

WHAT IS A HOUSE PARTY?

Thank you for your interest in hosting a Hesperian House Party! Choosing to host a House Party is both a great way to partner with us and a tool to help Hesperian's work and publications reach a wider audience. Since income from book sales accounts for less than one quarter of Hesperian's annual operating budget, our ability to continue book development and publication, the Gratis Book Fund (sending free books to poor health workers worldwide) and our translations program (supporting local partners to translate and adapt our books) all depend on the support of people like you.

The very best testimony about Hesperian comes from those who have used materials in the field, or who have a history of supporting the vision of community-based healthcare on a global level. Collaborating with Hesperian by using your unique perspective and experience to introduce people to the mission is an amazingly successful model, as well as a great way to spend an evening with friends! Your house party can be as formal as you would like; some supporters serve an entire dinner, others provide only wine and cheese, or desserts.

A House Party is a fundraising tool. Your goals for the event should be clearly defined beforehand (we can help!), and your target guest list should be composed of people you think might be a good match for the vision of Hesperian's work and would have an interest in supporting it financially. House Party fundraising goals vary for the individual and the audience, but usually fall between \$250-\$2000 for a confirmed guest list of between 10 and 30 people. The host commits to providing space, food and beverages for the event, as well as doing the inviting. Hesperian can provide support with brainstorming, materials and literature, and for events local to the San Francisco Bay Area, staff representation and testimonials.

We encourage Hesperian supporters located outside the San Francisco Bay Area to throw House Parties! If you would still like a speaker to attend, Hesperian staff can probably help you locate someone near you who has used our materials in the field and can provide inspirational testimony for your guests.

This kit should be thought of as loose guidelines for your House Party. Add your own creative flair to the event! Staff would be very happy to give you additional information and answer questions.

Contact Hesperian's Development Staff: (510) 845-1447

GETTING STARTED

Once you've decided to host a party, begin by **making contact with Hesperian!** Hesperian staff will be in touch with you throughout the process to provide support and materials. Things to be clear on at the start of the process are:

- approximate date of your event
- location- your home or another venue
- target number of guests
- how much \$ you hope to raise
- how you want to “frame” your event

Once you have sketched out a general vision for your party, the nuts and bolts will fall into place as you move along.

FRAMING YOUR PARTY

For any host, “framing” your event is a personal and important step. It sets the tone for the type of party which will be most effective in inspiring support among your circle, and most comfortable for you to host! If you're stumped, please browse the ***House Party Activities and Energizers*** part of the kit, which includes actual popular education activities sampled from a broad selection of Hesperian publications, as well as ideas about other activities and themes you might consider. You should also think about:

- **Appointing a co-host.** It helps to ask one or two friends to help coordinate and to invite guests of their own. These people will commit to helping mingle and chat about the work of Hesperian with your guests.
- **Using a guest speaker.** Even for parties outside the vicinity of the Hesperian offices, we might be able to help you locate a supporter who could provide testimony about using our books!
- **Food!** Will you serve dinner or just hors d'oeuvres? Will you have a potluck? Will you cook something together with your guests? How much are you prepared to spend on food?
- **How will you do ‘The Ask’?** As you plan, it's important to consider how you will encourage your guests to support Hesperian. Will you do a free ‘Ask’ at the event, or charge your guests for tickets beforehand?
- **What activities would you like to do?** The *Activities and Energizers* attachment provides a range of suggestions, some which involve a bit of movement and some that are more discussion based. If you have specific ideas, Hesperian staff will help you find other games within our books.
- **Raffles** are often a good way to raise additional funds. You can charge a small amount for tickets, and raffle off Hesperian books or other items you purchased or had donated for the event.

PARTY PLANNING TIMELINE

4 Weeks Before Event

- **Compile a list of potential guests** (Don't forget family, neighbors, co-workers, friends, and contacts from other social groups.). As a general rule of thumb, you should invite *three times as many people as you want to attend* your party. This is where co-hosts are helpful- you can divide the work of inviting people.
- **Set a solid \$ goal.** It is often helpful to set a fundraising goal and suggest a contribution amount on your invitation based on your goal. Do you want to raise \$1,000 by asking 20 people to give \$50 each? You can share your goal with you guests and let them know that you have contributed \$ ___ to start things off. (see also *The Ask*)
- **If you haven't already, be sure to make your host gift to Hesperian!** It's easier to ask for donations if you yourself have already donated, and it is important that your guests understand that you are participating in the process as well. You can give online at www.hesperian.org, or wait until the event to write your check with your guests.

