



VoteRunLead

5 Ways to Host a Great House Party for Campaign Fundraising

VoteRunLead Training Coordinator and Colorado State Representative Faith Winter shares her 5 tips regarding what it takes to throw a great house party that will build your donor population, momentum, and visibility, all using the network and resources you already have!

1. **Keep Your Goals in Sight:** Fundraising house parties are generally all about the money. You need to know how you will be encouraging your guests to donate, as well as how the event will encourage them to become more involved in your campaign.
2. **Have a Strong Host Committee:** Your host committee is the powerhouse behind your event. Provide host committee packets & individual plans that will educate your team on who you are, why you're running, and why others should support you. Hold them accountable through weekly emails, reports, & group call time to help fight any anxiety about asking for donations or inviting people to your event.
3. **Don't Underestimate the Importance of Call Time:** Calling and asking someone to attend your event can help combat some of the fear when it comes to requesting donations. It opens a window for you to seek out a donation if they cannot attend but still want to support you. While your host committee should still be out door-knocking and spreading the word about your event, call time is still a necessary aspect of fundraising.
4. **Plan a Successful Event:** Plan a unique & memorable event. Go where the donors are, whether it's in your district or not. Know the context of your voters and pick the time & place that will allow for the best turnout. When it comes to invitations, hard copies are expensive, so decide what your best option is whether it's through social media or spending the extra dime to reach those who are offline. Staff your check-in table with friendly, efficient hosts that encourage donations & keep everything moving so a line doesn't form. Keep your speeches brief--choose an introduction speaker that will build your credibility. When you speak, address your values, story, & why you're the best person for the job, and choose someone effective to end with an "ask" that will inspire more donations.
5. **Follow-up:** Keep track of your RSVP list, as your donations don't stop at the end of your event. Contact those who said they would come but didn't, & encourage them to still make a donation by sharing the success of the event & how they were missed. Also contact those who did attend but didn't donate anything, as they may be more comfortable writing a check than filling out one of the donation cards. Keep your constituents informed and excited about your campaign--and your next house party!