THE FUNDRAISING HOUSEPARTY:
HOW TO PARTY WITH A PURPOSE
AND RAISE MONEY FOR YOUR CAUSE

A WORKSHOP BY

MORRIE WARSHAWSKI
Consultant/ Writer/Facilitator
1480 Cedar Avenue
Napa, CA  94559
707.224.4353
morriewar@sbcglobal.net
www.warshawski.com

also on Facebook & LinkedIn & Twitter

October 9, 2009
## SAMPLE CORE VALUES

<table>
<thead>
<tr>
<th>Accuracy</th>
<th>Gratitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure</td>
<td>Hard work</td>
</tr>
<tr>
<td>All for one &amp; one for all</td>
<td>Harmony</td>
</tr>
<tr>
<td>Beauty</td>
<td>Honesty</td>
</tr>
<tr>
<td>Calm, quietude, peace</td>
<td>Honor</td>
</tr>
<tr>
<td>Change</td>
<td>Independence</td>
</tr>
<tr>
<td>Cleanliness, orderliness</td>
<td>Inner peace, calm, quietude</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Innovation</td>
</tr>
<tr>
<td>Commitment</td>
<td>Integrity</td>
</tr>
<tr>
<td>Community</td>
<td>Justice</td>
</tr>
<tr>
<td>Competence</td>
<td>Leadership</td>
</tr>
<tr>
<td>Competition</td>
<td>Love, Romance</td>
</tr>
<tr>
<td>Concern for others</td>
<td>Loyalty</td>
</tr>
<tr>
<td>Country, love of (patriotism)</td>
<td>Meaning</td>
</tr>
<tr>
<td>Creativity</td>
<td>Merit</td>
</tr>
<tr>
<td>Delight of being, joy</td>
<td>Money</td>
</tr>
<tr>
<td>Democracy</td>
<td>Openness</td>
</tr>
<tr>
<td>Discovery</td>
<td>Peace, Non-violence</td>
</tr>
<tr>
<td>Efficiency</td>
<td>Perfection (e.g. of details)</td>
</tr>
<tr>
<td>Equality</td>
<td>Personal Growth</td>
</tr>
<tr>
<td>Excellence</td>
<td>Pleasure</td>
</tr>
<tr>
<td>Fairness</td>
<td>Positive attitude</td>
</tr>
<tr>
<td>Faith</td>
<td>Power</td>
</tr>
<tr>
<td>Family</td>
<td>Practicality</td>
</tr>
<tr>
<td>Freedom</td>
<td>Preservation</td>
</tr>
<tr>
<td>Friendship</td>
<td>Privacy</td>
</tr>
<tr>
<td>Fun</td>
<td>Prosperity, Wealth</td>
</tr>
<tr>
<td>Global view</td>
<td>Quality of work</td>
</tr>
<tr>
<td>Goodness</td>
<td></td>
</tr>
</tbody>
</table>
## PRE-PARTY CHECKLIST

<table>
<thead>
<tr>
<th>√</th>
<th># Days Before Event</th>
<th>ACTIVITY</th>
</tr>
</thead>
</table>
|   | 40-60               | o Recruit and have conversation with Host and Co-Hosts.  
|   |                     | o Set time and date for event. Assign jobs. Agree on program. |
|   | 40                  | o Write, design invitation, envelope and inserts and take to printer. |
|   | 21                  | o Send invitations with handwritten notes by Host/Co-Hosts. |
|   | 16-21               | o Call everyone on the guest list for RSVP. MUST DO THIS!! |
|   | 10                  | o After contacting guests, check your numbers and deduct around 25% who will probably be “no-shows.” |
|   | 2-4                 | o Conduct re-confirmation calls. |
|   | 0                   | o Day of event, arrive at least one hour early to help prepare for the party and check to see that any equipment is working properly. |

(taken from page 20-21 of THE FUNDRAISING HOUSEPARTY: HOW TO PARTY WITH A PURPOSE AND RAISE MONEY FOR YOUR CAUSE by Morrie Warshawski, www.warshawski.com)
Party SEQUENCE

Breaking the Ice (30 to 45 minutes)
Provide food and drinks as people arrive.

Gather People Together
Host asks everyone to assemble in specific area.

Host’s Introduction (Very brief)

Presentation by Organization Representative (7 to 15 minutes)
Media presentation followed by 15 to 20 minutes of questions.

The Peer Ask (Immediately after presentation)

People are Given Time to Consider and to Donate

Thank People as They Leave

House Parties & Events: The Fun Way to Energize Supporters, Recruit Volunteers, and Raise Funds

By David Salie, Co-Founder, Party2Win

Raising funds is just one way to use house parties. They are also a simple and effective way to keep your most active supporters engaged, and to encourage them to spread your message to their friends and colleagues. For example, instead of just asking supporters to forward an email petition, give them the additional option to host a “Petition Party.” It's social and fun, so supporters will do it; it's powerful because party attendees actually learn about your organization and its issues; and it's effective because you're relying on personal networks to convert one-time guests into ongoing supporters.

Some highly successful programs are pushing the envelope of the house party model. Whether a group is raising money, recruiting volunteers, or taking action, they are engaging individual supporters by making it easy to organize small, simultaneous events. A few magical moments of centrally coordinated activity can then turn these isolated groups into one big, powerful community. Whether it’s a conference call with a prominent figure, a webcast training session, a DVD screening, a candlelight vigil, or a combination of the above, individual participants all feel that they have been part of a much bigger event—and they forge deeper connections to the organization. Thus, grassroots programs can be incredibly effective ways to leverage scarce staff resources to achieve your organization’s key goals.

