



# House Party Fundraising Kit 2008

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## First Off – Thanks!

Political campaigns, especially in San Francisco, depend on the citizenry for essential support – not on big corporate money. Your interest in hosting a house party is **MUCH** appreciated!

Below are a few “how-to” next steps, and handy tips, for holding a successful event for your candidate of choice.

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## 1. Decide if a house party is the best way to help your favorite candidate

Discuss with your favorite candidate’s paid campaign fundraiser or other leading campaign staff if you are well positioned for a successful house party.

- **Generally the candidate’s campaign will not provide you with a list of potential attendees.** A campaign is counting on house party hosts to help the candidate get introduced to new voters and contributors. That does not mean you are required to turn over your list of potential attendees and donors to the campaign. You can protect the confidentiality of your list and still have a successful house party!
- For a successful house party have at least enough email addresses for a relatively good-sized list – a “Friends, Family & Colleagues List.” It should be large enough to generate the turnout needed for success. Generally inviting neighbors whom you do not know, or at least do not know well, does not result in satisfactory turnout.
- **“Friendraising” is as important as “fundraising”.** District supervisor campaigns are all about meeting individual voters. The most important thing is for the candidate to meet as many potential district voters. If the attendees also become contributors, that’s even better. Encourage your attendees to bring their checkbooks in case they like what they hear – but the invite can make it clear that contributions are not a requirement for attending.
- **Focus on inviting people from the candidate’s district.** Remember, only voters in the district can vote for a district supervisor!

## San Francisco Supervisor District Maps

**District 1 (the Richmond)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district01\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district01_map_lg.pdf)

**District 2 (Cow Hollow, Marina, Pacific Heights)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district02\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district02_map_lg.pdf)

**District 3 (Russian Hill/Nob Hill/Telegraph Hill/North Beach)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district03\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district03_map_lg.pdf)

**District 4 (Sunset)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district04\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district04_map_lg.pdf)

**District 5 (Haight Ashbury, Panhandle, Western Addition)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district05\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district05_map_lg.pdf)

**District 6 (South of Market/SOMA, Tenderloin, Treasure Island)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district06\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district06_map_lg.pdf)

**District 7 (Park Merced, West Twin Peaks)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district07\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district07_map_lg.pdf)

**District 8 (Castro, Glen Park, Noe Valley)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district08\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district08_map_lg.pdf)

**District 9 (Mission District, Bernal Heights)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district09\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district09_map_lg.pdf)

**District 10 (Bayview Hunters Point, Potrero, Visitation Valley)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district10\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district10_map_lg.pdf)

**District 11 (Excelsior, Oceanview, Merced Heights, Ingelside)**, [click here:](#)

[http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district11\\_map\\_lg.pdf](http://www.sfgov.org/site/uploadedfiles/bdsupvrs/Images/district11_map_lg.pdf)

- House party “success” is relative to a campaign’s goals, but is usually about 20-25 voters, and for a district supervisor race, it is important that the attendees either be residents of the district or willing to contribute if they are not district residents. The candidate’s campaign will let you know what its goal is.
- To estimate the potential for success, count on about 20-30% of your list attending, 30% giving the maximum contribution allowed (usually \$500) and the rest giving lower amounts averaging about \$50 each. If a “minimum suggested contribution” of \$250 or \$500 is identified in your invitation, about 75% will give the minimum or more, the rest will average about \$100 each.

## 2. Scheduling your house party

- When you decide you want to go ahead with the house party, **coordinate with the candidate's campaign staff**. The campaign's website is the best source of information – typically there will be a “contact us” link that will lead you to the right place.
- With the campaign staff, set the date and time of your event. To maximize turnout, schedule your house party on a **weeknight if possible** for about 2 hours or so around the 5.30-7.30pm timeframe. Avoid Fridays and try to avoid Saturdays. Late Sunday brunch or late afternoon are generally OK for turnout but probably not as good as a weeknight.

