



**FIGHT FOR
OUR RIGHTS**

**HOUSE PARTY
TOOLKIT**

FIGHT FOR OUR RIGHTS

Thank you for considering hosting a House Party on behalf of Fight For Our Rights. Our team of political strategists knows the power of grassroots movements, and together, we prove that even the smallest actions, when united, can create waves of change.

House Parties are one of the most effective methods for enhancing visibility, advancing our mission, leveraging our combined personal networks to attract new supporters, and generate the funds necessary to grow our political power and support the LGBTQ+ community.

By hosting a House Party, you can connect with individuals in your vicinity who share a deep concern for our community's distinct challenges. It's a chance to motivate each other to rally behind the leaders who embody our values.

The resources and materials in our house party toolkit are designed to support the success of your event while fostering community and celebration through our unified efforts.

This toolkit will help you stay organized in planning and hosting while ensuring your event is a great success! Coordinating your event will be a collaborative effort between you and your designated Fight For Our Rights team member.

Remember that the Fight For Our Rights toolkit is designed to be flexible—please use it in the way that best suits you, using this packet as a source of helpful suggestions and guidelines.

Thank you for being an essential part of our efforts to fight back! We are deeply grateful for your dedication and generosity.

With sincere appreciation,

The Team at Fight For Our Rights

FIGHT FOR OUR RIGHTS

TABLE OF CONTENTS

Toolkit Overview	4
Preparing for Your Event	5
During Your Event.....	9
After Your Event.....	11

Toolkit Overview

BUILD POWER - WIN ELECTIONS - CHANGE THE NARRATIVE

Fight For Our Rights is expanding electoral power for the lesbian, gay, bisexual, transgender, and queer (LGBTQ+) community by winning elections and defeating bigoted elected officials.

OUR MISSION: Building the political power of the LGBTQ+ community by leveraging resources to win elections and defeat anti-LGBTQ candidates

OUR VISION: An America where LGBTQ+ people thrive by making it politically advantageous to support us and untenable to be against us.

THEORY OF CHANGE: We will protect and expand the rights of LGBTQ+ Americans by winning elections and defeating anti-LGBTQ+ candidates.

WHAT WE BELIEVE: Defeating leading anti-LGBTQ+ candidates is vital to shifting power to our allies and sending a clear message to all candidates that attacking LGBTQ+ people doesn't work.

WHO ARE WE: We are a lean operation and a nimble team of political strategists. We are laser-focused on winning in 2024 and beyond while blunting the anti-LGBTQ+ narrative pushed by right-wing extremists.

We know we must act urgently by using resources to protect our champions, hold anti-LGBTQ+ bigots accountable, and shift the political narrative.

A House Party is an excellent way to raise new funds for Fight For Our Rights' various initiatives and programs.

Fight For Our Rights works to expand electoral power for the LGBTQ+ community by:

Stopping The Attacks | In the wake of the Supreme Court overturning Roe v. Wade, hate-filled rhetoric and attacks on the LGBTQ+ community have intensified. Across the country, anti-LGBTQ+ bullies are controlling the political narrative, striving to restrict our rights and spreading harmful, bigoted tropes like "groomer" to push repressive legislation and attack our community. The best way to stop a bully is to fight back.

Building Electoral Power | Standing together to "Fight For Our Rights," we are working to maintain and advance protections for the LGBTQ+ community by expanding electoral power and defeating anti-LGBTQ+ elected officials. Together, we will hold anti-LGBTQ+ leaders accountable for the actions they take to dismantle our rights, expand protections by electing our allies, combat disinformation, and continue to build a political strategy that makes it impossible to win office through bad and bigoted politics.

Staying Laser-Focused To Win | Fight For Our Rights is composed of a powerhouse team of political strategists committed to defeating anti-LGBTQ+ bullies and countering the dangerous narratives promoted by right-wing extremists. Shortly after its formation in 2022, our organization quickly achieved its first victory in Iowa when we targeted and defeated toxic anti-LGBTQ+ Iowa state Senate President Jake Chapman (R) and replaced him with ally Sarah Trone Garriott (D) through our digital and direct mailing advertising. Now, in 2024, we have the opportunity to expand nationwide and deliver a clear public message: the attacks against the LGBTQ+ community must stop.



**LET'S
PARTY!**

Now that you have downloaded our toolkit, please contact houseparty@fight4our.org to get started! **HAPPY PLANNING!**

Preparing for Your Event

OUTLINE OF RESPONSIBILITIES

THE FIGHT FOR OUR RIGHTS HOUSE PARTY HOST (YOU!) WILL:

- **Create An Invite List** of friends, neighbors, and networks you hope will attend the event. Please ensure this list provides updated emails, phone numbers, and home addresses.
- **Provide Accommodations For The Event**, including the event set-up and refreshments (for in-person events).
- **Be Prepared To Share** why you support Fight For Our Rights and/or the highlighted candidate, race, or slate. As the host, your friends and family want to hear from you. Share a few sentences to inform your guests why their support is needed.
- **Coordinate With Your Special Guest** or work with your designated House Party coordinator to present the provided media.
- **Set Goals** by working with your House Party coordinator to determine your unique party goals and how to best achieve them.
- **Collect** your guest's contributions and follow our processing instructions.
- **Complete Your Afterparty Duties** by following through with your post-party follow-up tasks!

