

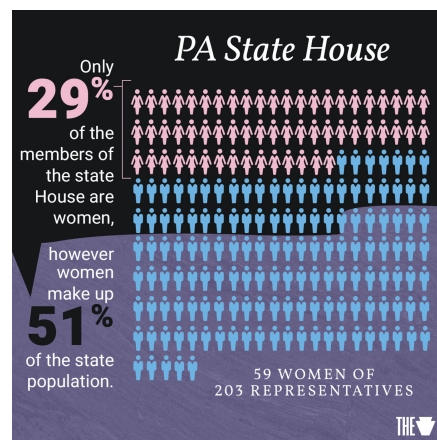
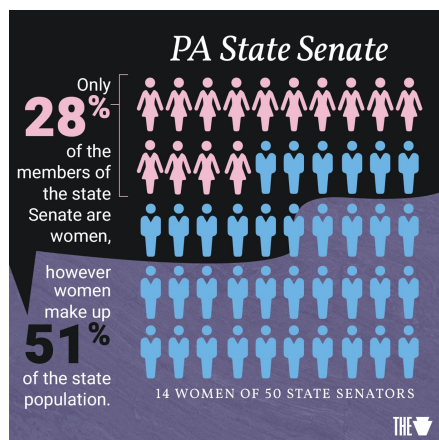
How to Host a Friend-Raiser

In 2020, we were able to invest \$500,000 in women running for the State House and Senate by pulling together friends – and friends of friends – and sharing what happens in Harrisburg and why we need more Democratic, progressive women elected.

To grow we need to meet more friends, including yours! We use Friend-Raisers, or house parties, to spread the word and get new people invested in our mission.

Represent PA wants people to know:

- State government in Harrisburg is not working for all of the citizens of the Commonwealth and to change the status quo, we need to change the lawmakers.
- Women have been at a disadvantage in our political process and Democratic women currently make up only 15% of the state legislature. Giving them resources and access to early funds can help level the playing field.
- We support progressive women to bring women’s voices into the process and create a more reflective democracy for all Pennsylvanians.



We have grown over the last few years by educating Pennsylvanians about:

- How the decisions made in Harrisburg impact their lives
- The importance of money in the political process on the state level
- How women can make their voices heard and support other women to enact policy change



For a full list of the issues we focus on, [click here](#).

What is a Represent PA Friend-Raiser?

The hosts invite friends, neighbors and family to learn about what is happening in Harrisburg, why they should care and what they can do about it. The event is a time to hear from local candidates and electeds that we have invested in, and for conversation and informal discussion. It allows those who are not familiar with Represent PA or the PA legislature to learn about it, ask questions and make personal connections to our work, followed by an opportunity to donate.

We call this a Friend-Raiser or house party but the goal is to introduce new supporters to our work and invest in our candidates. We aim to raise between \$2,000 and \$10,000 at each event, with ~15 to 50 attendees.

How does a house party come together?

- 1. The host is in charge of setting the date and determining the time according to their schedule and the schedules of their friends.**
 - a. Be sure to exclude all days that the House and Senate are in session.
- 2. The host prepares the guest list.**
 - a. Guest lists can include as few as 12 people or as many as 50, depending on the space available.
 - b. We suggest starting with neighbors, friends and people who they think would be open to our message. They should consider religious groups, social club members and professional networks.
- 3. Discussions with Represent PA while the event is being organized will focus on expected turnout.**
 - a. Depending on the group size, we can invite 1-3 members of the legislature, past candidates and future candidates.
 - b. We can have multiple Represent PA board members attend to mingle and answer questions.
 - c. Represent PA will try to fit the theme of the event to the interests of the host and their guests. Past themes have included education, the environment, even the census! Talk to us about what matters to you and your friends.
- 4. The host will send invitations.**
 - a. Invitations can take many forms depending on the host's style and how they like to communicate with friends. You can send emails or use one of the online e-vite services. You may prefer printed invitations or phone calls.



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Powering Progressive Women in Harrisburg

- b. We can provide you examples of past invitations, as well as a custom fundraising link and invitation graphic for your event. The invitation should say something about:
 - i. The host and the people being invited
 - ii. A brief description of the purpose—to hear about Harrisburg and how you can help change the commonwealth. We also suggest a personal comment on why this is important to you.
 - iii. An indication that guests will be asked for donations—It might say “bring your checkbook” or “you will be asked to donate.” Some hosts include a specific dollar amount on the invitation to make expectations clear.
 - iv. Include a way to make a donation without coming to the event. (e.g. If you are unable to attend, you can support the cause at www.RepresentPA.org)
 - v. A suggestion that people bring friends
 - vi. For RSVPs, please ask invitees to reach out to info@RepresentPA.org
5. **The host will assign a designated attendee to take candid photos/videos throughout the event.**
 - a. Represent PA will use event photos/videos on our website/social media and in promotional materials
6. **The host is responsible for food and drink—appropriate for the time of day and their friends. The food is donated by the hosts. It cannot be donated from outside sources for legal reasons. [NOT FOR VIRTUAL EVENTS]**
7. **Represent PA will provide: [NOT FOR VIRTUAL EVENTS]**
 - a. A guest speaker
 - b. Name tags and markers
 - c. A sign in list to gather information on guests
 - d. Represent PA literature including purse cards, information sheets and donation forms
 - e. Collection envelopes
8. **The agenda:**
 - a. When the host thinks most attendees have arrived, they will get everyone’s attention and talk about why they have invited people
 - b. The Represent PA speaker will discuss the background of the organization, what is happening in Harrisburg, why it matters, and how money impacts the process.
 - c. If a special guest is in attendance, they will speak.
 - d. The final remarks will come from the host and this is time for the pitch:
 - i. Hosts talk about why Represent PA is important to them
 - ii. Hosts discuss their investment in the cause, why they feel that it is important, and why they are committed to its success



- e. Q&A is encouraged throughout, but the floor is opened for questions when the host is finished with their pitch
- f. Donations will be collected at the conclusion of the event by a Represent PA staffer

Thank you for sharing Represent PA with your network. Together, we can make Pennsylvania a more reflective democracy.

Checklist for Host

- Agree on date, location and size of function with Represent PA
- Develop guest list
- Send out invitation--include note to RSVP by emailing info@RepresentPA.org [suggest using Mobilize for RSVP for virtual events and supplying Zoom link upon RSVP]
- Follow up to ensure attendance
- Prepare and provide food and drink [NOT FOR VIRTUAL EVENTS]
- Have a table for sign-in and name tags [NOT FOR VIRTUAL EVENTS]
- Assign a designated attendee to take photos/videos during the event
- Make welcoming remarks and leave time for brief address from candidate(s)
- Make the pitch to donate (optional, but preferred)
- Work with Represent PA to send follow-up and thank you email to guests
 - Verify accuracy of guest list and emails