

# STAND WITH PLANNED PARENTHOOD ADVOCATES OF OHIO

## THE TIME TO GET INVOLVED IS NOW.

**Reproductive rights are under assault from extremist politicians.**

Anti-reproductive health politicians have gathered momentum in Ohio, and have brought this crisis to its peak. Every day, Planned Parenthood faces a new fight: new abortion restrictions, defunding, smear campaigns, or blocking access for patients at health centers.

Your activism and support for Planned Parenthood Advocates of Ohio sends a message, loud and clear: **We will not take this lying down, and we will not go back.**



Across the nation, advocates like you are leading a movement to protect reproductive rights – **one house party at a time.**

A **Party with a Purpose** is a gathering of like-minded friends to raise awareness and critical funding to support Planned Parenthood Advocates of Ohio. Parties can take place at any time, day or night, and in any venue – a private home, a local restaurant or bar, a park, a community room – the possibilities are endless.

Your Party with a Purpose will raise awareness as well as critical funding in support of Planned Parenthood Advocates of Ohio. When you host a Party with a Purpose to benefit Planned Parenthood Advocates of Ohio, you are supporting advocacy, education, and electoral work that preserves reproductive rights for all Ohioans, including the 61,000 patients who depend on Planned Parenthood.

**Now, more than ever, we need you in this movement.**

This house party toolkit provides resources to make your party a success. Make your gathering your own! Your party can reflect your creativity, enthusiasm, and commitment to protecting reproductive rights and health care access.

**Thank you for standing with Planned Parenthood Advocates of Ohio.**



Planned Parenthood Advocates of Ohio

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## HOST A PPAO FUNDRAISER

You can support Planned Parenthood Advocates of Ohio by hosting a fundraising event with people who share your passion.

### TIPS

- One in five people you invite will attend, so create a really big invitation list. Remember, even people who can't attend might still make a donation. Finding co-hosts who will invite their contacts is a great way to boost attendance.
- Invite people three to four weeks before the party to ensure maximum attendance.
- Consider setting up a private Facebook event page or another social media platform with RSVP information. Visit [bit.ly/eventpagesetup](https://bit.ly/eventpagesetup) for event page set-up instructions.
- As you send the invitations, share a personal story that explains why you're passionate about access to reproductive health care.
- Your party can be as casual or formal as you want. You can provide lunch, coffee and dessert, or make it a potluck. One-and-a-half to two hours is a perfect amount of time for your party.
- Contact us at [events@ppao.org](mailto:events@ppao.org) or call **614-358-8738** to let Planned Parenthood staff know about your party. We love to hear your stories and see your photos! Reach out to us with any questions or concerns you have. We are just a phone call away.



Planned Parenthood Advocates of Ohio

Planned Parenthood Advocates of Ohio (PPAO) protects access to reproductive health care and reproductive rights for all Ohioans through advocacy, education, lobbying, and electoral activity.

Planned Parenthood Advocates of Ohio is a 501(c)(4) nonprofit organization. Donations are not tax deductible.

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## PARTY PLANNING TIMELINE

After you select the format and location of your party, consider following along with our timeline of to-dos:

### FOUR WEEKS BEFORE PARTY:

- Recruit co-hosts.
- Set up social media private event page.
- Send out invitations; ask that guests RSVP.
- Plan the program including stories, any themes, and how you will encourage your guests to support PPAO.

### TWO WEEKS BEFORE PARTY:

- Send out reminder invitations.
- Finalize the menu and purchase beverages and supplies.
- Plan tasks with co-hosts or helpers such as a greeter, sign-in monitor, and food and beverage roles.

### ONE WEEK BEFORE PARTY:

- Review all RSVPs; follow up directly with people who have not responded.
- Plan your setup; consider a table for check-in, a donation collection basket, PPAO pledge slips and pens, food and drinks, and nametags.
- If you're showing any videos, check your technology setup.
- Practice your program.



### DAY OF PARTY:

- Mingle with guests until about half to two-thirds of the way through the party, then gather guests for the brief program.
- Thank guests for attending, tell them why you support Planned Parenthood, and ask for their financial support.

