



FUNDRAISING & DEVELOPMENT

**POWERPRISM**

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



## **Identifying Potential House Party Hosts/Hostesses for Fundraising**

Here is some information to help you in thinking about identifying potential house party hosts and hostesses.

Roles and responsibilities of the Host/Hostess:

- Select a date for the house party;
- Develop an invitation list with names and addresses;
- Write a simple one page letter to go out with invitations, to let invited guests know why they are involved with your organization;
- Make a personal donation to your organization and ask guests to do the same;
- Provide simple food and beverages (such as light appetizers, wine, coffee, dessert foods);
- Makes his/her home available for the party.

The ideal host/hostess:

- Someone who has the ability and the willingness to make a significant donation to your organization (there is no universal definition of “significant” – it depends on your organization);
- Someone who has connections to others with giving potential (friends, neighbors, co-workers, colleagues, family) and is willing to invite those individuals to the party;
- Someone who knows and is highly supportive of your organization; and
- Someone who personally likes the individual who will make the ask of them and be their main contact in planning and executing the event.

## Identifying prospects:

	Prospect Name	Prospect Name	Prospect Name	Prospect Name
Organizational leaders (Chair, Vice Chair, Board member)				
Community leaders who have been very supportive of your organization's work				
Business leaders who have been very supportive of your organization's work				
Faith leaders who have been very supportive of your organization's work				
A lawmaker who has been a champion for your organization's issues				
A grassroots leader (physician, researcher, lawyer, CEO, etc.) that has been a spokesperson for your organization				
Someone who is a personal friend of you or someone within your organization				
An individual donor who has given a significant donation				

*This document may not be reproduced, distributed, or modified, in whole or in part, without written permission. Copyright © 2013 by Lori Fresina and Diane Pickles.*