



Friend,

Thank you for your interest and getting involved in my campaign. Our great nation cannot move forward and change for the better without the involvement and care of volunteers.

Please find the attached House Party Kit, which provides the basics to get you started. It includes advice on who to invite, a timetable and check list, sample invitations and pledge cards, and lastly campaign donor forms.

If at any time, you have questions or find yourself in need of assistance please do not hesitate to contact me personally.

Best Regards,

Jim

HOUSE PARTY KIT

SUGGESTED AGENDA

House parties are most successful when scheduled for a two-hour time slot. Commonly chosen times include weekday or weekend nights from 6 PM to 8 PM or from 8 PM to 10 PM., or Sunday afternoons from 12 noon to 2 PM., 2 p.m. to 4 PM, or from 4 PM to 6 PM.

The first hour is for the arrival of guests and conversation.

As guests arrive, they should sign in. This way, we'll be sure to have their names and current addresses, so we can send everyone a prompt thank-you note or follow-up on questions or requests.

At the beginning of the second hour, the program begins.

The program is in 4 parts:

1. **Introduction of candidate** (3-5 minutes), usually done by the host
2. **Remarks by campaign representative** (10 minutes)
3. **Questions and Answers** (15-20 minutes)
4. **The Pitch:** (5 minutes), given by a guest or host.

The "pitch" asks people to get involved and tells them how they can help. Collecting checks is, of course, of great importance. After the pitch, you should distribute volunteer cards and donor cards, and your guests will write their checks. Please make sure that everyone is asked for a check before they leave.

After the pitch, the formal program is over and guests return to mingling.

Sample Agenda: (These house party hosts requested that their guests arrive at 6 p.m.)

6:00 p.m. Guests arrive & sign in, mingle & have refreshments, meet campaign representative

7:00 p.m. The host(s) introduces the candidate or campaign representative

7:05 p.m. Campaign representative gives a brief speech

7:15 p.m. The "pitch" is made by the hosts' neighbor

7:20 p.m. Guests write checks, fill out volunteer & donor cards, and go back to mingling

8:00 p.m. Most guests begin to leave

TIMETABLE & CHECKLIST

4 WEEKS BEFORE THE EVENT:

- _____ Set the date for your house party with the campaign
- _____ Draw up your invitation list (see enclosed sample for ideas) -- The rule of thumb is you need to mail 120 invitations to have 40 attend.
- _____ Draft your invitation (see enclosed sample) and make 120 or more copies

3 WEEKS BEFORE THE EVENT:

- _____ Mail out invitations
- _____ Ask a friend to serve as a 'door person" -- they'll help buzz people in, answer the door, take coats, sign people in, collect checks, help with last-minute details

2 WEEKS BEFORE:

- _____ Call everyone who has not RSVP'D & ask if they're coming
- _____ Keep a list of who's coming

1 WEEK BEFORE:

- _____ Decide who will introduce the campaign representative;
- _____ Prepare and practice your introduction;
- _____ Choose a person to do the pitch;ll the pitch person should know the current needs of the campaign.

THE WEEK OF THE EVENT

- _____ Remind your door person of the time you need them;
- _____ Purchase cups and paper goods;
- _____ Ready your refreshments.

YOUR INVITATION LIST

How can you make sure your house party will be well-attended? In our experience, it's not complicated -- all you have to do is: a) send out 120 invitations, and b) ten days later, follow up with phone calls.

The first question, then, is who to invite?

Here are some ideas that have helped other house party hosts pull their invitation lists together:

FAMILY: Consider inviting your parents, kids, aunts, uncles and cousins.

FRIENDS: And don't forget about your partner/spouse/lover/wife/girlfriend/boyfriend.

SOCIAL ACQUAINTANCES: Old friends you only see occasionally, friends from college/school, your old professors or teachers, friends from your old job or from the group where you used to volunteer.

NEIGHBORS: Next door, upstairs, downstairs, down the hall, or the whole building; people on the block who you always run into when you go jogging, or with whom you walk the dog or who you see at the grocery store; your co-op board, your tenants association; your landlord, your tenants, your super; your baby-sitter, your child care collective, your carpool, or the parents of your children's friends.

FROM CHURCH, TEMPLE OR MOSQUE: Your clergy person, minister, priest, rabbi, imam; church activists, regular attendees and friends who may be not-so-regular attendees; the people you always share holidays with.

FROM YOUR LABOR UNION: Union leaders or activists; your steward, your business agent, other union staff; your co-workers.

FROM WORK OR COMMUNITY WORK: People who do the same work you do; other people in the office, your partner; your clients, your supervisor; old partners, old clients, your old supervisor; people who used to work in the office but recently left; colleagues from community work or from charity work.

MEMBERS OF: Your block association, your political club, your community group; your food co-op; your local peace or environmental group; the PTA, your local school board; your community board.

PEOPLE YOU'VE MET WHILE RECREATING: Members of your bowling league, volleyball team, cooking group, pick-up basketball; the bridge club, your poker buddies; night classes, Lamaze class, Aerobics class, the gym; your housemates from ski weekends, from beach trips, camping trips; people you sing with, choir, jamming, go caroling with; people you shop with or garden with.