### DAY AFTER PARTY:

- Send thank you notes or emails to guests.
- Encourage them to consider hosting a party or making a donation online.
- Plan to deliver your contributions, pledge cards, and sign-in sheets with guest contact information to your nearest Planned Parenthood office.

## SAMPLE EMAIL INVITE

Send your invitation to anyone who might like to come to your event or make a contribution. You can share it on social media and ask registered guests to invite others. The more you personalize your invitation, the better!

Subject line:

**My Planned Parenthood Fundraiser on (date)**

Hello Friends,

Please join me and (additional co-hosts) at (location) for a fundraiser for Planned Parenthood Advocates of Ohio.

Thanks to Ohio politicians, a person's ability to determine their own path and their future is being obliterated. In the last year alone Ohio has signed a near total abortion ban into law, blocked Planned Parenthood from state funding, and repeatedly introduced extremist legislation that harms Ohioans. This is a disappointing, sad, and even scary moment for our state.

Our friends, family, and neighbors deserve better. When reproductive health care and sexual health education is protected, communities thrive. If you're as angry as I am that our representatives are slashing a person's access to health care – join (me/us). Let's fight to protect everyone's right to reproductive health care including safe, legal abortion.

(Date, Day, Time)

(Address)

RSVP to (phone and email) by (date).

I hope to see you there!

(name)

P.S. Can't attend? **Please visit [ppao.org/donate](https://ppao.org/donate) to make a gift to Planned Parenthood Advocates of Ohio.**

## ASKING GUESTS TO SUPPORT PLANNED PARENTHOOD

Every dollar you raise supports the critical work of Planned Parenthood Advocates of Ohio. Here are some tips to help you succeed:

- Make the ask compelling by telling a story, explaining why you care about access to reproductive health care, and/or inviting guests to share their stories.
- Clearly ask guests to give a specific amount. We recommend asking for “\$5 to \$10 per month,” or something similar.
- Provide donation pledge forms and pens. Also let guests know they can make gifts at [ppao.org/donate](https://ppao.org/donate); you might want to consider having a laptop or tablet open to this page.
- Deliver all pledge cards and payments to your local PPAO office either in-person or via mail. **If submitting payments via mail, please contact us** to request a secured prepaid envelope or send via certified mail. Call our development team at **614-358-8738** for assistance submitting your donations.

## SAMPLE PROGRAM

Your program should communicate to your guests how important Planned Parenthood is to you, why they should care, and then ask them to contribute. Everyone has come to the party to support Planned Parenthood Advocates of Ohio, so your guests will be eager to help. Here is a 10-minute sample program to help boost support and connect your guests to this important cause.

1. Welcome and thanks. Gather everyone into a space where they can see and hear the speaker(s). Start by welcoming everyone to the event and thanking them for their time. Thank the other co-hosts and anyone else who helped make the event happen.
2. Talk about the importance of access to safe and legal abortion for Ohioans. Describe any other services and care that you think are important to protect such as giving people accurate health information and sexual health education for teens.
3. Discuss why protecting these rights and services is important to you. Tell a personal story, have another attendee tell their story, or share someone else’s experience (with permission).
4. Feel free to show a video provided by Planned Parenthood. Here are some good options:
  - Our Patients – Planned Parenthood of Greater Ohio: [youtu.be/e4mEtM0rgpA](https://youtu.be/e4mEtM0rgpA)
  - Nina - Healthy Moms, Healthy Babies, PPGOH: [youtu.be/7p6aRrLpUDY](https://youtu.be/7p6aRrLpUDY)
  - We Decide 2020, Planned Parenthood Votes: [youtu.be/C0Di0kJstOk](https://youtu.be/C0Di0kJstOk)
  - Ours to Tell, a Planned Parenthood short film: [istandwithpp.org/ours-to-tell](https://istandwithpp.org/ours-to-tell)
4. Ask your guests for financial support. Have a volunteer distribute pens and pledge cards as you ask. Tell them to hand pledges to you or deposit them in the container at the registration table.
5. Close by thanking your guests again. Tell them you would love for one to three guests to host their own party, and to see you to talk more about it.