3 Weeks Before Event

- **Send out invitations via mail or e-mail (see the attached template).**
 - Ask each person to invite another friend or friends.
 - Remember to include what to expect at your house party (for example, a speaker, participatory games, the requested contribution).
 - Also, include an RSVP date so you know how many people will be attending.
 - If paper invites aren't your style or your circle is more web-based, consider using an online application, such as www.evite.com to send your invites. Hesperian can help you personalize the invitation with our logo and other images.
 - Encourage people to check out the Hesperian website (www.hesperian.org) before attending.
- **Call your guests to talk to them personally about why you're throwing this party,** and to answer any questions. Personal calls will almost always draw more RSVP's than email or paper invites alone.

2 Weeks Before Event

- **Check the RSVP list** and call anyone you haven't heard from to confirm their status.
- **Finalize a program/agenda** for your house party

- **Think about space and materials “set up.”** How are you going to lay out your space? Are materials going to be on a table to the side, or will you prepare a packet for each guest? Will you need space or additional supplies for a game or activity?

1 Week Before Event

- **Check in with co-hosts.** Remind them, or any friends who are helping, of when they should arrive and what they should bring (Do you need extra chairs? Directional signs? A basket for donations?)
- **Call or send a reminder e-mail to encourage your guests to attend.**
- **Double check your materials.** Make sure you have all the informational materials you need (brochures, donation envelopes, etc.) with enough for each guest, plus some to spare. Feel free to contact Hesperian if you have questions or need more materials.

Sample Materials Checklist

- | | |
|--|--|
| <ul style="list-style-type: none"> • Empty envelopes with Hesperian address in the “TO” space • Pledge cards (reply device cards) • Sign in sheets (about 3 at different places, so 3 people can sign in at once) –OR- free raffle slips • Hesperian brochures • Book order forms | <ul style="list-style-type: none"> • Pencils, pens • Name tags • Hesperian books (display) • Sign announcing the free raffle (display) • 2 or more donation baskets, one to hold and pass around during the pitch, and another by the door. |
|--|--|

On the Day Before Your Party/ Day-of Your House Party

- Check-in again with your co-hosts or friends who are helping to make sure they know their responsibilities (to bring food, take pictures, welcome people, help with set-up or clean-up, etc.)
- Arrange a space for refreshments and materials. Consider pulling the food table away from the wall so people from both sides can serve themselves. A separate drinks table can also help prevent traffic jams around the food table.
- Set up your sign-in space with plenty of **sign-in sheets**- ensure that sheets contain space for guests’ names, email addresses, mailing addresses phone numbers, and any organizational affiliation.
- Make sure that all the food is ready or picked up.
- Prepare and practice your introduction again.

- Clean and set up for party.
- Make sure there are several trash cans for disposable/recyclable items, and a place to put items to be washed.
- Most importantly, enjoy your friends and have fun!

WELCOME/ SHARE YOUR STORIES

Bear in mind that it may take a while for everyone to arrive, and so your collective “welcome” shouldn’t take the place of greeting individual guests and mingling early on, but will help to bring people together for the more planned section of the evening’s activities.

After the mingling has progressed for about half an hour, ask all your guests to gather in a separate space which has been set up just for the presentation portion of the evening. **Each seat should already have a pledge card place on it**, so that guests have to pick it up before they sit down. It makes a tremendous difference from having an optional pile of cards in the corner of the room!

After thanking your guests for coming, you have a chance now to share your own personal story and to explain why you are supporting Hesperian’s work. Think about how you first heard about or used Hesperian’s books. Why do you think these books are important? Please look over the “Hesperian Talking Points” included in this document to find some key tips for representing Hesperian’s work.

Your welcome and introduction of Hesperian’s work doesn’t have to be long and elaborate – the best ones are often short, simple, and sincere.

You might then want to briefly go over the program for the night. Explain, for example, if you will do an educational activity, and let your guests know that at the end of night, you hope they will be inspired to give to support this work.

