



Party with a Purpose

 **Planned
Parenthood**[®]
Act. No matter what.

Planned Parenthood Votes! Connecticut



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VOTE.
WIN.

MARCH.
VOTE.
WIN.

Have Fun. Fight the Good Fight.

With constant attacks and threats to reproductive freedom, now more than ever we need our supporters to help ensure we have the necessary resources to demand laws and policies that safeguard our reproductive rights and elect public officials who will protect our human right to health care.

Planned Parenthood Votes! Connecticut, the advocacy and social welfare arm of Planned Parenthood of Southern New England, protects the right to safe, legal abortion and fights for everyone's fundamental right to control their own fertility and access reproductive health care. Your event will help us educate and organize our communities; register, inform, and mobilize voters to impact elections; elevate our champions in state and local legislatures; and stand in solidarity with our social justice partners to oppose hate and discrimination in all forms.

Your event is a fundraising tool—but it's more than that. It's an opportunity to use your creativity and enthusiasm to take action and protect our most basic, fundamental freedoms. Parties are a wonderful way to make connections and mobilize new champions for reproductive rights. Join us in this critical fight!



Thank you for standing with
Planned Parenthood!

Amanda Skinner

President & CEO
Planned Parenthood Votes!
Connecticut

Let's Get Started

You're not in this alone – Planned Parenthood Votes! Connecticut is here to help. Our team is dedicated to making your party a great success. Use these best practices to help guide your party planning, and feel free to reach out with questions and creative ideas. We're in this together!

WE CAN SUPPORT YOU BY:

- Designing templates for print and digital invitations
- Tracking and collecting your donations online
- Sending a representative to speak to your group
- Providing promotional giveaways, informational materials, and videos

Parties can be as traditional or outrageous as you want! Consider hosting in your home or choosing a special venue for the event.

Don't forget to set a goal – we've found that our most successful hosts have a fundraising goal in mind. Remember, no matter the size of the contribution, every dollar you raise will make a tremendous impact on our ability to mobilize and take action to protect reproductive rights.

Tips, Tricks and Best Practices

Here are some tips and party planning tricks that work well – and don't be afraid to get creative:



PARTY THEMES

Birthday. Why not make your next birthday celebration a benefit for Planned Parenthood? In lieu of gifts, ask your guests to make a donation in your honor.

Affinity Groups. Are you a member of a book club? Knitting group? Do you host a rotating dinner party? Use an existing event as an opportunity to engage your friends with an issue that matters to you! Incorporate Planned Parenthood into your next meeting to increase awareness and raise money.

Mother/Daughter Events. Partner with your Mom – or your daughter – to share why Planned Parenthood matters to you. 1 in 5 women have relied on Planned Parenthood services in their life, so it's a good bet that someone you know has a story to tell, too.

Pick an Action. In addition to donations, you can encourage your guests to take action and fight back. Ask people to sign-up to volunteer or to write out their testimony on an upcoming issue or piece of legislation. Make rally signs together. We can even help you train your guests on how to give public testimony.

Tips, Tricks and Best Practices



INVITING YOUR GUESTS

Parties with **10 to 30 guests** tend to be the most successful, but do what works for you. Decide how many people you can host – and then invite a few more in case of cancellations.

What's the best way to get the word out? Printed invitations work well for more formal events – or to provide an extra-personal touch – but emails and e-invites are just as thoughtful and give your guests a chance to RSVP immediately. Use your social media channels to spread the word, and tag Planned Parenthood Votes! Connecticut (@ppvotesct).

You can find Planned Parenthood Votes! Connecticut on Facebook, Twitter, and Instagram.

Set an **RSVP deadline** so your guests know when to respond. That will help you plan food and activities in advance.

You can expand your network by **appointing a co-host**. Ask a friend or two to help coordinate the party and invite their friends, too!



FOOD AND DRINK

Potluck? BBQ? Appetizers? Catered sit-down dinner?

Think about what's best for your party – and your budget – and tell your guests what to expect in advance.

Consider making a **signature cocktail or mocktail** for your party.

You can center your party around the food: how about inviting your guests to a cooking class? Or open up your kitchen for a 'Pies for Planned Parenthood' bake-off?

