

## NIGHT OF THE PARTY OUTLINE

1. **HOST WELCOMES GUESTS AND INTRODUCES AND CREDENTIALS**  
**SPEAKERS:** Audience must know speaker's connection with the campaign, job title and responsibilities so that they are perceived as a credible and authoritative voice for the campaign.
2. **SPEAKER THANKS HOST** for having the party and thanks everyone for coming.
3. **CIRCULATE SIGN IN SHEET** (so we know names and addresses of those who attended the party) and mention that campaign materials are available for folks to take with them.
4. **PURPOSE OF THE HOUSE PARTY AND AGENDA:** Tonight I will tell you about our goals, conduct a slideshow presentation of the lands we want to protect, give you a chance to ask questions, and ask for your help.
5. **CONDUCT FORMAL PRESENTATION** which should last no longer than 30 minutes.
6. **QUESTION AND ANSWER PERIOD** (5 to 10 minutes).
7. **THE CHALLENGE (this is a sample from NWEA's Loomis Forest Fund Campaign):**
  - (a) As you can see, we have an ambitious goal in front of us, with precious forests on the chopping block this year that we must protect now.
  - (b) To be successful, we will need your help in three ways:
    - Give generously to this campaign;
    - Host a house party so we can continue to expand our effort;
    - Write a letter to one of our key congressional allies in support of the Partnership campaign.
  - (c) Tonight, our goal is to raise enough money to protect 5 (or whatever you think appropriate given the audience and size of the party) acre—that's \$2000.
  - (d) Moreover, we have a great opportunity to double your investment with a challenge grant from the Paul Allen Forest Protection Foundation. This means your dollars will go twice the distance tonight.
  - (e) In order to meet tonight's goal, we need all of you to stretch beyond what you thought you'd contribute. Just a reminder: we need to raise \$25 million in private money to save these lands. 10% of that is going to come from grassroots gifts—including parties like these. That's \$2.5 million. That's a lot of money and to get there, we need you consider making these largest conservation gift you've ever made.

If you are able to make a gift of 2 or 3 acres—a gift of \$800 to \$1200—then please do so now.

If you can protect 1 acre at \$400, that would be extraordinary.

If a \$100 gift is what you had in mind, please write a check to protect half an acre at \$200.

If you came here tonight thinking you'd give \$50, please consider giving \$100.

8. **HOST SUPPORTS THIS PITCH WITH A PERSONAL TESTIMONIAL, ANNOUNCEMENT OF HIS/HER CONTRIBUTION AND A STATEMENT ENCOURAGING HIS/HER FRIENDS TO HELP REACH THE STATED GOAL.** (1 to 2 minutes).

Now I'm going to give you a couple of minutes right now to contemplate your gift. I want you to know that you have some giving options to consider:

- (i) You can write a check tonight;
- (ii) You can give via credit card – VISA or MASTERCARD;
- (iii) You can make a pledge over two years;
- (iv) You can make a gift of appreciated stock.

I'm also going to distribute pledge forms along with pens and envelopes. Please deposit your gift in the baskets (point to where they are). I'd ask you to remain seated for just a few more minutes so I can tell you about two additional ways that you can help us. Then the formal part of this evening's program will end although I'll certainly be available to answer any questions that you might have.

9. **NOW STOP TALKING: It's important to give people time to consider the amount of their gift** (3 to 5 minutes). **THEN THANK PEOPLE FOR THEIR CONTRIBUTIONS – LET THEM KNOW HOW MUCH YOU APPRECIATE THEIR GIFT.**
10. **THE CLOSE:** You've been a wonderful group of people to meet with and I want to thank our host for getting us all together. We've accomplished a lot here tonight thanks to your generous support. Again, thank you for coming. Now, please, enjoy the fine food, beverages and company. **HOST CAN SAY SOMETHING HERE IF HE OR SHE LIKES.**