For House Parties with Hesperian staff in attendance, at this point they can transition into a short presentation or testimony, depending upon your needs. Some supporters might just like staff to be present and assist, and others would rather that a staff talk be the focus of the evening.

Hesperian’s partners are scattered all around the world, so the chance is very high that Hesperian would be able to help you locate a guest speaker in your area if you are not close to our offices. For example, Peace Corps volunteers often use Hesperian materials heavily while in service, and we might locate a returned volunteer living nearby who is willing to share their stories and experiences with your guests.

However, most guests will not require such a speaker to motivate them into giving. The group you assemble will be made up of people who are likely most curious to hear about **your** support. This testimony, combined with activities from our accompanying resources, will make for a very engaging event!

THE ASK

For some hosts, The Ask can be the most nerve-wracking part of the evening. You've assembled people close to you, and you are now asking them to donate. However, it's important to remember a couple things:

- **You have made clear this is a fundraising event.** Your guests know this is coming, and many have already come prepared to give. It's almost certain that they've investigated the Hesperian website before their arrival, and already feel some affinity for the work, which is why they've committed to attend.
- **People want to take action.** After people have learned more about Hesperian and global health access through the activities and discussion, they will want to make a gift to support this life-saving work.

The host should be the person to make The Ask for money. The Ask can be simple-- what matters is that you are the person whom guests know and trust. Share why you think it's important to support Hesperian's grassroots health education work. Why is it especially urgent and timely now? Your passion and commitment to the cause must come through to your guests! If you told a story about your own experiences using Hesperian books, now is the time to refer to it again.

Here are some sample ways of asking for support:

"...This is why I support Hesperian, and I invite you to join me in supporting Hesperian's incredible work by making a gift tonight. I would not have asked you here if I did not care deeply about this work, and understand that your donations will be put to work supporting this global movement!"

"Now that you have heard of the mission of Hesperian books, I want to invite you to join this important work. My goal tonight is to raise \$1,000. If each of us gives at least \$50, you'll help me reach my goal... Of course, all gifts to Hesperian are tax-deductible."

"Your gift will have an exponential impact in a community like in _____ (refer to a story that came out in the activity or discussion). Imagine the impact of books like these in the hands of community health workers. Please try to stretch and give a little more than you might normally."

Selling Tickets for your House Party

If the idea of "The Ask" seems as though it might not work well with your guests, or if you have concerns about the resources of friends you would like to invite, a good way to still hold the party is to charge for tickets in advance. This way, those attending have already committed to helping you support Hesperian, and you can lay concerns about asking them during the course of the event to rest, allowing the presentation and activities to be the focal point. Suggested ticket prices are between \$25-\$100, and guests should purchase tickets before the day of the House Party.

“While Hesperian publishes and sells books, the income from this makes up less than a quarter of their annual operating budget. Book development, field testing with community partners around the world, the Gratis Free Book Fund sending free materials to health workers in need, and seed grants to continue the translation of Hesperian books into more languages requires your support and commitment to continue!”

Don't rush through The Ask. One of the main reasons for the house party is to raise money, so you want to allow enough time (5-10 minutes) for The Ask, and for people to take out the checkbooks, write their checks, and put their pledge cards in the basket. Tell people clearly that this is the time for them to make their gift, and where they should put their gifts. **Before the party, ask a few friends to initiate the giving, by pulling out their checkbooks and writing a check immediately after you make the pitch.**

After allowing a period of time for people to write their checks, the host should then **thank everyone** for coming, and encourage them to stay, have more to eat and enjoy themselves!

CLOSING YOUR PARTY

Congratulate yourself for the completion of a successful Hesperian House Party! You've not only raised funds which are vital to Hesperian's continued book development and distribution, you've helped energize a new group of people around issues of global health access! **The most successful house parties are more than fundraisers- they're "friend-raisers" as well!**

After The Ask, allow some time for questions and further discussion. Be sure you enthusiastically thank your guests for both their donations and their time, and take this chance to reiterate the role their donations will play in supporting the global health movement. Hesperian can provide you with the most up-to-date description of any projects that are pending or in development, so that the guests have the clearest picture of how their donation will be used.

It is also important to ask you guests if any one of them would be interested in throwing their own house party! If they were moved enough to give, chances are they can also visualize sharing what they've learned with more people. If you have any volunteers, please make sure that you let Hesperian know, and we will follow up with these people.