## 3. How a house party works

- No matter what time a house party begins, the format is usually in three parts:
  - 1) reception for about 45 minutes,
  - 2) “the program” (i.e., host intro + candidate pitch + guest Q&A) for about 20-30 minutes,
  - 3) post program socializing for about 30 minutes.
- Don't be offended that the candidate will not remain at your house party for the entire event as they are often scheduled to be at several events every evening due to the fast and compressed pace of a campaign and the need to raise as much money as possible in a relatively short time.
- When planning the food and beverages for your house party, it is strongly advised to provide only light refreshments. **Any food, beverages or services you pay for – anything – in connection with the event will be deducted from the maximum \$500 donation allowed per person, specifically your donation.** Understanding that a candidate desire to maximize cash raised, including from the host(s), it is possible for you to throw an inexpensive successful house party by using inexpensive white wine, sparkling water, cheese & crackers, veggie crudités and nuts. Nothing more elaborate is expected!
- As handy guide for planning beverages at your event, most attendees will have 2 glasses of something over the course of two hours, about 2/3 will drink wine and the rest sparkling water. Therefore, considering about 3 glasses per guest, multiplied by about 30 guests, divided by about 5 servings per bottle of wine or water equates to the need for at about 18 bottles total – 12 of wine and 6 sparkling waters.

## 4. Getting the invitation out

- Probably the most effective way of inviting your “Friends, Family & Colleagues List” is via [www.evite.com](http://www.evite.com) due to ease of use, keeping track of respondents, optional payment feature for donations from those who can’t make it (usually not necessary as most campaigns have websites with a donation page), and especially the automatic reminders Evite sends a week before the event and then two days prior.
- Set up the Evite, or emailed invitation, yourself to maintain the confidentiality of your list. Campaigns can be aggressive trying to secure potential donor information but, unless you’re willing to turn you list over, be firm. Although you will control sole access to the Evite invitation’s editing function and address list that is used, the campaign will of course be able to track the number and identity of attendees by viewing the Evite web page tailored for the event.
- Suggested Evite web page: <http://www.evite.com/app/invitations/create/event.do?template=Fireworks&productPos=1%3A5>
- Use an eye-catching phrase in the “Host” field – which will become the subject line in the email to your list generated by Evite. An example to put in the Host field: such as “Meet     *[candidate’s name]*     @     *[your name]*     s “
- When setting up an Evite note that an “&” and accented characters (e.g., “é”) will cause gobbledygook on your invitation copy that is seen by recipients after you push “send.”
- **NOTE it is illegal to hold a political fundraiser without the disclaimer below at the bottom of the suggested text (\* refer to line below “Contributions.... limit of \$500”)**

### Suggested Evite text:

Please help welcome     *[candidate’s name]*     to my home, hear what he/she hopes to accomplish as supervisor, and consider joining me to provide much needed support.

Of all the candidates for District     *[district number]*    , I believe     *[candidate’s name]*    ’s dedication to *[whatever issues he/she is highlighting in campaign... e.g., great schools, clean streets, battling crime, etc., etc.]. [Get more information about the candidate for the evite from the candidate’s website]*

To support this effort please bring your friends, significant others, colleagues – and checkbooks in case you like what you hear! Donations are not required, but are welcome – contributions of up to \$500 can be accepted, but any amount is welcome.\*)

If you’re not available to join us but would like to support     *[candidate’s name]*    , please donate via his/her website:     *[candidate’s website donation page]*    .

Light refreshments will be served.

Many thanks for considering our invitation!

\*Contributions are not tax-deductible. By law, contributions cannot be accepted from foreign nationals, 501(c)(3) nonprofits, individuals involved in municipal finance, individuals nor businesses involved in contracts with the City of San Francisco. Married couples may each donate, but related entities (e.g., a business and its majority owner, etc.) are subject to a single, combined limit of \$500.

## 5. On the day of the house party

- ① Set up your home and refreshments at least an hour before guests arrive
- ② Provide a small table near the entrance for at least one person from the campaign who will ensure that attendees and their guests do one of two things:
  - a) at least fill in an info form with their email addresses and hopefully other address details
  - or*
  - b) fills in a donation envelope with email/address info + a donation amount + legally required occupation and employer info
  - c) If you are working at the table, be sure to discourage attendees from avoiding “a” or “b” above with their excuse that they’ll “fill it in later” – 9 times out of 10 they won’t
- ③ To help maximize the fundraising success of your event, ask if your campaign can accept credit cards – if so, it will increase the odds that your guests contribute.
- ④ Ask the campaign to bring window signs for distribution for attendees.
- ⑤ About half way through the event, when introducing the candidate before his or remarks and Q&A:
  - a) be very brief, do not talk too much about yourself
  - b) cover the candidate’s bio in no more than 3 lines
  - c) try to remember to underscore that there are donation envelopes and sign-up forms for more information at the table near the entrance.
- ⑥ After the candidate finishes with guest Q&A, thank the attendees profusely for joining you and for their generosity; encourage them to enjoy the remainder of the event.

## Good Luck!

For more information contact Mark Kelleher, Plan C Board, [mdkelsf@yahoo.com](mailto:mdkelsf@yahoo.com)