For example:

**EarthRights International** just organized a worldwide International Day of Action and Remembrance to mark the tenth anniversary of the execution of Nigerian human rights activist Ken Saro-Wiwa, giving supporters a unique way to participate in EarthRights’ programs and generating worldwide media attention.

**Greenpeace**’s recent “Kleercut” campaign, with nearly 200 separate gatherings, publicized the plight of Canada’s Boreal Forest at the hands of paper manufacturers. At the same time, it secured quality contact information for hundreds of newly energized activists.

And in September, **The Humane Society of the United States** not only raised money for its new Legislative Fund at over 100 Party Animals events, it also successfully trained hosts and participants to lobby their
elected officials. Shortly after the parties, the U.S. Senate passed critical animal protection legislation.

Beyond these examples, the most successful grassroots events are year-round programs that truly empower members and supporters to become volunteer organizers. For example, instead of spending crucial staff time deciding internally what the theme of your “National House Party Day” will be, toss the question out to your membership. Among those supporters who respond with suggestions for a name, theme, and date, you’ll have the makings of your volunteer steering committee—and that’s a group to whom you can begin delegating tasks immediately. Your supporters will appreciate the responsibility they’re given, becoming better representatives of your organization and stronger advocates in the process. And your staff will leverage scarce resources to earn more media coverage, raise more funds, recruit more members, and achieve your mission.

About David Salie

David Salie (dsalie@party2win.com) was the Director of House Party Fundraising for Governor Howard Dean’s presidential campaign. In 2004, David co-founded Party2Win.com and PartyLaunch.com, Internet resources that provide the technology and training for grassroots house party programs and other innovative engagement strategies. David and his associates work with clients to use technology to connect efficiently with more people, at a deeper level, in shorter timeframes.

This article appeared in Get Active Today Newsletter, December 2005 and can be found on the Internet at: www.getactive.com/news__events/ga-today-archives/expert-december-2005-party2win.html
BRIEF BIBLIOGRAPHY
For a much more extensive list that is updated regularly, come to my Web site:
www.warshawski.com

PUBLICATIONS
43 Ways to Finance Your Feature Film: A Comprehensive Analysis of Film Finance, John W. Cones. Southern Illinois University Press.


Dealmaking in the Film and Television Industry: From Negotiations to Final Contracts, Mark Litwak. Silman-James Press.


Also: The Mercifully Brief, Real-World Guide to Raising $1,000 Gifts by Mail. Emerson & Church Publishers.


HELPFUL WEB SITES

ASSOCIATION OF FUNDRAISING PROFESSIONALS
www.afpnet.org

BOX OFFICE MOJO
www.boxofficemojo.com

THE CHRONICLE OF PHILANTHROPY
www.philanthropy.com

THE COUNCIL ON FOUNDATIONS
www.cof.org

DOculINK
www.doculink.org

THE D-WORD
www.d-word.com

EUROPEAN DOCUMENTARY NETWORK
www.edn.dk

EUROPEAN DOCUMENTARY NETWORK
www.edn.dk

THE FOUNDATION CENTER
www.fdncenter.org

FOUNDATIONS ON LINE
www.foundations.org

THE FUND FOR WOMEN ARTISTS
www.womenarts.org/
GRANTSNET/ U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
www.hhs.gov/grantsnet

MEDIA RIGHTS.ORG
www.mediarights.org

MAL WARWICK ASSOCIATES
www.malwarwick.com

MORRIE WARSHAWSKI’S FUNDRAISING BIBLIOGRAPHY
www.warshawski.com

NATIONAL ALLIANCE FOR MEDIA ARTS AND CULTURE
www.namac.org

NATIONAL ASSEMBLY OF STATE ARTS AGENCIES
www.nasaa-arts.org

NEW YORK FOUNDATION FOR THE ARTS/ INTERACTIVE
www.nyfa.org

THE WORKBOOK PROJECT
http://workbookproject.com/

WHY FUND MEDIA
www.fundfilm.org/for_media/for_media_ov.htm
I MUST HAVE MORRIE’S BOOKS!
ORDER FORM

THE FUNDRAISING HOUSEPARTY: HOW TO PARTY WITH A PURPOSE AND RAISE MONEY FOR YOUR CAUSE – 2nd Edition

1 copy = $19.95 + S&H
2 – 9 copies @ $18.95 ea. + S&H
10 – 24 copies @ $17.95 ea. + S&H
25 + copies @ $15.95 ea. + S&H

SHAKING THE MONEY TREE: HOW TO GET GRANTS AND DONATIONS FOR INDEPENDENT FILM AND TV – 2nd Edition

$22.95/copy (REDUCED from $26.95 cover price)

Shipping & Handling (S&H) = $4 for first book, $1 for each additional book

Please send:

___ Copies Fundraising Houseparty @$__________ ea. = $__________
___ Copies Shaking the Money Tree @$__________ ea. = $__________

Plus S & H @ 1st bk $4, plus ___ copies @ $1 = $__________

TOTAL ENCLOSED = $__________

Send Books to:

Name_____________________________________________________
Address___________________________________________________
City____________________ St _______ Zip ___________

Send your Personal Check or Money Order to:
Morrie Warshawski
1480 Cedar Avenue
Napa, CA  94559

or
order online at:
www.warshawski.com

copyright © 2009 Morrie Warshawski    www.warshawski.com