Try to also thank your guests individually as they leave, and encourage them to seek out more information from both Hesperian and other sources.

AFTER THE PARTY...

Follow up

Call guests to say thank you for coming, in addition to sending thank you notes or a group email to everyone who attended. Call within 3 days or a week at most and say:

1. What did you think? What most excited you about the event? About the work?
2. How do you see yourself getting more involved with Hesperian?
3. Is there anyone else you think we should involve in our work?
(get complete email phone, address, if you don't have it!)

Donations

Please send a copy of your sign-in sheet and all donations to:

Attn: Development Associate
Hesperian Foundation
1919 Addison Street, Suite 304
Berkeley, CA 94609

- ***If guests give by cash***, please send us a personal check for the total cash gifts.
 - If guests who gave cash filled out donation envelopes, please send the empty envelopes to us.
 - In the Appendix, you will find Cash Gift Receipts. For each cash gift, two copies of the receipt must be filled out- one for the guest, and one to be sent to Hesperian with your personal check. Guests will also be formally thanked; the receipt is just a method of documenting the transaction.
- Congratulate yourself! Please know that we -- and the people around the world who rely on our life-saving books-- very much appreciate your work and your committed support. **Thank you!**

Hesperian contact information

Hesperian
1919 Addison Street, Suite 304
Berkeley, CA 94704
(510) 845-1447
Hesperian@hesperian.org
Subject Line: Attn: Individual Giving

Appendix A: INVITATION TEMPLATE

**This invite is just a suggestion to help you in your planning*

You're invited!

It is a pleasure and an honor to invite you to a house party I'm hosting to benefit an organization that is doing amazing work in the US and around the world. Please join us for food, refreshments and good company as we learn more about Hesperian's life-saving health work and how you can contribute to this work. For more info, check out: www.hesperian.org. I do hope you can come!

Date:

Time:

Location:

Kindly call or e-mail to RSVP by _____ (DATE) so I know how many people to prepare for. You may return the below RSVP card or contact me at:

Phone:

Email:

I hope to see you then!

Warmly,
YOUR NAME

Hesperian. Publishing for Community Empowerment.

Hesperian's mission is to publish books and educational materials that help the world's poor take greater control over their health and their lives. A pioneer in community-based health education in rural Mexico in the 1970s, Hesperian is world-renowned for producing simply-written and heavily-illustrated health manuals that enable people with minimal formal education diagnose, treat and prevent common health problems, and organize to change the social causes of poor health. Hesperian's general health book, *Where There Is No Doctor* has been translated into more than 80 languages and is described by the World Health Organization as "arguably the most widely-used public health manual in the world" which "has meant survival for thousands in the Third World since the early 1970s." Hesperian has also published books on women's health, health worker training, health and the environment, dentistry, and the needs of people with disabilities among others. Overall, Hesperian's publications have been translated into more than 100 languages, and are used throughout the world. 1919 Addison St., Ste. 304, Berkeley, CA 94609 ~ tel: (510) 845-1447 ~ www.hesperian.org

RSVP:

For YOUR NAME's Hesperian House Party

Guest Name: _____

Guest Phone: _____ Email: _____

Yes, I can come, and will bring guest(s) with me!

No, I'm not able to come, but want to support this life saving work, I'm enclosing my tax-deductible donation made out to Hesperian.

Appendix B: SAMPLE PROGRAMS

Two Sample Programs

Program 1: *For Hesperian House Parties outside the San Francisco Bay Area*

- 1) Guests arrive, mingle, and munch! (30 minutes)
- 2) Welcome/Introductions/Share Your Story (5 Minutes)
- 3) Introductions to Hesperian's Work (5 minutes)
- 4) Group Activity (15-20 minutes, optional- see 'Activities')
- 5) Discussion (10 minutes)
- 6) The Ask (5 min)
- 7) Time for more mingling! (30 minutes)

Program 2: *For Hesperian House Parties within the San Francisco Bay Area*

- 1) Guests and Hesperian staff arrive, mingle and munch! (30 minutes)
- 2) Welcome
 - Host facilitates introductions of guests and Hesperian staff (5 minutes)
- 3) Hesperian staff present an overview of the work, tailoring presentation to the needs/interests of the group (5-10 minutes)
- 4) The Ask, by party host (5 minutes)
- 5) Raffle for Hesperian book
- 6) Q & A (10 minutes)
- 7) Time for more Mingling!

