

### **HOSTING MISSION**

**Grassroots Fundraising Events** are an amazing opportunity to gather a large group of individuals with a more accessible donation range. Your mission as a fundraising event host is to raise funds and awareness about the evolving work on Voters Not Politicians. Each program that VNP focuses on activates our strong volunteer base to win, but doing so requires resources to support staff, technology, and tools our volunteers need. As a fundraising event host, you can help VNP raise valuable resources we need to continue restoring political power to the people! A simple grassroots event ranges in ticket price from \$20-\$1,000.

### **TYPE OF GUEST**

- This is a great event for a large donation range with a larger crowd: think 30+ individuals attending.
- VNP staff will be there to facilitate detailed questions and facilitate the next steps in VNP work and mission.
- Examples of a successful event
  - 50 individuals each donating \$100 raising \$5,000
    - Light snacks and drinks provided by the firm. We want to keep these costs low to make sure we retain a high ROI on the event.
    - Prepare for another in-person ask by VNP Staff to donate again or host their own in-person fundraising event

### **TOP PRIORITIES FOR HOSTS TO DECIDE**

- Date
- Time
- Location
- Host Committee participants
- Fundraising goal and ticket prices
- Invites to broad network, think: inviting 100 people will result in 20 individuals showing up

# Grassroots Fundraising Event Planning Guide

## PRE-PLANNING

- **6+ weeks out from the event**
  - A brief conversation with Katie about the idea of the event and expectations
  - Send the first email and save the date for the event to your guest list
  - Book venue (house or local venue)
  - Book food and drinks (think minimal because we want the profits to go to programs, not excess food)
    - Examples: Light appetizers, Costco trays, veggies, dips, chips, pizza, handheld foods, and ~2 drinks per person
  - Katie provides flier and email templates to hosts
- **4 weeks out from the event**
  - Email potential guests
  - Update event flier with new host committee names
  - Start making calls and sending texts to your personal guests to confirm attendance
  - Katie sends a targeted email to local VNP donors
- **2 weeks out from the event**
  - Email potential guests again
  - Make calls and send texts to your personal guests to confirm attendance
  - Katie sends a targeted email to local VNP donors
- **1-2 days from the event**
  - Send a reminder email with address and location

## AGENDA FOR EVENT

- In-person events are best when they are about 1.5 hours long, depending on the group. We would request this be scheduled on a high volume in office day for staff.

### In-Person Agenda Example

- 6:00pm- Staff arrive for set up
- 6:30-7:00 Networking, food, and drinks
- 7:00-7:30 Presentation, introduction by hosts to a program staff member
  - 12:00-12:05 Host introduction
  - 12:05-12:10 VNP Pitch
  - 12:10-12:30 Q&A
- 7:30-7:35 Fundraising pitch

## Grassroots Fundraising Event Planning Guide

- 7:35-8:00 Networking
- 8:00-8:30 Wrap and clean up

***Questions? We're here to help!***

**Contact Katie Costello at [kcostello@votersnotpoliticians.com](mailto:kcostello@votersnotpoliticians.com)**