

A GUIDE TO HELP YOU PLAN THE PERFECT PPRM EVENT

# PARTY in a BOX



Hosting a small event is a fantastic way to help support PPRM's vital programs and services, while also introducing new people to our work and helping to engage them in the future. This is a crucial part of our plan to expand our reach and create a way for everyone to get involved. We are so grateful that you have decided to host a benefit for PPRM. Please reach out if we can be of assistance during the planning process.

## WHY

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If fundraising, are you fundraising for:

**PPRMAF - The Planned Parenthood Rocky Mountains Action Fund (known as Planned Parenthood Votes Colorado and/or Planned Parenthood Votes New Mexico) needs your support now more than ever. Gifts to the Action Fund support grassroots advocacy, political activism, and education on the local, state, and national level.**

**PPRM - Planned Parenthood of the Rocky Mountains operates 24 health centers and provides individuals across four states with education, lifesaving cancer screenings, breast exams, STI testing and treatment, abortion care, and birth control.**

Please note that if you are interested in raising money for PPRM, keeping your funds as unrestricted as possible always ensures your dollars are put to the best and most immediate use. You can call this our *general fund* or the *area of most need*. In some circumstances it may be necessary to fundraise for something in particular, for example, the fund to support a new building. Whatever you decide, please talk with our PPRM event staff to clarify your funding interests.

**MY EVENT THEME:**

# WHO

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Think about who you'd like to attend your gathering. Consider your circle of friends and those you know who might be interested in learning more about why YOU support PPRM - and those who might want to get involved themselves!

Additionally, be mindful of the space in which you plan on to host your event. Ask yourself how many people will attend and how many people you can accommodate. A good rule of thumb is to expect 60% of those you invite to accept. It's best to send invitations to more people than just those who you think will attend.

Whether you choose to send a personalized email, e-vite, or mailed invitation, it's a good idea to send invitations 6-8 weeks before the event to give your friends plenty of time to plan. Consider using [www.EVITE.com](http://www.EVITE.com). Evite allows you to track RSVPs, message your guests, and easily send reminders.

In your invitation, don't forget to include the date, time, address, directions, and details about parking. Clarify what to bring, if necessary (e.g., \$50 suggested donation; bring a side dish) and a date by which to RSVP. We recommend that you follow up with both emails and phone calls prior to the event as reminders for your guests about your upcoming event.

**Please note that security is a priority for all PPRM events. If you anticipate a large audience at your event, please reach out to [events.development@pprm.org](mailto:events.development@pprm.org) to ensure a proper vetting procedure is put in place.**

# HOW

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## PPRM SUPPORT

### Who does what?

We generally ask hosts to provide food and drink, and to handle the invitation and RSVP process. PPRM will help behind-the-scenes, providing sample invitation language, coordinating speakers (if requested in advance and pending availability), and gathering/providing relevant materials. We are happy to follow-up with thank yous if provided with guest information.

We appreciate all that you will do as a host.

## **Party Host (YOU!) We ask that you:**

- **Provide your home or another location for the party.**
- **Choose a date for your party.**
- **Determine if you need a co-host for your party and recruit them to help out.**
- **Choose a theme or program focus.**
- **Organize and manage your guest list.**
- **Make and send out invitations to your guests. PPRM would like to review your invitation before you send.**
- **Make follow-up calls to invitees. Many people will choose to attend because of your personal call!**
- **Keep an RSVP list and communicate final numbers to PPRM event staff.**
- **Provide food and drinks for your guests.**
- **Manage logistics for the party - will you need a laptop, projector, screen, DVD player, or other equipment for the event?**
- **Work with PPRM event staff to create a program for the evening.**
- **Share the contact information for your guests with us after the party so we can follow up with your attendees.**

## **HOW** \_\_\_\_\_ **EVENT DONATIONS**

How much do you want to raise at your event? Be realistic - if your goal is \$3,000 and you ask each of your guests to make a \$100 donation, you'll need at least 30 attendees. Does that sound doable?

**Note that you can have different donation levels. Example:**

- Host: \$250
- Champion: \$150
- Supporter: \$75
- Advocate: \$50

**DONATION GOAL PER ATTENDEE:**

Be sure to include the requested donation amount on your invitation. Most folks will be happy to donate to PPRM but it's never good to be surprised and feel put on the spot. Additionally, be sure to let guests know what their gift is supporting and all the good it will do in your community! We are happy to provide you with sample language.

**PROCEED FOCUS:**

If the proceeds from your event go toward our services (health care, advocacy, education, patient support) all donations will be 100% tax deductible.

If you choose to raise funds for the political work necessary to keep our doors open and to protect our reproductive rights, donations are not tax deductible.

