

Checklist for Hosts - *make a copy and personalize*

Key info:

| | | |
|------------------------------------|---|--|
| Hosts: Emails: Phone: | Party Coordinator: Email: Phone: | Venue: Date / Time: Zoom link: |
| Presenter: Email: | Zoom Manager: Email: | Logistics / Other Help: Email: |
| RSVP page: | Donation link: | Airtable dashboard: |

| <i>Timing</i> | <i>What to do</i> | <i>Key tasks</i> |
|----------------------------------|---|--|
| 4-6 weeks ahead <i>[date]</i> | Initial planning meeting | <input type="checkbox"/> Review whole plan (this document!) <input type="checkbox"/> Set a date, time, and location <input type="checkbox"/> Finalize host team <input type="checkbox"/> Determine additional roles needed - presenter, etc <input type="checkbox"/> For in-person events, discuss projector/slide show setup. <input type="checkbox"/> Set a financial goal. We ask hosts to set a minimum goal of \$10,000. Can you achieve this? What will it take? <input type="checkbox"/> Set all dates for planning and follow-up meetings. <ul style="list-style-type: none"> <input type="checkbox"/> Check in / rehearsal / practice (1 week out) <input type="checkbox"/> Debrief meeting (within 48 hours) |
| ASAP after initial meeting | Set up RSVP systems to be ready to send invitations | <input type="checkbox"/> Party coordinator: set up Airtable event. Work with Hub Data Managers or staff as needed. <input type="checkbox"/> Make a guest list. Map out your own network. If you are planning with co-hosts, do this together. We recommend inviting 4x more people that you hope to attend for online events, and at least 3x more for in person events. <input type="checkbox"/> Complete MVP's non-disclosure agreement to access your event and see who RSVPed and donated. |
| 4 weeks ahead <i>[date]</i> | Send initial invitations | <input type="checkbox"/> Write your invitation. Find samples here . Personal outreach goes a long way. Hosts can ask for editing help. <input type="checkbox"/> Send invitations. We recommend including an RSVP date of 2 weeks out, and sending individual, 1:1 emails. |
| 3 weeks | Request | <input type="checkbox"/> Party coordinator: ID and request roles you need for |

| | | |
|---|----------------------------------|---|
| <i>ahead</i> <i>[date]</i> | volunteers | support (presenter, zoom manager for online event, etc) |
| 2 weeks ahead <i>[date]</i> | Send invitation reminder | <input type="checkbox"/> Re-send invitations to those not yet responded. We recommend including an RSVP date and sending as individual, 1:1 emails. <input type="checkbox"/> Invite additional people if RSVPs are slow/low |
| 2 weeks ahead <i>[date]</i> | Prepare for event | <input type="checkbox"/> Confirm event flow/timing (see templates below) <input type="checkbox"/> Draft Hosts' pitch for support. Hosts can ask for editing support or coaching on this! Resources here. <input type="checkbox"/> Identify in-person event needs. Sign in sheet that can capture interest, name tags, pens, printed QR code or your donation link, any other handouts or materials. <input type="checkbox"/> Confirm in-person TV/projector/slide setup. |
| 1 week ahead <i>[date]</i> | Final invitation reminder | <input type="checkbox"/> Re-send invitations to those not yet responded. We recommend texting or calling at this point. <input type="checkbox"/> Follow up 1:1 with outreach list! Thank people who RSVP'd, call people who haven't responded yet |
| 1 week ahead <i>[date]</i> | Run-through or rehearsal meeting | <input type="checkbox"/> For online events, gather zoom manager, hosts, and presenter (if possible), and check everyone's tech setup <input type="checkbox"/> For in-person, gather with all helpers and review the plan. <input type="checkbox"/> Finalize Host pitch <input type="checkbox"/> Review follow-up plans! |
| <i>In final week</i> | Prep follow-up | <input type="checkbox"/> Draft initial thank you and follow-up email. See examples here. |
| <i>Within 24 hours after event</i> <i>[date]</i> | Initial thank-you email | <input type="checkbox"/> Update status for guests - attended / didn't attend etc. <input type="checkbox"/> Send guests the first email follow-up, including those who didn't show up. |
| <i>Within 48 hours after event</i> <i>[date]</i> | Debrief meeting | <input type="checkbox"/> Hosts and Party Coordinators make detailed follow-up plans - see below for recommended process. |

| | | |
|---------------------------|---------------|---|
| Within 1 week after event | 1:1 follow-up | <input type="checkbox"/> Hosts and Intake Teams do 1:1 follow-up |
|---------------------------|---------------|---|

Suggested party timing - ONLINE party starting at 7pm

| TIME | ACTION | POINT PERSON | NOTES |
|-----------|----------------------------------|--------------|---|
| 6:30-7:00 | Hosts join Zoom and tech test | Zoom manager | |
| 7:00-7:03 | Attendees arrive, mingle, chat | Host | (mostly saying hello and welcoming folks) |
| 7:03-7:10 | Welcome from host(s) | Hosts | Who we are and what we are doing, why MVP |
| 7:10-7:30 | MVP Presentation | Presenter | |
| 7:30-7:35 | Pitch/Invitation to donate | Hosts | MVP Pitch resources |
| 7:35-7:45 | Q&A | staff | |
| 7:45-7:55 | Final Pitch/give, + get involved | Hosts | Run poll or get interest |
| 7:55-8:00 | Thank you / stay for Q&A | staff | (Can stay on longer) |

