

Healthy at Home Starts with a THCC Sick Around the World House Party

In the **FRONTLINE** documentary "Sick Around the World," five capitalist democracies prove that health care for everyone is a human right, not a socialist ploy. Now is the time to hold up these models as proof that we can and must create an American solution to fix our health care crisis.

The Tennessee Health Care Campaign believes that a window is opening to significantly reform our health care system. A majority of Tennesseans and Americans believe the system is broken, but most are at loss about how to fix it. Without understanding that there are viable solutions within our grasp, many will do nothing because they will feel that there is nothing to be done and the window will close without significant reform. THCC needs your help to spread hope and solutions and build support by hosting a "Sick Around the World" House Party.

You are needed to help: 1) educate more people about our issue; 2) bring more people into our movement; and 3) raise money so we can fuel education and activities that build our base and advance our work. We can't think of a more fun way to do this than to invite friends and colleagues to your house for good food, good conversation & generous gifts of financial support.

Let's Have A House Party! Let's Have A House Party!



A house party pretty is easy to do and lots of fun. To start, we need to be clear about **3 Goals for the THCC House Party**:

1. **Raise awareness about THCC & why our work is important at the local level, statewide, and for long-term health care justice at the national level.**
2. **Keep the fires for justice burning** – Help THCC raise money so we can continue to fuel the vital work for health care justice.
3. **Broaden THCC's base of support** by inviting new people to be a part of health care justice.

Let's begin...

Tennessee Health Care Campaign (THCC)
1103 Chapel Ave., Nashville, TN 37206
Toll-free: 1-877-431-7083 • (615) 227-7500 • Fax: (615) 846-1946 • Web site: www.thcc2.org
Staff email: tgarr@thcc2.org • smckay@thcc2.org • ismith@thcc2.org • snyder@thcc2.org • gwilliams@thcc2.org



6

Steps to Hosting a House Party

1. Find a Host & a House
2. Create the Guest List
3. Create & Send Invitations
4. Follow-up Phone Calls
5. Plan the Party
6. After-the-Party Follow-up

1. Find a Host & a House – *We're looking for a host who can help us expand the circle of people who will support THCC and our issue. An ideal host would be a THCC board member, donor, or key leader involved with one of our LOGs. Along with providing the house and food, the host will assist in creating the guest list and asking for donations.*



2. Create the Guest List – *Once we have a host and a house, the next step is deciding upon whom to invite to our party. Keep in mind that the idea is that the host will be connected to people who aren't yet THCC supporters and donors.*

A. How many to invite?

The ideal number of guests attending depends on the size of the space. Figure out how many people the house can comfortably accommodate and consider the “pitch” or program and if there will need to be seating for each guest. The number of guests usually ranges from 10 to 50 people—but this is not how many you will invite.

Generally, invite 3-4 times the number of guests that you want to attend. So, if you determine that your home could comfortably accommodate 30 people, invite 90 to 120. If you are worried about not getting enough people to come, *a good tactic for increasing turnout is to tell each of your guests to bring a friend.*



B. Who to invite?

People to consider when creating the invitation list:

- Family, friends & neighbors
- Social acquaintances (old friends, classmates, teachers, etc.)
- People from church/temple/mosque or other affiliation
- People from your work community (co-workers, colleagues, partners, clients)
- Members of your community groups
- Community leaders to whom you are connected, including state legislators with the understanding they are simply guests not the feature.
- Professionals you know personally or businesses you frequent (doctors, lawyers, teachers, pharmacists, etc.)

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- 3. Invitations** – THCC will supply: 1) generic invitation, which the host can personalize and print, or THCC can print; 2) donation envelopes to enclose with invitations; 3) return envelopes; & 4) stamps.

For any fundraising house party invitation there is standard content.

- A. Theme & purpose
- B. Time, date, and address
- C. Directions and/or map
- D. Clear statement that it is a fundraiser and request for donations.
- E. Reply device to RSVP for guest head count & to get donations from those who will not be able to attend. *Invitee should have the option to reply by calling, emailing, or postal mailing the enclosed donor envelope.* However, electronic invitations such as through E-vite are not recommended for this type of fundraising because it does not encourage giving by those who will not attend.

- *Invitations should be mailed at least 2-3 weeks before the house party.*
- *Return donor envelope must be enclosed.*

- 4. Follow-up Phone Calls** – Phone contact does make a difference in turn-out and donor gifts, which are the key measurements of our party's success. One week before the party, the host & volunteers will call everyone who has not RSVP'd. If a person says that s/he cannot attend, the call becomes another fundraising opportunity. Ask the person if s/he would like to make a gift of support. (THCC will provide a script for this.)



- 5. Plan the Party, Program & Pitch** – The secret to having a successful house party is to plan, plan, plan. Planning the program and the pitch is critical. Remember that even though you may have thrown a party or two in your time, *this type of party is different from a birthday or other standard celebration because it has a specific purpose: **we are raising money for an important cause and to get new people interested in***

joining THCC and our mission for health care justice.

The Party

How long?

