

**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](mailto:morriewar@sbcglobal.net)

[www.warshawski.com](http://www.warshawski.com)

also on Facebook & LinkedIn & Twitter

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## SAMPLE CORE VALUES

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

## PRE-PARTY CHECKLIST

√	# Days Before Event	ACTIVITY
	40-60	<ul style="list-style-type: none"> <li>○ Recruit and have conversation with Host and Co-Hosts.</li> <li>○ Set time and date for event. Assign jobs. Agree on program.</li> </ul>
	40	<ul style="list-style-type: none"> <li>○ Write, design invitation, envelope and inserts and take to printer.</li> </ul>
	21	<ul style="list-style-type: none"> <li>○ Send invitations with handwritten notes by Host/Co-Hosts.</li> </ul>
	16-21	<ul style="list-style-type: none"> <li>○ Call everyone on the guest list for RSVP. <b>MUST DO THIS!!</b></li> </ul>
	10	<ul style="list-style-type: none"> <li>○ After contacting guests, check your numbers and deduct around 25% who will probably be “no-shows.”</li> </ul>
	2-4	<ul style="list-style-type: none"> <li>○ Conduct re-confirmation calls.</li> </ul>
	0	<ul style="list-style-type: none"> <li>○ 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.</li> </ul>

(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](http://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**

(taken from page 28 of *THE FUNDRAISING HOUSEPARTY: HOW TO PARTY WITH A PURPOSE AND RAISE MONEY FOR YOUR CAUSE, 2<sup>nd</sup> Edition* by Morrie Warshawski, [www.warshawski.com](http://www.warshawski.com))

## **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](mailto:dsalie@party2win.com)) was the Director of House Party Fundraising for Governor Howard Dean’s presidential campaign. In 2004, David co-founded [Party2Win.com](http://Party2Win.com) and [PartyLaunch.com](http://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.

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and can be found on the Internet at:  
[www.getactive.com/news\\_\\_events/ga-today-archives/expert-december-2005-party2win.html](http://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*

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

**Shooting to Kill : How an Independent Producer Blasts Through the Barriers to Make Movies That Matter**, by Christine Vachon, David Edelstein. Avon Books.

### 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*

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*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*

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