



Planned Parenthood of the St. Louis Region
and Southwest Missouri

Party with a Purpose Toolkit

Your Guide to Hosting a Successful Planned Parenthood Party with a Purpose

Introduction

Planned Parenthood of the St. Louis Region and Southwest Missouri (PPSLRSWMO) provides essential reproductive health care services to women, men, and young people at our 8 health centers in communities throughout Missouri and in Fairview Heights, Illinois.

Mission

To provide, protect, and support sexual and reproductive health, services, access, and rights.

PPSLRSWMO is a 501(c)(3) nonprofit organization. The care we provide to our patients is made possible by the generosity of donors and other supporters.

Thank you for standing with Planned Parenthood!



Planned Parenthood of the St. Louis Region
and Southwest Missouri

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party with a purpose

Thank you for your interest in hosting a Planned Parenthood Third Party Event! Third Party Events are a great way to spread the word about and financially support the work of Planned Parenthood of the St. Louis Region and Southwest Missouri (PPSLRSWMO).

Hosting a Party with Purpose, while fun, is serious business. Your event will help PPSLRSWMO ensure that patients are able to access reproductive health care and education - no matter what.

Your event will provide birth control access, life-saving cancer screenings, sexually transmitted infection education and testing, and gynecological visits that our patients depend on our health centers to provide.

A Third Party Event is a fundraising tool. PPSLRSWMO can help you define your goals for the event, and build a target guest list of people you think will have an interest and the ability to support Planned Parenthood. As the host, you'll provide the space, food, and beverages for your event and send the invitations.

PPSLRSWMO can support you by:

- Register your event on our website;
- Providing promotional giveaways, informational materials, talking points or videos; or
- Sending a representative to speak on behalf of PPSLRSWMO if one is available.

This toolkit provides guidelines to make your party a success. Great parties reflect their hosts' creativity, enthusiasm, and commitment to the work of Planned Parenthood!

The Development Team at PPSLRSWMO can help guide you through your event. Reach out to us today so we can begin supporting your Party with a Purpose!

Thank you for standing with Planned Parenthood,

Ania L. Colvin

Special and Community Events Coordinator
ania.colvin@ppslr.org

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getting started

Once you've decided to host a Third Party Event, begin by contacting Ania L. Colvin, ania.colvin@ppslr.org. A staff member will be in touch with you throughout the process to provide support and materials. Items to determine in advance are:

- The date of your event;
- The location (i.e. your home or another venue);
- Approximate number of guests; and
- How much in contributions you hope to raise.
- Will you support: a healthy community (PP), support action to influence legislation (Advocates), or help ensure access to safe and legal abortion (RHS).

* If you are interested in hosting a Third Party event for Advocates or RHS, please contact Ania L. Colvin at ania.colvin@ppslr.org to discuss specific parameters required for these events.

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setting goals

Setting Goals

Set specific goals in order to measure the success of your party. Be ambitious! The higher you set your goals, the more successful you will be at raising funds and awareness of the needs of Planned Parenthood's patients!

Sample Goals

- Get at least 10-40 people to attend.
- Set a specific dollar amount goal.
- Ask everyone to "donate their age" in a one-time donation or as a recurring, monthly donation.
- Ask everyone to become a recurring, sustainer (monthly) donor at any level.
- Get everyone in attendance to sign a contact list or pledge to answer a call to action.
- Get one new person to agree to host their own house party.

Choose goals that are comfortable for you.

Remember:

No contribution is too small to make your party a success.

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structure your party

We encourage you to make your event a reflection of what you value about Planned Parenthood and that will resonate with your guests. Make your event as traditional or outrageous as you dare!

- **Appoint a co-host.** You might consider asking a friend or two to help coordinate the party and invite their own friends.
- **Presentation materials.** PPSLRSWMO can send a representative to speak at your event, if one is available, on your selected date and time. We can also provide you with talking points and links to inspiring videos about the patients we serve.
- **Menu.** Potluck? BBQ? Hors d'oeuvres? Catered sit-down dinner? How much do you plan to spend on food? Will your guests prepare the food with you?
- **Asking for support.** This is the big moment! How will you encourage your guests to support PPSLRSWMO? Will you have a silent auction? Will you charge tickets at the door or in advance via an invitation? Will you ask for donations in lieu of other gifts? Consider asking your guests to become sustaining (monthly) donors at a level that is most comfortable to them (For example, \$50 per month amounts to less than your daily cup of coffee!)

We will provide the necessary collection tools to make this portion of your event easy for you. Party theme. We have a list of possibilities. **Keep reading!**

4.1 Types of Third Party Events

Ideas for types of Third Party Events:

- **Share your birthday.** Consider hosting your next birthday as a benefit. In lieu of gifts, ask your guests to make a donation to Planned Parenthood!
- **Activity groups.** Do you participate in a cycling, dining, knitting, or walking group? How about a book club? Why not turn your intimate club into an opportunity to engage with your friends on the issues that matter to you? Read a book that involves reproductive rights (ask us for recommendations), or lead a discussion about the issues facing women's reproductive health care and rights? Do you belong to an alumni association, corporate group, or neighborhood association? Incorporate Planned Parenthood into your next meeting and increase awareness!
- **Mother/Daughter events.** Host a tea, brunch, or 'sit-in' where you can share what Planned Parenthood has inspired you to do in your life and why you are involved with Planned Parenthood. Come up with ways to get involved together!

