember, people don't come for the food- they come because they're interested in David, and they respect the fact that you support him. Other hosts have had successful house parties and served one of the following menus:

1. Cheese, crackers, wine and soda
2. Coffee and cake
3. Vegetables and dip, guacamole and chips, fresh fruit, soda and beer
4. Sweet rolls, tea, milk and coffee
5. Tea and cookies

The bottom line: you don't have to spend a lot of money on refreshments to have a house party that will really help David. Serve whatever refreshments you like- they'll be fine.

## THE INTRODUCTION AND FORMAT OF THE PRESENTATION

Once David has arrived and you have introduced him to your guests, he will be ready to speak. We have found that the most successful house parties begin with an introduction by the host. Your friends and family will want to know why you are supporting David for State Representative. The introduction should include your personal reasons and a little bit about David's experience. Please see enclosed sample.

After he is introduced, David will speak for about ten minutes and then take questions. Then he will speak briefly about the campaign and why contributions are so important to his success. When he finishes, it will be your job to help pass out the check envelopes and encourage the guests to contribute. Sometimes it helps to say, "And I'm writing the first check!"





## Come meet the next State Representative for District 30!

**invites you to come meet David Edwards at my home.**

Every so often, new leaders step forward with fresh ideas for the challenges we face. David Edwards is one of those leaders. David built a thriving small business and he will bring the same spirit of innovation to state government and help turn it into a catalyst for greatness. I am very excited that David has decided to run and believe he has the skills to provide the leadership we need in Oregon. Please come to my home for an hour to hear David's vision for Oregon and find out where he stands on the issues you care about.

**What:**

**When:**

**Where:**

**Please RSVP:**

**By:**

*There is no minimum contribution to attend, but please bring your checkbook with you.*

If you cannot attend but would like to make a contribution, please use the form below or visit David Edwards Web site to contribute online. <http://www.edwards2006.com/donate>. Remember, individuals receive an annual tax credit of \$50 for political contributions. The political tax credit is \$100 for married couples. So, if you haven't taken advantage of this credit, your contribution can cost you nothing in real dollars. Please see [OregonTaxCredit.com](http://OregonTaxCredit.com) for details.

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### **I cannot attend, but would like to make a contribution to Friends of David Edwards**

Full Name:

Address:

City:

State:

Zip:

Occupation:

Employer:

Employer City:

Employer State:

*Send your check or money order to:*

Friends of David Edwards • 22115 NW Imbrie Dr. STE 328 • Hillsboro, OR 97124

Please include your address (if not on your check), employer and occupation