



**Building PEACE through Personal Experience**

## House Party Packet

***Continue Sharing Your Delegation Experience  
While Sustaining IFPB's Important Work***



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## What do we mean by a House Party or Event?

A house party is typically an informal afternoon or evening gathering. You can have whatever kind of party you want and it can be held in a living room, bar, or other comfortable settings. The purpose of a house party is to raise awareness about IFPB and the situation in Israel/Palestine, while fundraising to support our work (which also benefits the local economy in Israel/Palestine). House parties are also important in expanding networks—both for you locally and for IFPB on a national scale.

The host is asked to invite enough friends, neighbors, targeted people within the community and others related to IFPB in order to ensure that at least 10-15 people attend the meeting (the actual goal for the number of attendees will greatly depend on the setting). What occurs at each meeting will depend on the setting and what each host envisions. However, at all meetings, some explanation of IFPB's vision, goals, and actual programming should occur as well as specific information about donating to the organization. Additionally, it is helpful to use each event as an opportunity to invite other attendees to consider hosting another future house party. In this way, you'll expand your local contacts for education and organizing, and we'll raise even more.

Planning a house party or other event naturally complements the work that many delegation participants feel compelled to undertake upon return anyway. Most of us want to schedule a report back to groups in our community and educate on this issue. By broadening your report back or event—and directly asking others for money—you'll help sustain the program, keep delegations going, and create opportunities (through scholarships) for individuals to join a delegation who otherwise may not be able to afford to join.

For many of us, asking for money can feel uncomfortable at first, but this doesn't need to be the case. If you truly believe in our work and the need to grow a bigger movement for justice, we all need to help support these efforts and work with others to gain their support. Also, many people will ask "What can we do?" after they learn about your experience in Israel/Palestine; inviting their financial support actually **helps them** by providing a tangible thing they can do to make a difference.

The general goals of a house party or event are:

- Contribute to general awareness in your community about Israeli-Palestinian conflict, the work of Israeli and Palestinian nonviolent activists, and the US role
- Raise between \$250 and \$2500\*
- Get 15-50 people signed up to receive more information about IFPB\*

In this packet, we focus on the house party model—inviting others into your home for an event. But there are many other similar events that can raise funds and spread awareness just as effectively and with only minor adaptations.

*See page 5 for additional party ideas.*

## **IFPB House Party/Event Checklist**

(Details and specifics follow this checklist and timeline)

### **Planning the House Party or Event:**

- Set goals for number of attendees and amount of money to raise
- Decide who should host the meeting
- Plan agenda and program carefully
- Send out invitations individually to particular members of the community who will be interested and willing/able to give.  
Contact IFPB staff for individuals in your area in the database
- Decide on a speaker - you, IFPB Staff, Participant, etc?

*Additionally, if holding it in public location:*

- Set Venue – Find a suitable place to hold event and speak with manager/owner to define all restrictions, regulations, “perks” you may get from using the space.

### **At the Event:**

- Have IFPB Brochures and other Information out and easily accessible.
- Give a soft pitch at beginning, pass around physical hat or box and *IFPB Signup Sheet*, and make a hard pitch mid-way through the event (before question and answer period)
- Have Speaker talk about Personal commitment/connection to IFPB
- Show *IFPB PowerPoint\** or additional media (if appropriate)

*Additionally, if holding it in public location:*

- Encourage people to purchase food/drinks (support venue and/or IFPB)

### **Follow-up after each Event:**

- Send out thank you notes (Include information on IFPB in note, with options for giving, more), thank all volunteers/helpers
- Send update notes to those who couldn't attend; ask them to contribute anyway to help meet your fundraising goal.
- Follow up with those that attended who also may be interested in holding their own fundraiser.
- Contact IFPB and let us know how it went, how much you raised.

*Additionally, if holding it in public location:*

- Follow up with Venue – thank them

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\* Larger events, with high intake are always appreciated!

## Sample “ideal” Timeline

### **6-8 weeks before event:**

- Set goals for House Party (attendance and fundraising)
- Decide on date, host/location (if not yourself), speakers
- Contact IFPB so we can mail you materials and let you know of any IFPB contacts in the area.

*Additionally, if holding it in public location:*

- Set Venue

### **3-4 weeks before event:**

- Send out invitations
- Put together agenda and decide on additional logistics for party (food, entertainment, etc.)

### **2 weeks before event:**

- Call to follow-up on invitations
- Call key stakeholders to make sure they’re coming—and inviting others from their networks (stakeholders may include: good friends, community leaders, chairs of peace and justice organizations, etc).

*Additionally, if holding it in public location:*

- Confirm with Venue that everything is still set for the event

### **1 week before event:**

- 5-7 days before party call those that have not responded
- 3-5 days before party call/email those that have RSVPed as reminder

### **Week of event:**

- Put together any refreshments, serving items, and extra chairs you’ll need

*Additionally, if holding it in public location:*

- Two Days Before Event: Confirm all details with Venue

### **Day of Event:**

- Set out a sign-in sheet, money basket, name tags (optional) and IFPB materials.
- Set out refreshments, arrange chairs, additional set up

*Additionally, if holding it in public location:*

- Be at Venue at least an hour before scheduled event

### **Week After Event:**

- Send out thank you notes and additional follow ups

## Planning the House Party/Meeting

### **Setting Goals:**

Attendees: The number of attendees highly varies depending on the setting. However, it is important to target people that are both potentially willing and able to give. IFPB hopes that each event can bring at least 15-50 new people into contact with our work.

