



# Planning an Event with Purpose!

*Your Guide to Hosting a Successful Pop-Up Event for  
Planned Parenthood Northern California*

# Introduction

Planned Parenthood Northern California (PPNorCal) provides essential reproductive health care services at our 17 health centers across 20 counties in California.

PPNorCal is a 501(c)(3) nonprofit health care provider. The care we provide our patients is made possible by the generosity of our donors and supporters.

Thank you for standing with Planned Parenthood Northern California!

# Mission & Vision

Planned Parenthood Northern California advances health equity through the delivery of equitable, accessible, and high-quality sexual reproductive health (SRH) care.

Planned Parenthood Northern California fulfills its mission by advancing strong business practices and progressive initiatives anchored by diversity, equity, and inclusion (DEI) principles and honorable standards.

# Inside

**01 Planning an Event with a Purpose**

**02 Getting Started**

**03 Setting Your Goals**

**04 Structuring Your Party**

**4.1 Types of Events**

**4.2 Potential Event Themes**

**4.3 Recommendations and Tips**

**05 Event Planning Timeline**

**5.1 Timeline Checklist Pt. 1**

**5.2 Timeline Checklist Pt. 2**

# 01 Planning an Event with Purpose

Thank you for your interest in hosting a fundraising event to benefit Planned Parenthood Northern California (PPNorCal)! Hosting a pop-up event is a great way to spread the word about, and financially support, the work of PPNorCal

Planning an event, while fun, is serious business. Last year alone, PPNorCal served more than 70,000 unique patients. Your event will help PPNorCal ensure that our patients are able to access sexual reproductive health care services with their preferred providers and neighborhood health centers – no matter what.

An event is a fundraising tool. PPNorCal can help you define your goals for the event, and brainstorm friends in your network who may have an interest in, and ability to, support PPNorCal. As the host, you'll provide the space, food, and beverages for your event, and send the invitations.

PPNorCal can support you by:

- Providing templates for print or digital invitations
- Tracking and collecting your donations online
- Providing promotional giveaways, informational materials, talking points, or videos
- Connecting you with a representative to speak on behalf of PPNorCal, if one is available

This pop-up toolkit provides guidelines to make your party a success. Great events reflect their hosts' creativity, enthusiasm, and commitment to the work of Planned Parenthood Northern California!

Reach out to us today so we can begin supporting your fundraising event!

Thank you for standing with us,  
Lisa M. Moore  
Vice President of Development

## 02 Getting Started

Once you've decided to host a fundraising event, begin by contacting PPNorCal's Development Coordinator, Thea Lemaster, at [tlemaster@ppnorcal.org](mailto:tlemaster@ppnorcal.org).

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, such as your home or another venue
- The approximate number of guests
- How much in contributions you hope to raise

# 03 Setting Your Goals

## Setting Your Goals

Set specific goals in order to measure the success of your party. Be ambitious! The higher you set your goals, the more successful you will be at raising funds and awareness of the needs of PPNorCal's patients!

## Sample Goals

- Get at least 10-40 people to attend
- Set a specific dollar amount goal to fundraise
- Ask everyone to make a one-time donation, or to become a recurring monthly donor at any level
- Get everyone in attendance to sign up for text or email alerts related to reproductive health care in California and the U.S. Congress

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

## Remember:

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

# 04 Structure Your Event

We encourage you to make your event a reflection of the things you value about PPNorCal, and that will resonate with your guests. Make your event as traditional or as unique as you dare!

## Consider these details:

- **Appoint a co-host.** You might consider asking a friend or two to help coordinate the party and invite their own friends.
- **Presentation materials.** PPNorCal 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 PPNorCal and links to inspiring videos about the patients we serve.
- **Menu.** Potluck? BBQ? Hors d'oeuvres? Catered sit-down dinner? How much do you plan to spend on food? Will your guests prepare the food with you?
- **Asking for support.** This is the big moment! How will you encourage your guests to support PPNorCal? Will you have a silent auction? Will you charge tickets at the door or in advance via an invitation? Will you ask for donations in lieu of other gifts?

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

**Party themes? We have a list of possibilities. Keep reading!**

# 4.1 Types of Events

## Ideas for types of pop-up fundraising events:

- **Share your birthday.** Consider hosting your next birthday as a benefit. In lieu of gifts, ask your guests to make a donation to PPNorCal!
- **Activity groups.** Do you participate in a cycling, dining, or walking group? How about a book club? Why not turn your intimate club into an opportunity to engage with your friends on the issues that matter to you? Read a book that involves reproductive rights (ask us for recommendations), or lead a discussion about the issues facing women's reproductive health care and rights. Do you belong to an alumni association, corporate group, or neighborhood association? Incorporate PPNorCal into your next meeting and increase awareness!
- **Celebration of life events.** Do you want to honor a loved one who was committed to uplifting reproductive justice in their lifetime? You may want to celebrate their life's work by making a party donation in their name!
- **Professional service events.** Are you a professional who can charge clients for services and donate a portion of your proceeds to Planned Parenthood? You can advertise your special event with the mission in mind, and benefit both your business, and PPNorCal, all in one. This is a great option for chefs, tattoo/fine artists, musicians, and retail small business owners.