## SAMPLE FUNDRAISING REQUEST

“**Thank you** for coming to support the fight to protect reproductive rights and sexual health education in Ohio. It is our responsibility to stand up to dangerous attacks on health care that, in turn, harm the most vulnerable members of our community. Please join me in donating generously to Planned Parenthood Advocates of Ohio.

With constant restrictions to reproductive health care and bans to abortion access in Ohio, it is clear that our politicians and Governor DeWine have put their extremist beliefs before the people they were elected to represent – us. Planned Parenthood has existed for over 100 years and they will continue to fiercely fight alongside us to protect people’s fundamental right to control their body, life, and future. If opponents think we’re going to back down or turn away from a fight, they’ve got another thing coming.

My personal fundraising goal this evening is for each of you to contribute at a level that is **meaningful to you**. Because the road to protecting our access to essential health care services like contraception and abortion care is long, I invite each of you to commit to a monthly gift that fits in your budget. Please contribute \$5 to \$10 per month, or more if you can afford it. I’m personally donating \$XXX.

[Volunteer name] is passing out pledge slips and pens. Please fill out the pledge cards now or visit PPAO.org on your smartphone. Together, we can make our collective voice heard in the Ohio Statehouse...louder and clearer than ever before!

Thank you so much for showing up and supporting me, Planned Parenthood Advocates of Ohio, AND reproductive rights throughout our state!”

**YES, I WANT TO STAND UP FOR REPRODUCTIVE  
HEALTH CARE AND SUPPORT PLANNED  
PARENTHOOD ADVOCATES OF OHIO**



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**PLEASE PRINT YOUR NAME**

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**ADDRESS**

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**PHONE**

**EMAIL**

**DATE**

I want to support PPAO with my monthly gift of: \$ \_\_\_\_\_/month

I want to support PPAO with my one-time gift of: \$ \_\_\_\_\_

Enclosed is my check payable to PPAO

I am paying with:  Visa  Mastercard  Amex  Discover

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**CARD NUMBER**

**EXP. DATE**

**CVV**

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**NAME AS IT APPEARS ON YOUR CARD**

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**YOUR SIGNATURE**

Planned Parenthood Advocates of Ohio is committed to protecting reproductive health care and the rights of all Ohioans through advocacy, education, lobbying, and electoral activity. **Contributions or gifts to PPAO are not tax-deductible.**

**THANK YOU FOR YOUR COMMITMENT TO STAND WITH PLANNED PARENTHOOD ADVOCATES OF OHIO!**

Planned Parenthood Advocates of Ohio | [www.ppao.org](http://www.ppao.org) | 206 East State Street, Columbus, OH 43215

## SAMPLE THANK YOU EMAIL TO GUESTS

Send a thank you to each person who attended your party to show your appreciation and to maximize your contributions. Ideally, you will inspire three more friends to host their own event. You should also send a version to friends who didn't donate or attend to encourage them to contribute.

Subject line:

**Thanks for supporting Planned Parenthood Advocates of Ohio**

Dear <Guest Name>,

Thank you for joining us to learn about Planned Parenthood Advocates of Ohio. I really appreciate that you are with me in this fight.

**If you didn't yet contribute, please take a minute to donate.** My goal is for everyone who came to my fundraiser to make some kind of contribution, ideally a gift of \$5 to \$10 a month.

Together, we will fight for what's right and do everything we can to safeguard access to care for all people of Ohio. While we still have a long way to go to achieve this vision, your donation will have an immense impact on the battles Planned Parenthood will face today and beyond.

If you already donated, thank you! I'm hoping that three of my party guests will host their own Party with a Purpose, getting at least 10 new donors themselves. Wouldn't that be great?! Please let me know if you can host a party like I did.

Thank you again!

<Host name>

P.S. If you haven't made a gift to PPAO yet, you can do so at [ppao.org/donate](https://ppao.org/donate) or by mailing a check, made payable to Planned Parenthood Advocates of Ohio, to 206 E. State St., Columbus, OH 43215