YOUR FIGHT FOR OUR RIGHTS HOUSE PARTY COORDINATOR WILL:

- **Provide You With A Digital Invitation** and/or flier (optional).
- **Provide Informative Materials** to distribute at the event.
- **Provide The Guest** by supporting the coordination of an in-person appearance or providing you with a short informative video clip to present at your event.
- **Make Sure You're Prepped** by providing you with talking points and sample scripts (as needed) to help you feel confident when speaking with your guests.
- **Provide Templates** that you can print and use as sign-in sheets and name tags.
- **Collect** contributions using our Fight For Our Rights Pledge Cards
- **Support You Through The Planning Process** by answering questions, helping you problem solve, and helping you determine your House Party Goals.
- **Help Manage Donations** by supporting the collecting and processing of your guests' contributions during and after the event.
- **Support The Follow-Up** by providing you with sample language and templates and sending out thank you notes on behalf of Fight For Our Rights to all of your attendees.

Preparing for Your Event

SET GOALS

Establishing goals for your event clarifies what you aim to accomplish and enables strategic planning to attain them. Here are a few essential goals you'll want to define:

- **The number of attendees you hope to gather at your event.**
- **The amount you wish to raise.**
- **The amount of attendees who sign up to host future house parties.**
- **Inviting people to the conversation.**

Consider the guidelines listed below to set your fundraising goal. Our team will help you determine your goals and event expectations.

EVENT LOGISTICS

PICK A DATE / TIME | Selecting a date and time is among the initial tasks when organizing your event. Begin by identifying several potential dates by consulting your personal and community calendars to determine when most individuals are likely to be free.

PICK A LOCATION | In contrast to the term “House Party,” your event doesn’t have to be held at your home or even in person. Select a venue that suits your event’s requirements, whether it’s a restaurant, bar, coffee shop, community center, park, or office. Ensure the chosen location accommodates the expected number of attendees.

If opting for a public space, aim to secure a separate room for your guests to facilitate productive conversations and ensure privacy. If a separate room isn’t feasible, prioritize a quiet environment during your program.

Your event doesn’t need to be extravagant or costly; simplicity is key. Hosts should focus on maximizing the outcomes for the candidates, races, or causes by increasing opportunities for interaction, minimizing event expenses, and maximizing fundraising efforts.

YOUR GUEST LIST | Your Guest List should include the updated names, addresses, phone numbers, and/or emails of those you want to invite. You can start inviting guests as soon as you have finalized your list.

Invitations can vary in formality and be sent as personal letters, fliers, emails, or even texts. Fight For Our Rights staff can also provide an email template that you can print and mail or send digitally. Regardless of which you choose, a short personal note from the host(s) or a personal phone call can help encourage RSVPs!

You can charge a fixed fee to attend or pitch for donations (with a range of suggested contributions). The invitation should also indicate that contributions are welcome and encouraged by everyone, whether or not the invitee can attend.

Be sure to include clear directions in your invitation and a method for people who can’t attend to donate. Also, make sure you send them on time so that you can begin follow-up two weeks before the event!

TIP: *Invite at least three times as many people as you hope will attend.*

RSVPS | 1-2 weeks prior to event: Reminder email to the RSVP list.

Please inform Fight For Our Rights staff of the expected number of attendees five days before the event. If there is a maximum capacity for guests, communicate this to the staff at the start of the event.

House Party Planning Timeline

FIVE WEEKS AHEAD

- Prepare an invitation list.
- Finalize all invitation details: time, location, and host committees.
- If you're making your own invitations, please share the invitation copy (print and digital) with your Fight For Our Rights point person.
- Issue invitations 5-4 weeks prior to the event.
- Set a fundraising goal.
- Send your designated Fight For Our Rights House Party coordinator any updates about event decisions and details.

6

SIX WEEKS AHEAD

- Brainstorm - Have some fun! This is when you can spend some time imagining what you want your House Party to be like! We are happy to work with you to determine whether your event will center around a race, candidate, or our current slate.
- Set the date and location for the party.
- Determine if you are hosting this party alone or if you want to work with co-hosts.
- Decide whether the party will have a fixed attendance fee or if you will request donations with a range of suggested contributions.
- Decide on the program, guests, and entertainment components.
- Send your designated Fight For Our Rights House Party coordinator any updates about event decisions and details.