Suggested party timing - IN PERSON party starting at 7pm

| TIME | ACTION | POINT PERSON | NOTES |
|-------------|--------------------------------|-----------------|---|
| 06:15-07:00 | Set-up and prep | Hosts + helpers | |
| 07:00-07:30 | Attendees arrive, mingle, chat | | |
| 07:30-07:35 | Welcome from host(s) | Hosts | Who we are and what we are doing, why MVP |
| 07:35-08:00 | MVP Presentation | Presenter | |
| 08:00-08:05 | Pitch/Invitation to donate | Hosts | MVP Pitch resources |
| 08:05-08:20 | Q&A | Staff | |

| | | | |
|-------------|----------------------------------|--------------|--------------------------|
| 08:20-08:30 | Final Pitch/give, + get involved | Hosts | Circulate interest sheet |
| 08:30-08:35 | Thank you | Hosts | |
| 08:35-09:00 | Mingle / exits | | |

Follow up and next steps.

The party doesn't end at the party... Many guests give, or sign up to get involved, *after* the party. Frequently half or more of the money raised comes in after follow-up. People often need time to think about their gift or their energy and availability, and will appreciate a reminder! In addition to a financial gift, we are eager to connect with new people and get them into action.

Within 24 hours of the party:

- ☐ **Send an immediate follow up email, to everyone who responded (yes/no/maybe), whether they attended or didn't attend.** ([Samples here.](#)) This can be a BCC email though 1:1 email is better. People often give later - and appreciate a reminder as life gets busy and they *did* want to follow through!

At the debrief meeting (within 48 hours of the party):

- ☐ **Debrief and feedback for MVP and your team.** Here's our feedback form for hosts! You can fill it out at the debrief meeting or afterwards.
- ☐ **Review your guest and donation list in Airtable and plan next steps for each guest.** Think together with your coordinator about each person and what they can offer. For example, this person is very organized, has a wonderful network, likes hosting/events, is a skeptic who's persuaded by data... as you go through the guest list, please *add notes to the Airtable entries* and make a clear plan for who will follow up with each guest.

| For a guest who... | The suggested next step is... | Who should do it? Choices: |
|---------------------------------------|---|--|
| Attended and donated | Thank them for gift and invite them to more with MVP: <ul style="list-style-type: none"> • Host a party or co-host community party • Join thank you team / phonebank if they are wanting to be plugged in with actions • 1:1 with Hub intake person if they are looking to learn more and get more connected | <ul style="list-style-type: none"> • Intake coordinator <i>recommended</i> • Host • Staff (if major gift) |

| | | |
|---|--|--|
| Attended and didn't donate | Try to secure a gift, and gauge interest: <ul style="list-style-type: none"> • Ask to donate (follow up email or call) • If they needed more info, answer specific questions or invite to upcoming MVP 101 session or another upcoming event • Follow through until you get an answer ("no" is OK but don't assume it until they say it.) | <ul style="list-style-type: none"> • Host • Staff (if major gift capacity) |
| Didn't attend and donated | Thank them and connect with info and/or activity: <ul style="list-style-type: none"> • Host a party or co-host community party • Invite to an MVP 101 session or another upcoming event if they want to learn more • Join thank you team / phonebank if they are wanting to be plugged in with actions • 1:1 with Hub intake person if they are looking to learn more and get more connected | <ul style="list-style-type: none"> • Intake coordinator <i>recommended</i> • Host • Staff (if major gift) |
| Didn't attend and didn't donate | Try again to connect them to MVP: <ul style="list-style-type: none"> • Ask to donate (follow-up email or call) • Invite to MVP 101 session or another event • Add to Hub prospect mailer | <ul style="list-style-type: none"> • Host • Staff (if major gift capacity) |


- ☐ **Discuss what you are going to do next with MVP.** Congratulations, you're a veteran! We need your help to build. Can you help others with their parties, join a thank-you team, or become a [Volunteer Donor Advisor](#)? Talk to your Party Coordinator and explore other ways to build a stronger donor-activist movement with MVP's Hubs.

Within 3-4 days ideally, or 1 week at the most:

- ☐ **Do all individual follow-up** you ID'ed at the debrief meeting. Studies show that the window of people's attention is very short. Send 1:1 emails, calls, and texts ASAP.
- ☐ **Individually thank everyone who gave.** All donors will get a standard email thank you from MVP, and anyone who gives \$1000+ will get a personalized call or card. We strongly request that you individually email, call, text, or send a card (!!) to your donors.

Funding the Movement Voter PAC

Questions may arise about where the money goes, so it's important to understand that all monies raised through house parties are now designated for the Movement Voter PAC. The bottom line is that by using the Movement Voter PAC we have the ability to move the funds wherever we want in our grassroots orgs world, and for these expenditures to be minimally



restricted including for *their* use of the funds. All donations to Movement Voter PAC go directly to the grassroots groups' partisan, political and electoral efforts. Folks can give to the PAC, the c4, or even the tax-deductible c3, from our website (<https://movement.vote/donate>), but for political impact, we've based the House Party program around the PAC, which means the materials need to say Movement Voter PAC.