Appendix C: HESPERIAN TALKING POINTS

- The majority of people on this planet live in poverty and will never see a doctor in their lives.
- Hesperian's goal is to give these people more power over their health by providing easy-to-understand health information. In some places, a Hesperian book is the only health resource people have.
- While Hesperian is best known for *Where There is No Doctor*, we also publish and distribute books and resources on a range of topics, including environmental health, women's health, people with disabilities, children and HIV/AIDS. We publish all of our books in English and Spanish.
- *Where There Is No Doctor* has been translated into over 80 languages, and is considered the most widely used community health book in the world.
- Hesperian's manuals allow people to empower themselves and their communities to identify, treat and prevent most common health problems, as well as inspire people to work together to change the underlying causes in their family and community health which make people sick.
- Origins: Hesperian started in the 1970's as a project working with a small village in Mexico, Ajoya in the State of Sinaloa; Hesperian stands for the name of the street in Hayward where the organization was founded, nothing else.

Hesperian Book Development and Collaboration:

- Hesperian books are simply written and heavily illustrated so that they are easily understood by anyone.
- Hesperian collaborates with health workers and grassroots groups in an extensive process of field testing and community review to ensure that the books we develop are accessible and culturally relevant.
- We work with broad networks directly all over the world. We have a database of 38,000 people worldwide.
- Hesperian books are digitized on our website available for FREE download
- Hesperian has an open copyright on the books, allowing communities to translate and edit the material to fit their culture/needs, as well as to make copies and distribute as long as it is not for profit.
- Hesperian maintains the volunteer-staffed *Gratis Book Fund*, which distributes free materials to health workers worldwide who otherwise would be unable to afford them. *Gratis* receives an average of 150 free book requests a month.
- While Hesperian makes a small income from selling books, it only covers less than ¼ of the total annual operating budget. Programs like the Gratis Free Book Fund, the translations program, and the individual book development and community review rely on donations from people like you to continue.

Appendix D: CASH GIFT RECEIPT TEMPLATE

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|---|---|
| <p>HesperianFoundation Cash Gift Record</p> <p>Date of Gift: _____ Event/Occasion: _____</p> | <p>Donor name: _____ Address: _____ City, state, zip: _____ Phone: _____ Email: _____</p> <p>AMOUNT OF DONATION _____</p> <p>Donor Signature: _____</p> <p>Host Signature: _____</p> |
| <p>HesperianFoundation Cash Gift Record</p> <p>Date of Gift: _____ Event/Occasion: _____</p> | <p>Donor name: _____ Address: _____ City, state, zip: _____ Phone: _____ Email: _____</p> <p>AMOUNT OF DONATION _____</p> <p>Donor Signature: _____</p> <p>Host Signature: _____</p> |
| <p>HesperianFoundation Cash Gift Record</p> <p>Date of Gift: _____ Event/Occasion: _____</p> | <p>Donor name: _____ Address: _____ City, state, zip: _____ Phone: _____ Email: _____</p> <p>AMOUNT OF DONATION _____</p> <p>Donor Signature: _____</p> <p>Host Signature: _____</p> |
| <p>HesperianFoundation Cash Gift Record</p> <p>Date of Gift: _____ Event/Occasion: _____</p> | <p>Donor name: _____ Address: _____ City, state, zip: _____ Phone: _____ Email: _____</p> <p>AMOUNT OF DONATION _____</p> <p>Donor Signature: _____</p> <p>Host Signature: _____</p> |

Appendix E: Host Evaluation

Your Name:

Your Address:

Phone(s):

E-Mail:

Date of Event:

Who did you invite? (circle all that apply)

Friends

Family

Coworkers

Students

Faith Members

Others:

How many people attended?

What time of day was your event?

How much money have you raised to date?

What was the general program for the event?

How do you think the house party went? What were the things that went well?

What would you improve or what suggestions would you have for future house party hosts?

Do you feel you received adequate support from Hesperian? If not, how could we have better supported you ?

Thank you for helping us improve and learn! Please return to:

Hesperian, 1919 Addison Street, Suite 304, Berkeley, CA 94609

(510) 845-1447

Thank you!