Expert house party organizers recommend that the party be no longer than two hours. Don't forget to indicate the timeframe on the invitation as this will help ensure that most people arrive in time for the program and pitch.

What day & what time?

Time & day will vary depending on what host thinks will work best for guests being invited. The party may be held on a weeknight or week-end day or evening, from 2-4pm, 4-6 pm, 6:30-8:30 pm, etc.

Refreshments

Host & volunteers will decide upon and furnish the food and drink. It is a good idea to set a budget and THCC staff can help with this. Take the guests' needs, time of day, and location into consideration when deciding on the type and variety of food served or whether to provide alcoholic beverages. Set up the food and drink tables separately in order to avoid long lines and make sure that the food is easy to eat while standing (finger foods) and that there are enough seats for people to sit while eating, if they prefer to do so.

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First Point of Contact is Key

Welcome Table: Setting up a welcome/greeting table hosted by volunteers who have been trained in exactly what to do is vital. Greeters will help welcome the guests, help them sign-in, get a name badge, and take donations via a donation bowl or box on the welcome table. This is the first opportunity for donations, the second comes at the pitch, and the donation bowl will be left on the table throughout the event. THCC will supply table materials.

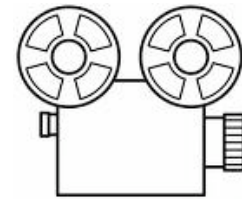
Sign-in & Mingling [20 min.]

Arrival of guests and mingling with food & drink happens in the first 20 minutes.



Program & Pitch for “Sick Around the World” House Party [1 hr. 40 min.]

- A. At 20 minutes from start of the party, the host calls for people’s attention, which is a cue for someone to get the donation envelopes/box/pledge sheets ready. Host welcomes everyone and briefly explaining why we are all here. [5 min.]
- B. Host introduces THCC designate to talk about us. [5 min.]
- C. Show “Sick Around the World” [55 min.]
- D. Audience discussion [25 min.]
- E. Host makes the pitch, asks for people to make a pledge of financial support to THCC and to get involved with LOGs & in other ways. Many people are uncomfortable about asking for money, which is why it’s important for the host think through & practice what s/he will say. *It is important that the host be specific with the request by clearly stating how and when to give.* [10 min.]



Tips for host or THCC designate pitch:

- *Tip #1* – Cue guests that it’s time to take out their checkbooks and be sure to let people know that they can write checks to THCC.
- *Tip #2* – It is helpful if the host has also made a pledge to support. S/he may say something to the effect of, “*Along with hosting this party, I have already pledged \$XX to THCC*” Then the host can follow up with, “*I hope you will join me in supporting this important and fun event and the work of THCC.*”
- *Tip #3* – Pass around pledge sheets/envelopes immediately after the host asks for a pledge or donation. It would also be good to have pledge forms/envelopes already placed on the coffee tables – etc.
- *Tip #4* – You may even want to have some “plants” in the room who will be the first to make donations. This helps pave the way for others to give.

Follow-Up & Evaluate – Immediately after the party, the host will gather up all the sign-in sheets and donor envelopes (donations) and give to THCC staff or put in a THCC supplied self-address mailing envelope and mail to THCC. For cash donations, the host will write a check to THCC for cash amount and keep the cash. Host, volunteers & staff will work together to send out thank-you’s. Group will take time to think critically about what went well and what can be improved upon for next time.

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"Sick Around the World" House Party CHECKLIST

In each step, THCC staff will help as needed, but the goal is to have the host (and other volunteers) take as much lead as possible so that we are able to conduct dozens of house parties throughout the state from June through October.

a Host & a House

Create the Guest List

Host will develop guest list.

Create & Send Invitations

- Invitations will be mailed 2-3 weeks from the date of the party.
- THCC will supply: invitation, donor envelopes, envelopes to mail invitations, and stamps.
- Host will address envelopes & write her/his name on the donor envelopes so we can track which house party donations are coming from

Follow-up Phone Calls:

Host will make calls the week leading up to the party.

Plan the Party:

- Host will decide upon & obtain refreshments. This could include asking volunteers to bring food or beverages, paper products, or make a donation to purchase such.
- Host will find volunteers to sit at "welcome" table to greet people.
- Host will find volunteers to help with party set-up and clean up.
- Host & THCC staff will determine who will make the pitch/ask.
- Audio/Video for viewing "Sick Around the World."

Preferably, host will supply A/V for the "Sick Around the World Viewing." This could be: a TV (24" or above, preferred) & DVD; or monitor (computer screen) & DVD or high-speed Internet to view SAW from Frontline web site; or a projector, screen & speakers for DVD or on-line feed. If the host does not have A/V, THCC will help supply.

Party Materials:

- Host will supply refreshments.
- THCC will supply: sign-in sheets, name badges, educational materials & donor envelopes.
- Host will supply donation bowl, box, or basket.

After-the-Party Follow-up:

- THCC will supply self-addressed postage-paid envelope for host to mail donations to THCC.
- Host will supply and send thank-you's to folks who attended.
- THCC will supply and send thank-you's to people who donated.



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