

HOW TO HOST A LEGAL VOICE HOUSE PARTY

1. **Decide your goals.** How much money are you going to raise? How many people do you want to inform about the issues? What is your budget? Are you going to host it by yourself or with a friend? Are you going to ask people to bring food and drink? What other action are you going to ask them to take?
2. **Pick a theme for your party.** Is it going to be a cocktail party? Birthday party where you ask them to make donation instead of giving gifts? Is it going to be a football watching party and you raise money based on the score or the winner? Cookie-making party that is social and fun and the kids can give away the cookies to friends and tell them about the organization? Do you have a relationship with a brewery and you're going to host a kill-the-keg event?
3. **Find a lovely space!** Can you do this in your own home? Does your condo have a community room you can use? Can you do this with a neighbor or friend? Will your local brewery host this? Or your favorite restaurant?
4. **Who are you inviting?** Think about your goals and your theme and budget. Now find the people who could and would attend. Make sure you invite the right people based on what you're planning on doing. Make sure you tell them your goals – we want to raise \$xxxx. The more personal the invitation the better. You can set it up electronically through tools like Evite or private events in Facebook. Remember to invite people who are right for your event.
5. **How to pitch!** How are you going to ask your crowd to take action? It's important for you, as the host, to be passionate about the work Legal Voice is doing. You need to have "skin in the game," so to speak. You should be able to say, "I'm going to be donating \$x to the cause. I want you to join me. This is very important." This does not need to be a long speech – 5-7 minutes tops. Here's an outline for your pitch:
 - Get their attention, clink a glass, stand on a chair, turn off the music.
 - Thank them for coming and tell them why you invited them.
 - Share a short story about why you care about Legal Voice's work. Tell your own story in your own words.
 - Tell them that this work is important – so much so, that you want to raise \$xxxx amount tonight and you're going to start by making a donation.
6. **Provide information.** Have a computer set up to Legal Voice's home page to find out more information or to the donate page so that folks can easily make a gift. We can provide donation envelopes and other materials that can be given away.
7. **Thank your guests.** After your event is over, thank your guests. Send them an email, give them a call, send them a text. Use the communication method most appropriate for them. Let them know how much money you raised with their help. Tell them how excited you are about this work.

Let us help! We can provide stickers & pins, talking points, and maybe a few staff or board members to come to your event. Please contact Sarah MacDonald, Marketing & Communications Manager, at SMacDonald@LegalVoice.org or 206-682-9552 x107.

