

Host a House Party for Village Gardens

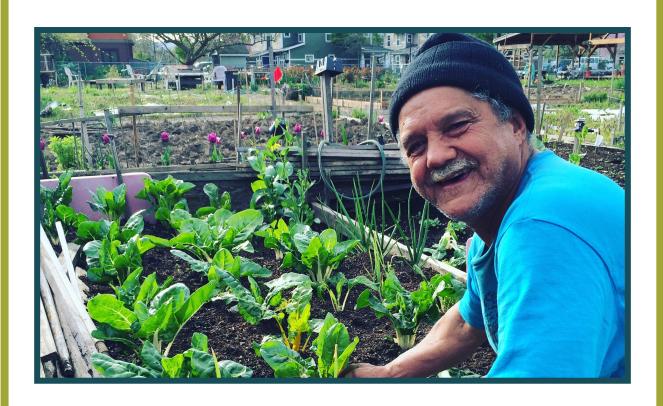


Gather your friends and host an informal fundraiser to help support and celebrate Village Gardens.

This packet will help you get started.

Why host a house party?

- I. To raise money to support Village Gardens 'food equity work in New Columbia, Oregon's largest affordable housing neighborhood.
- 2. To help Village Gardens reach new donors, volunteers, and friends.
- 3. To be a part of ensuring every person in Portland can choose how to feed themselves and their loved ones.
- 4. To share food, gather your friends and have fun while making a difference.





Setting up some goals

- I. Set a specific dollar amount goal to raise. Then you can measure the success of your party. Think of a goal that is a stretch but not impossible!
- 2. You can ask people to "donate their age".
- 3. If you are having a party for your birthday, instead of gifts, ask people to "donate **your** age".
- 4. Ask people to become a monthly donor at any amount.
- 5. Get people to sign up to volunteer or host their own house party.
- 6. Get everyone to follow and engage with Village Gardens on facebook and Instagram.

Get started

- I. Let us know you want to host.!

 Get in touch with us at vgardens@janusyouth.org.
- 2. Pick a date. Wednesday or Friday evenings or Sunday afternoons are great.
- 3. Build a guest list (friends, family, neighbors, coworkers). Invite about 4 times as many people as you would like to attend.
- 4. Decide how to feed people (potluck, you cook and host, get a donation from a restaurant).
- 5. Figure out a central spot where folks will be able to gather to hear you/others share stories.
- 6. Think about whether a themed party or competitive cooking potluck might get folks more excited to come.
- 7. Send out invitations (evite, email or cards) —make sure folks knows it's a fundraiser for Village Gardens. Ask people to RSVP so you can plan.
- 8. Make follow up calls and reminders to see who is coming.
- 9. **Figure out your ask/pitch.** How are you going to ask your friends to donate? Get in touch and we can help you—vgardens@janusyouth.org.

Timeline

I-2 weeks before:

- make sure you have food, drinks, plates etc.
- make sure you have any brochures and info from Village Gardens. Figure out who is going to speak (you, a rep from Village Gardens, or a passionate supporter)
- Make sure you have a way to collect donations (you can put out envelopes, or even better just have a laptop or tablet out with the Village Gardens donate page ready to go.

Day of:

- Welcome guests and ask them to write down their contact info on the sign in sheet.
- Guest mingle, enjoy food and drink
- Host addresses group, welcomes them, introduces why they are here, 5-10 minute presentation about Village Gardens explaining mission/goal.
- Host shares that they are a donor and ask others to donate too.

Next day: Thank everyone personally with a hand written card, by phone or by email!

Thank you for hosting a house party to support Village Gardens.

We are more than happy to help you with party planning and hosting ideas. Please get in touch if you have any questions.

vgardens@janusyouth.org 503 943 5630