Consider hosting a Third Party Events based on a theme occurring during a certain month:

- **January:** Roe vs. Wade anniversary; Cervical Cancer Awareness Month
- **February:** Valentine's Day/National Condom Week; Cancer Prevention Month
- **March:** Women's History Month; Get Yourself Tested (GYT) Month
- **April:** Minority Health Month; STD Education and Awareness Month; National Volunteer Week
- **May:** Teen Pregnancy Prevention
- **June:** National Men's Health Week; National HIV Testing Day; PRIDE events (often held in June)
- **July:** World Population Day (July 11)
- **August:** National Health Center Week
- **September:** Menopause Month; Ovarian Cancer Awareness; Women's Health & Fitness Day
- **October:** Family Sexuality Education Awareness Month; Breast Cancer Awareness Month; National Health Education and Health Care Quality Week; LGBT History Month; National Coming Out Day
- **November:** National Family Week or Election Day
- **December:** World AIDS Day

4.2 Recommendations and Tips

We recommend the following:

- Set a fundraising goal for your event. This way, you can encourage your guests to give as you get closer to the goal. Think of a reasonable goal that will be a stretch but not impossible to achieve.
- Invite your guests approximately one month before your event.
- Register event on IStand.com. (Events that are open to the public only)
- Allow us to help you track donations online, so that people who cannot attend may also contribute.
- Advertise your event on social media.
- Send at least one follow up email as the date approaches.
- Include a date by which you would like RSVPs.
- Create name tags for guests, especially if many people haven't met prior to the event.
- Send a post-event thank you email from your personal email address, including opportunities to engage with Planned Parenthood of the St. Louis Region and Southwest Missouri. Please include our links to:
- Donate to Planned Parenthood of the St. Louis Region and Southwest Missouri at ppslr.org/donate.

Tips and tricks:

- **Donate to your own fundraising efforts.** When your friends and family visit your page, they'll see that you donated to support women's health and rights before asking them to chip in, too.
- **Talk about your fundraising efforts on social media.** Reach your friends and family where they hang out online by posting progress updates and links to your fundraising page on your social media accounts a few times per week.
- **Double donations through company matching gifts.** When your friends and family donate, remind them to see if their employers have matching gift programs, and encourage them to fill out the necessary paperwork (usually with someone in HR).
- **Ask your favorite local business for a donation.** Local businesses love their customers and rely on your support. So why not ask them to return the favor and give?
- **Personalize your page and tell your story.** Inspire your friends and family to give by sharing the reasons why you support PlannedParenthood.com.

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party planning timeline

Depending on the size, location, and theme of your party, you may want to allow as few as 4 to 6 weeks or as many as 8 to 12 weeks to plan your event.

Preliminary Planning:

- Pick a date for your party.
- Invite co-hosts and assign tasks.
- Choose/finalize your party theme.
- Set goals for the event (\$ Amount, RSVPs, Attendees).
- Establish your guest list.
- Secure the location.
- Register your party with Planned Parenthood by emailing ania.colvin@ppslr.org.

5.1 Timeline Checklist

6-8 Weeks Before Party:

- Confirm the location.
- Send out invitations/e-vites; ask guests to RSVP and include directions.
- Confirm that you have the Planned Parenthood materials you need for party, including donation forms, envelopes, guest sign-in forms, volunteer applications, PPSLRWMO talking points, etc.
- Ensure you have a table for check-in.
- Determine how you will collect donations.
- Choose two or more donation collection boxes or baskets.
- Determine the menu (light beverages and snacks suggested).

4 Weeks Before Party:

- Review all RSVPs; call people who have not responded.
- Send out reminder evites.
- Finalize the menu and purchase beverages and supplies.
- Confirm tasks with co-hosts (greeter, sign-in monitor, food, beverage, equipment, photographer, etc.).

1 Week Before Party:

- Make reminder calls or send emails to guests.
- Finalize the guest list.
- Set the agenda for the evening.
- Confirm the menu and beverage logistics, including preparation and arrival.

3 Days Before Party:

- Check-in with co-hosts and review assigned duties.
- Make reminder calls and emails as needed.
- Check the venue for proper tables, seating, and equipment.
- Decorate if desired.

Day of Party:

- Greet guests; ask that they sign-in (have multiple sign-in sheets and pens ready).
- After allowing guests to mingle, begin the program.
- Thank guests for attending, tell them why you support Planned Parenthood, and ask for their advocacy support.
- Encourage guests' questions and distribute materials.
- Get at least one other person to host their own party.
- Continue the party and thank guests before they leave.

Day After Party:

- Send thank you notes or emails to guests.
- If appropriate, encourage them to consider hosting a party or make a donation online.
- Email pictures to ania.colvin@ppslr.org.
- Enclose sign-in sheets and petitions or actions and mail them to:

**Planned Parenthood of the St. Louis Region
and Southwest Missouri
Development Department
4251 Forest Park Avenue
St. Louis, MO 63108**

1 Week After the Party:

- Expect a call or email from Ania L. Colvin to follow-up on your event.
- Send thank you notes or emails to your guests.

Thank you. We are incredibly grateful for your willingness to show your support for Planned Parenthood in this special way. We appreciate your support. We look forward to assisting you in creating an outstanding event for the benefit of the women, men, and young people who depend on Planned Parenthood of the St. Louis Region and Southwest Missouri!