Asking Made Easy

Asking for donations might seem daunting, but it's easier than you think. Your guests care about you, so they probably care about causes important to you – now, you're giving them the opportunity to give back in a meaningful way.

What's the number one reason someone hasn't donated? They've never been asked! Here are a few helpful tips:

Share your goal. When inviting your guests, let them know that you're hosting a party to raise money to support Planned Parenthood Votes! Connecticut. That way, they know what to expect! (If asked, you can let people know that they can donate by cash, check, or credit card at the event). If you share your goal in advance, everyone becomes part of the success!

Make it specific. The ask is easier if you have a clear target in mind. Some ideas including asking everyone to donate their age, or to commemorate a specific year or date. Make the donation accessible – you might spend more than \$100 on a night out, for example. Why not put that money to good use at Planned Parenthood?

Share your story. A personal story goes a long way in inspiring your guests and encouraging donations. Why did you decide to host this party? What does Planned Parenthood mean to you?

Make your donation public. Tell your guests that you're planning to donate because you are so passionate about this cause. Ask them to join you – or maybe even match your gift!

Think creatively. You and your guests can donate in honor of someone who inspires you, or in memory of a loved one. We can even help send out notes to let your honoree know a gift was made in their name.

Thank your guests. Thank everyone for their support and remind your guests that any dollar amount makes a big difference. If you shared your goal, make a gentle reminder: *"I know with your generosity we can raise \$XX tonight!"*

We're here to help.

If you need talking points on what to say or how to make the ask, please let us know! No one expects you to be an expert – tell your guests why Planned Parenthood matters to you, and why it should matter to them, too!

Handy Planning Guide

Need a to-do list or want a guide to help plan your party? We've got you covered.

5-4 WEEKS OUT

- Confirm date, time, and location
- Create a guest list and set an RSVP goal
- Send out invitations or e-vites with a deadline (don't forget directions and parking information!)
- Start planning your menu
- Confirm you have the Planned Parenthood materials you'll need: donation forms, envelopes, promotional and informational material
- Reach out and ask for a Planned Parenthood of Southern New England representative to attend, if appropriate

3-2 WEEKS OUT

- Review RSVPs and reach out to anyone who hasn't responded. Finalize your guest list
- Finalize the menu and create a shopping list
- Plan the agenda for the evening: when do you start serving food? When do activities begin? When will you make your ask?
- Think through logistics: will everyone know each other, or do you need nametags? What will you do with coats and umbrellas if the weather is bad?
- Assign co-hosts any specific duties

ONE WEEK OUT

- Check-in with your co-hosts and make sure all logistics are covered
- Confirm everything with the venue if you're hosting outside the home. Make sure you have the proper seating, equipment, tables, etc.
- Plan decorations

DAY OF

- Greet guests, ask them to sign in, and give them time to mingle
- Encourage and welcome guests' questions and distribute Planned Parenthood materials
- Take pictures!
- Now's the moment: dont forget to make the ask!**
- Thank everyone for attending and let them know how they can get involved

AFTER THE EVENT

- Send thank you notes or emails to guests (if appropriate, consider asking them to host a party!)
- Send your pictures to special.events@ppsne.org
- Enclose sign-in sheets and donations and mail them to:

Planned Parenthood Votes! Connecticut

Attn: Development
345 Whitney Avenue
New Haven, CT 06511

THANK YOU!

We are so grateful for your commitment to Planned Parenthood Votes! Connecticut. Your support fuels our advocacy and social justice work to advance reproductive freedom for all people.

Let us know how we can help make your event a huge success – and thank you for introducing us to new activists to join our fight to protect the human right to health care!



ABOUT US

Planned Parenthood Votes! Connecticut is the advocacy and social welfare arm of Planned Parenthood of Southern New England. In that role, we seek to:

- Promote and protect everyone's fundamental right to control their fertility and access to a full range of reproductive health care
- Advocate public policies which guarantee the right to full and nondiscriminatory access to reproductive health care and defend against restrictions on abortion and health care access
- Foster and preserve a social and political climate favorable to the exercise of reproductive rights
- Promote informed citizen action in Connecticut n support of reproductive rights, sexuality education, and access to reproductive health services.

FOR MORE INFORMATION VISIT

PPVOTES.ORG