**TOTAL DONATION GOAL:**

We want you to feel supported in your fundraising efforts. Please let us know if you'd like us to provide you with PPRM donation envelopes so that you can collect cash or checks at your event. In some instances we may be able to create a custom online donation form if you'd like your guests to prepay for your event. Please make this request as soon as possible so that we can best support your event.

\*All assistance requests are subject to staff availability and timing.

**DONATION ENVELOPES: YES / NO**  
**CUSTOM DONATION LINK: YES / NO**

# TIMELINE AND CHECKLISTS

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## 5+ WEEKS BEFORE THE EVENT

**Party host:** Set the date with a member of PPRM event staff. If applicable, reserve the caterer.

**Party host:** Create your personal invitation list.

**Party host:** Draft your invitation and share it with your PPRM event staff. Once approved, send it out. Online sites such as [paperlesspost.com](http://paperlesspost.com), [evite.com](http://evite.com), and [punchbowl.com](http://punchbowl.com) make email invitations easy, and [fedex.com/office](http://fedex.com/office), [papersource.com](http://papersource.com), and [zazzle.com](http://zazzle.com) make great printed invitations. (If you'd like to print invites, it's best to use bright envelopes so that they will stand out in the mailbox!)

**PPRM:** If requested, provide sample invitation language. Review final copy of host's invite before it is emailed or printed.

## 4 WEEKS BEFORE

**Party host:** Ask a few friends/family members to help hand-address the envelopes. Hand-addressing makes the invite look much more personal, increasing the likelihood that it will be opened!

**Party host:** Mail out invitations.

**PPRM:** Choose a staff representative to be present (if requested) at the event. Note, staff attendance requests are subject to availability.

## 2 WEEKS BEFORE

**Party host:** Call everyone who has not RSVP'd and ask if they're coming. This is a very important step, as many people will likely not RSVP, or will decide to come based on a personal call.

# TIMELINE AND CHECKLISTS

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## 2 WEEKS BEFORE

**Party host:** Maintain a spreadsheet of invitees to track RSVPs, with a column indicating "yes," "no," or "no reply." Be sure to include as much contact information as possible so guests can be properly thanked post-event.

## 1 WEEK BEFORE

**Party host:** Send the RSVP list to your PPRM event staff immediately after your RSVP-by date. This is an important step for security reasons.

## THE WEEK OF THE EVENT

**Party host:** Update PPRM regarding last-minute changes to guest list.

**PPRM:** If requested/applicable: confirm all speakers, distribute talking points, and gather event materials (including newsletters, sign-in sheets, donation envelopes, swag, etc.) for the event.

## THE WEEK AFTER THE EVENT

**Party host:** Talk with PPRM event staff to determine any necessary follow up with individual guests.

**Party host:** Send out thank-you cards to all attendees.

# MENU PLANNING FOR YOUR EVENT

There are many creative ways to feed your guests. Consider an outdoor BBQ, appetizers, a happy hour, or even a potluck. Keep your vegetarian, vegan, and gluten-free friends in mind when planning your menus, and be sure to provide non-alcoholic beverages. Drink calculators are available to help determine the number of wine bottles, beer, and/or liquor needed: <http://www.evite.com/pages/party/drink-calculator>.

If you are cooking, 4-6 bite size appetizers per guest are usually filling, as are 2-3 cookies per guest. Cheese and veggie platters served with crackers are inexpensive and easy to serve.

## Sample Menu Planner

Breakfast
Regular:
Vegetarian:
Gluten Free:
Cheese Platter / Crackers / Fruit
Veggie Platter / Dips
Desserts
Beverages
Coffee:
Tea:
Juice:
Remember Paper Goods:
<ul style="list-style-type: none"><li>• Plates</li><li>• Napkins</li><li>• Glasses</li><li>• Forks, knives, spoons</li></ul>
Caterer?

Afternoon / Evening
Appetizers
Regular:
Vegetarian:
Gluten Free:
Cheese Platter / Crackers / Fruit
Veggie Platter / Dips
Desserts
Beverages
Water:
Wine:
Soda:
Remember Paper Goods:
<ul style="list-style-type: none"><li>• Plates</li><li>• Napkins</li><li>• Glasses</li><li>• Forks, knives, spoons</li></ul>
Caterer?

# AFTER EVENT FOLLOW UP

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After a successful event, we'd like to acknowledge your guests and thank them for coming. Please share your guest list and contact information with us so we can send acknowledgement letters for tax purposes and thank them for their support.

**If you are collecting donations, be sure to meet with a your PPRM event staff immediately following your event to pass those along.** Again, complete contact information will help us properly thank your guests/donors.

**PPRM contact:**  
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303-813-7638