Fundraising: IFPB has found that it's possible to raise between \$250 and \$2500 at individual events. A lot of this depends on your contacts' financial resources, but even more depends on adequate preparation and good planning for the event. It helps to know your audience and set a goal based on that knowledge and the amount of people coming. For example, if it is a small house party and you are expecting 15 friends, family and neighbors, can you expect each of them to give an average of about \$100? If so, your goal is \$1,500. If it is a public event and you are expecting 50 people who don't know you personally, perhaps you can only expect an average donation of \$20, so your goal would be \$1,000.

### **Choosing a Host:**

The host can be you! It is best to have a host who is well known within the community and has friends or colleagues who will be able to give and are interested in the organization. However, if the host is not as connected to IFPB it will be important to make sure the speaker will be able to give a clear picture of IFPB and why it is important to give.

### Responsibilities of the Host:

Location: Usually the location will be the host's home or a location that the host is connected to. However, an event could also be held at a bar or another public location that you, the organizer and the host (if not you), decide on together. Additional ideas for similar types of fundraisers\*:

- Presentation at local peace group,
- Report-back in a church/synagogue/mosque
- Happy hour networking event at a local bar
- Dedicated collection at a religious service.
- Large house party with performer/DJ

\*See Appendix 3 for examples of different types of fundraisers

Lists and invitations: These will be produced mainly by the host, but also IFPB can provide some names as well.

Refreshments: What you decide to serve depends on your budget and does not need to be extravagant. If you need help, ask a few of your friends to bring a dish or supplies such as cups and napkins. Additionally, you can contact a favorite restaurant or deli to ask for a donation for the event (offer to announce their name at the party).

Additional Ideas: Co-Host and/or recruit friends, family and/or housemates to help organize (this especially helps if your co-organizers have different networks through which they can send invitations). They can also help call to follow up or, if they are very persuasive, help in giving the pitch.

### **Invitations:**

To create the invitation list, you (and the host if not you) should go through your address book, holiday card list, email address book and encourage others to bring their partners and friends as well.

The following list can be helpful in creating your invitation list:

- Family members
- Current and former co-workers
- Friends
- Neighbors
- Parents of your children's friends and classmates
- Friends and colleagues of your parents, partner, or other family members and friends
- Those that may be involved locally in work or activism related to IFPB
- People you know from your religious or recreational activities such as your religious community, a reading group, gym, etc.
- Send email to listserv you are apart of; create an event for Facebook, an evite, or post on other social networking sites (IFPB can post an event on our facebook page).

Generally, only one out of four people who are invited will attend. ***The response rate is even lower if you use email only.*** The most effective way to get good attendance is to **mail out invitations**, and follow up a week later with a personal phone call. Five to seven days before the party, make a second reminder call.

**Follow-up calls** are the most critical factor in the success of any house party. Two weeks before your house party, start calling each person on your list. Even if you ask people to RSVP, only a small number of people will call you first.

- Invitations should include the date, time, and address of the house party.
- Include good directions to your house (a map can be very useful).
- Include your phone number and email.
- Ask guests to RSVP
- Be direct in mentioning that this event is a fundraiser in your invitation so that people know they will be asked to contribute to IFPB.
- Make it clear that people who cannot attend can still send a donation. Put a link to IFPB's donation page in the invitation or, even better, ask people to send you a check made out to IFPB.

### **Contact IFPB Staff:**

IFPB has a network of people in many cities. It will be important to contact IFPB in order to see if past delegates or other contacts may live in the city where the House Party will be held. This can be helpful both in choosing a possible host (if not you) and for people to attend who may be interested in giving. Also, IFPB can send print materials, help with event flier design, and publicize the event through our online networks.

### **Agenda** (See Appendix 1 for Sample Agenda):

Have a clear agenda set beforehand that will both engage those attending and

encourage them to give.

**Decide on Speaker:**

The speaker can be you, a representative of IFPB, or a past delegate. It needs to be someone that can both speak about IFPB as an organization but also someone with personal experiences and reasons for why the program is unique and why it is beneficial to give to IFPB.

Additionally, plan early to have a special guest, speaker or entertainment and advertise this in your invitations. This isn't essential but it can help draw people in.

*Additionally, if holding it in public location:*

**Choosing Venue:** Additional venues could be a bar or restaurant. In this case, you will need to speak with the manager/owner of the venue to set up details. The "perks" to hosting a party at this type of place are that perhaps some of the drink/food sales could also go to the organization and the bar may be willing to donate items or gift certificates to a raffle or auction. However, figuring out logistics and follow up will be important to insure that the event will work out. Additionally, at an event like this, a larger number of attendees will be beneficial.

### At the Event

#### **Brochures/Materials:**

This is important to have out so people can begin to familiarize themselves with the organization immediately upon arrival.