## 4.2 Potential Event Themes

**Consider hosting a fundraiser based on a theme occurring during a certain month:**

- **January:** National Cervical Health Awareness Month
- **February:** National Black History Month; Valentine's Day/National Condom Week; National Black HIV/AIDS Awareness Day
- **March:** National Women's History Month; International Women's Day; National Day of Appreciation for Abortion Providers
- **April:** National Minority Health Month; Get Yourself Tested (GYT) Month; STD Awareness Month; National Volunteer Week, National Equal Pay Day
- **May:** National Teen Pregnancy Prevention Month; Asian American & Pacific Islander Heritage Month, National Women's Health Week, National Nurses Week
- **June:** Planned Parenthood Anniversary (1916); National LGBTQ Pride Month; Immigrant Heritage Month; National Men's Health Week; National HIV Testing Day; Griswold v. Connecticut Anniversary
- **July:** International Day of Friendship; Purposeful Parenting Month
- **August:** National Health Center Week; Women's Equality Day
- **September:** National Ovarian/Gynecologic Cancer Awareness Month; National Hispanic Heritage Month; Women's Health & Fitness Day; World Contraception Day; National Gay Men's HIV/AIDS Awareness Day
- **October:** Breast Cancer Awareness Month; LGBTQ History Month; Let's Talk Month; National Health Education and Health Care Quality Week; National Coming Out Day; National Latinx AIDS Awareness Day
- **November:** National American Indian Heritage Month; Family Week; Transgender Awareness Week; "Thanks, Birth Control" Day; Transgender Day of Remembrance; Election Day
- **December:** World AIDS Day; United Nations Human Rights Day

## 4.3 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.
- Create your online donation page to collect donations - we will help with this too!
- Advertise 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 Northern California. Please include our link to donate to PPNorCal: <http://support.ppnorcal.org>

### Tips and tricks:

- Donate to your own fundraising efforts. When your friends and family visit your page, they'll see that you donated to support PPNorCal. Lead by example.
- Talk about your fundraising efforts on social media. Reach your friends and family where they hang out online by posting progress updates and links to your fundraising page on your social media accounts a few times per week.
- Double donations through company matching gifts. When your friends and family donate, remind them to see if their employers have matching gift programs, and encourage them to fill out the necessary paperwork (usually with someone in HR at their place of work).
- 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?
- Personalize your page and tell your story. Inspire your friends and family to give by sharing the reasons why you support PPNorCal.

# 05 Event Planning Timeline

Depending on the size, location, and theme of your party, you may want to allow 4 to 6 weeks to plan your event.

## **Preliminary Planning Checklist:**

- Pick a date for your pop-up event
- Invite co-hosts and assign tasks
- Decide on a party theme
- Chose a topic
- Set goals for the event (\$ amount, RSVPs, attendees)
- Establish your guest list
- Decide if your event will be virtual or in person
- Secure the location

Once you've settled on the details above, please register your event with Planned Parenthood Northern California by contacting our Development Coordinator, Thea Lemaster, at [tlemaster@ppnorcal.org](mailto:tlemaster@ppnorcal.org).

# 05.1 Timeline Checklist Pt. 1

## 4-6 Weeks Before the Event:

- ☐ Confirm the location
- ☐ Specify the accessibility of the location in your invitations and event details
- ☐ Send out invitations/evites; ask that guests RSVP and include directions
- ☐ Confirm you have the Planned Parenthood materials you need for the event, including donation forms, envelopes, guest sign-in forms, volunteer applications, PPNorCal talking points, and other materials
- ☐ Ensure you have a table for check-in
- ☐ Determine the menu, including potential dietary restrictions for your guest list (light beverages and snacks suggested)
- ☐ If applicable, make the request for a PPNorCal representative to speak

## 2 Weeks Before the Event:

- ☐ Review all RSVPs; call people who have not responded
- ☐ Send out event reminders
- ☐ Finalize the menu and purchase beverages and supplies
- ☐ Confirm tasks with co-hosts (greeter, food, beverage, equipment, decor, photographer, etc.)

## 1 Week Before the Event:

- ☐ Make final reminder calls or send emails to guests
- ☐ Finalize the guest list
- ☐ Set the agenda
- ☐ Confirm the menu and beverage logistics, including preparation and arrival

## 3 Days Before the Event:

- ☐ Check-in with co-hosts, PPNorCal speaker representative (if applicable) and review assigned duties
- ☐ Make reminder calls and emails as needed
- ☐ Check the venue for proper tables, seating, and equipment
- ☐ Decorate if necessary

# 05.3 Timeline Checklist Pt. 2

## Day of Event:

- ☐ Greet guests; ask that they sign-in (have sign-in sheets and name tags ready)
- ☐ After allowing guests to mingle, begin the program
- ☐ Thank guests for attending, tell them why you support PPNorCal, and ask for their advocacy and support
- ☐ Encourage guests' questions and distribute materials
- ☐ Continue the party and thank guests before they leave

## Day After Event:

- ☐ 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 [tlemaster@ppnorcal.org](mailto:tlemaster@ppnorcal.org)
- ☐ Enclose sign-in sheets and petitions or actions and mail them to:

PPNorCal  
Attn: Thea Lemaster  
2185 Pacheco Street, Concord, CA 94520

## 1 Week After Your Event:

- ☐ Expect a call or email from PPNorCal to follow-up on your event
- ☐ Share the story of your event's success on social media

# Thank you!

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

We appreciate your support, and look forward to assisting you in creating an outstanding event for the benefit of the people in our community who depend on us.