PROFESSIONALS YOU KNOW PERSONALLY: Your lawyer, dentist, doctor, pharmacist, broker, butcher, dry cleaner, or baker.

PULL OUT LISTS YOU'VE MADE IN THE PAST: The invitation lists from your last party; your Christmas card list; the program from your last reunion; your rolodex, at work and at home; your personal phone book.

Finally, think about interesting people you've met, but may not know well, who are active in their communities:

WHO DO YOU KNOW?: In the African-American communities; the different Latino communities; the South American, European, Asian and various immigrant communities; teachers; the lesbian and gay community; retirees; or college and high school students.

After all this, if you still don't have enough people to invite, what do you do?

Ask a friend to co-host the party with you -- they invite half the people, you invite half the people, and together you'll have a good invitation list.

FOLLOW UP CALLS- A PHONE SCRIPT TO CONFIRM ATTENDANCE

Two weeks before your house party, please call everyone on your invitation list who has not returned the RSVP card- either confirm their attendance or secure a contribution. Only a small number of the people you invite will RSVP before they get a phone call; many more will come if you give them a call.

We can guarantee from many years of experience: If you mail 120 invitations, and follow up with calls to everyone on your guest list, you will have 40 people in your living room who want to learn more about **Jim Roach**.

The following is a suggested script for the call:

"Hi, this is (your name). I mailed you an invitation to meet learn about **Jim Roach** at a small fundraiser I'm having at my home on (date of event). I hope you can join us -- will you be able to come?

(IF THEY'RE COMING) Great, I'll see you then.

(IF THEY'RE NOT SURE) I hope you can come – (insert something about candidate, 1 or 2 things he has done as a current member of city council, and why we are asking for support). It would be great to have you there.

(IF THEY CAN'T COME) I'm sorry you can't come— (again, insert text about candidate, mention 1 or 2 things he has done as a current member of city council, and why we are asking for their support). I hope you'll write a check to the —**Jim Roach Campaign**-- if you send it to me in the reply envelope I sent you, I'll forward it to them.

REFRESHMENTS

Refreshments at your house party can be as plain or as fancy as you wish.

Easy and inexpensive refreshments:

There are many types of food and drink that are easy on you, easy on your budget, and just right for a house party. Remember, people don't come just for the food -- they come because they're interested in supporting **Jim Roach**, and they respect the fact that you support **Jim Roach** as well. Other hosts have had successful house parties and served one of the following menus:

1. Cheese and crackers, and wine and soda
2. Coffee and cake
3. Vegetables and dip, guacamole and chips, fresh fruit, and soda and beer
4. Sweet rolls, tea, milk and coffee
5. Tea and cookies

If you prepare the refreshments yourself, you can budget \$1 per person and offer any of the above menus. Coffee and cake can cost just fifty cents a person.

The bottom line is: you don't have to spend a lot of money on refreshments to have a house party that will really help Jim Roach.

SAMPLE INVITATION AND INCLUSIONS

SAMPLE PLEDGE CARD

Yes, I am looking forward to attending the event for Jim Roach.

No, I cannot attend, but would like to contribute:

\$25 **\$50** **\$100** **\$250** **\$500** **Other amount:**

(Make checks payable to: Friends of James Roach)

Name (First & Last): _____

Occupation: _____

Email: _____

Phone: _____

Street Address: _____

City, State _____ ZIP: _____

Thank you for your support!

Dear Friend,

Please join us at our home on [March 28] to meet Congressional Candidate James (Jim) Roach from Fort Myers. We think you will be as impressed as we are.

Jim's career has been built on tackling some very big problems at General Motors, The Pentagon, British Navy, and others. I can dig in and separate the rhetoric from the facts, find the root cause, and get opposing parties to agree to a solution. It takes lots of hard work and a strong interest in finding the fair and right course to take. I have done this all of my life and can do the same in Washington.

You can read more before meeting him at www.electroach.com

We look forward to seeing you!

DATE AND TIME: March 28, 1997; 7:00 - 9:00 pm

PLACE: 1024 Eagle St., Apt. 4-B;

RSVP: Use the enclosed card and envelope

The suggestion minimum contribution is \$25.

Sincerely,

Party Host

Political Contribution

Name _____

Address _____

City _____ State _____ Zip _____

Employer _____

Title/Occupation _____

Phone _____

Email _____

Contribution amount:

\$10 \$25 \$50 \$100 \$250 \$1000 \$2400 Other \$ _____

Make checks payable to “Friends of James Roach”

This contribution is made from my personal funds and is not draw on an account maintained by an incorporated entity. I am a U.S. citizen or permanent resident and this contribution will not be reimbursed by another person.

Signature: _____

Contributions to “Friends of James Roach” are NOT tax deductible as charitable donations for federal income tax purposes. An individual may contribute up to \$4,800 per election cycle (\$2,400 for the primary and \$2,400 for the general). Qualified PACs may contribute \$5,000 per election. Contributions from corporations and foreign nationals are prohibited. Federal election law requires political committees to use their best efforts to collect and report the name, mailing address, occupation, and name of employer for each individual whose contributions aggregate in excess of \$200 per election cycle.

Thank you for supporting the democratic process in the United States of America.

Please mail this form with your contribution to:

Friends of James Roach
PO Box 1196
Fort Myers, FL 33902