

# House party overview

## ***Defined***

- Intimate; 15-50 people
- In a private home
- Brief; 2 hours maximum. Includes a 10-15 minute presentation and (perhaps) an ask; see below
- Quick to organize; 4-6 weeks to plan and do
- Volunteer-driven

## ***Decision points***

1. Host or host committee
2. Venue (whose home?)
3. Fundraising goal; typically \$2,500 - \$10,000
4. “Hook” – What will attract the participants? A celebrity? Menu? Venue? A request from a friend?
5. Invitation list
  - 25-40% of invitees will attend *if you phone them* after sending the invitation
  - 50/50 model: Half the list from host, half from the organization
6. How to ask for the gift
  - Fixed price in advance
  - Ask at the event (most efficient for time spent)
  - Treat it as a “friend-raiser” and follow up individually with those who attend
7. Who asks?
  - The host
  - Someone introduced by the host