5

FOUR WEEKS AHEAD

- Mail and/or Email invitations.
- Request the Fight For Our Rights materials desired for the event.
- Send your designated Fight For Our Rights House Party coordinator any updates about event decisions and details.

4

House Party Planning Timeline

TWO WEEKS AHEAD

- Follow up with invitees.
- Send your designated Fight For Our Rights House Party coordinator any updates about event decisions and details.

2

WEEK OF PARTY

- Finalize your event program and remaining tasks.
- Confirm the number of attendees.
- Send a reminder confirming the event details.
- Send your designated Fight For Our Rights House Party coordinator any updates about event decisions and details.

DAY OF PARTY

- Set up the event space.
- Finalize and set out the refreshments.
- Greet guests and have fun!



ONE DAY TO ONE WEEK POST-PARTY:

- Be sure to follow up with your Fight For Our Rights coordinator after your party to let us know how it went!
- Ensure all donations are sent to Fight For Our Rights for processing and acknowledgment.
- Share your attendee sign-in sheet.
- Attend a brief post-party assessment with your Fight For Our Rights House Party coordinator.
- Send personalized follow-up emails and make any necessary follow-up calls.

The House Party is Happening

SET-UP

Decorate the venue with the materials provided by your Fight For Our Rights House Party Coordinator to create a lively atmosphere and enhance photos.

For in-person events, arrive early to set up the space. Test any equipment, such as microphones, televisions, or computers, to ensure they work properly.

For virtual events, ensure you have a functional Zoom link that can accommodate the expected number of attendees for the duration of the event. If you have never hosted a Zoom meeting, coordinate with your Fight For Our Rights House Party Coordinator for a practice run. Additionally, make sure everyone who has RSVP'd has the correct meeting link.

SIGN-IN

Everyone attending the event will need to sign in upon arrival. Set up sign-in tables at the entrance with sign-in forms, pens, stickers, and any other materials for attendees (your coordinator will provide these items). Give each attendee a name tag when they sign in.

If you have volunteers assisting with the event, have them sign in on a separate form to track who volunteered.

This list will assist Fight For Our Rights with properly processing donations and expanding our community. We will also conduct outreach after your event to encourage guests to stay informed and engaged after the party ends.

House Party Agenda

You can use the following agenda as a guide for hosting a successful event:

WELCOME AND INTRODUCTIONS

Introduce yourself, welcome your guests, and thank anyone who helped you plan and/or run the event.

If your house party is small (5-10 people), ask each person to introduce themselves.

Take a couple of minutes to share your story about why you support Fight For Our Rights. You can discuss the candidate or race you support or the current Fight For Our Rights slate.

SPECIAL GUEST

If you have a special in-person guest, they can follow your introduction, address your guests, and hold a brief Q&A. If your event will feature our media component, you can direct your guests' attention to the video presentation your Fight For Our Rights House Party coordinator provided.

THE ASK

As the host, you will make the final "ask" to your guests to help Fight For Our Rights by:

- Making a contribution (if relevant) to help raise funds for Fight For Our Rights, the relevant candidate, or the current slate.
- Hosting their own House Party.
- Inviting them to join our mailing list and network to become part of the conversation.

CLOSE

At the end of your event, be sure to thank your attendees and remind them that you will be following up soon.

The After Party

CONGRATULATIONS ON AN AMAZING EVENT AND A JOB WELL DONE!

We so appreciate the energy and effort you put into being a phenomenal Fight For Our Rights House Party Host!

Welcome to the House Party Afterparty! The day after your event is just as important as the preparation leading up to it, and your role as host continues until you complete all necessary follow-up tasks:

- **Follow-Up Email** | Be sure to follow up with your guests the day after your party to share event details, such as the total number of attendees, the amount of money you raised, and the number of people who signed up to help support Fight For Our Rights. Include the link to our donation page and the link to our House Party Packet (which we will provide).
- **Social Media** | If you're active on social media, let everyone know how your event went. You can post pictures or videos from your event. Remember to mention your point of contact when highlighting your House Party so interested parties can contact us:
houseparty@fight4our.org
- **No Shows** | Call anyone who RSVP'd and confirmed but did not attend. Check in on them, inform them about what they missed, and let them know about upcoming opportunities to get involved.

Your Fight For Our Rights House Party Coordinator will also send Thank Your Notes on behalf of our organization to thank your attendees for supporting our mission and encouraging them to stay involved!



Questions:

- Q. Help! I've read through the toolkit and still have questions!
- A. That's Great! The Fight For Our Rights team is here to help! For additional assistance, please contact: houseparty@fight4our.org
- Q. Can I host a house party for a specific race or candidate?
- A. Your House Party helps support our work at Fight For Our Rights. If you would like your party to raise money for a specific race or candidate, we can pair you with one of FFOR's advisors to identify which item on our slate resonates best with you.

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[Fight4Our.org](https://fight4our.org)