#### **Tips for Asking for Money:**

This should be done by the host, as the people invited will know them and feel more inclined to give.

- It is important to include the following:
  - Why IFPB is unique/why donate to us
  - Why IFPB needs individual donations
  - Testimonials on program
  - Explain the name Interfaith Peace-Builders (crowd specific)
  - Tell yours guests the fundraising goal of the evening and that you need their help to reach that goal.
  - Ask for a specific minimum contribution and challenge people to give more than they expected to give.
  - If you know someone that will be donating a larger amount, have them announce that they are putting that amount into the hat. Then give others some time to write their own checks.
- *Additional Suggestion:* Hold raffle or auction off items to raise more money. Items can be donated from various restaurants or stores within your community. IFPB may be able to offer a discount on a delegation as a raffle prize. This makes people feel as though they are receiving something for their money.

\*See Appendix 2 for a sample pitch script

#### **Pass Around Physical Hat or Box and Sign-up Sheet:**

Hat: This will allow people to give even small amounts and when others see someone give they are more inclined to give as well.

Sign-Up Sheet: Expands IFPB's network and useful for follow-up

## Follow-up

### **Thank You Notes for Those Who Attended:**

Include information on IFPB in note, with options for giving more and a donation reply envelope.

### **Informational Note for Those Who Could Not Attend:**

Write to those contacts who couldn't attend. Tell them what a success the event was, how much money was raised, what the conversation centered on. Ask them for a donation; tell them how you did on reaching your fundraising goal and ask them to contribute to reaching it.

### **Additional Follow-up:**

Follow up with those that attended who also may be interested in holding their own fundraiser.

### **Let IFPB Know How it Went:**

Make sure to send us the sign-up information for anyone who wants more information so we can get in touch with them quickly. For the funds raised, you can bundle send checks made out to us, and write a check in the amount of any cash donations. Also, we'd love to hear how the event went, if you met your fundraising goals, etc.

## Analysis/Evaluation

For each meeting, keep track of the following and share outcomes with IFPB:

- Number of Attendees (what was your goal? Was it met? Was it surpassed?)
- Amount brought in (what was your goal? Was it met? Was it surpassed?)
- How did the program flow?
- How was the Speaker?
- Suggestions/Ideas for next meetings?

## Appendix 1: Sample “*simple*” Agenda

### Agenda

**Informal Greetings (15-30 Minutes):** People arrive, have them come in and sign the sign-up sheet and take information about IFPB

**Welcome (5 minutes):** Short welcome by the host, who will explain the agenda for the party, possibly facilitate an introduction for the whole group (if small), and introduce and reinforce the fact that this is a fundraising event

**Refreshments (10 minutes):** Give attendees a little more time for refreshments. (*Optional; especially good if there are still late arrivals showing up*).

**Speaker (10-20 minutes):** Have a main speaker or artist perform and tie-in to IFPB – this is when a PowerPoint or another type of media could be shown

**The Pitch (5 Minutes):** Encourage people to give and pass the hat.

**Q and A (10-15 minutes):** Allow people to ask questions about IFPB or the speaker in particular.

**Mingle/Closure (20 minutes):** Allow people to continue to talk with each other and ask the speaker and host questions.

**Final Thank You (5 minutes):** Within your closing remarks mention giving again and additional ways people can support IFPB after the meeting, including:

- Joining a delegation or Grassroots training.
- Inviting IFPB speakers to their events.
- Hosting another house party to spread the word to new networks.
- One more final pitch.

## Appendix 2: Sample Pitch Script

*Sample pitch: We offer this pitch to provide a few things you might want to consider mentioning about IFPB. **We don't recommend reading this pitch verbatim.** A pitch should be heartfelt, sincere, and based on your own personal experience and interests. So feel free to use this as a guide to stimulate your own thoughts—but know that the best pitch for you will depend on your own experience and your knowledge of the audience. Good luck!!*

Thank you all for coming tonight. It's great to have all of you here. I want to take a few minutes to tell you about the power of Interfaith Peace-Builders' work and explain why I've been moved to support their work.

I went on an Interfaith Peace-Builders delegation in \_\_\_\_\_. This delegation—two weeks in Israel/Palestine—transformed me. It was essential in my growth and understanding of the issue, and my ability to educate others here at home about the issues.

The courage and commitment of the Israelis and Palestinians that I met was awe-inspiring. I met so many people working for nonviolence, reconciliation, and a better future for all people in Israel/Palestine. Over and over again those that we met asked that we bring their message back to our communities in North America. They wanted us to share their stories, to work here for better understanding of the issues. *And hearing and then relaying these experiences is the ultimate goal of Interfaith Peace-Builders.*

### ***Why are we all here tonight?***

We're all interested in reaffirming the humanity of all in Israel/Palestine.

We're all hopeful that peace and justice can finally come to this area.

We all hope to see healing come to Israel/Palestine.

And I think that we all have a role to play in this transformation.

The situation in Israel/Palestine is not just a humanitarian problem. Time and time again those that I met spoke to the political nature of the problem—and the US role in it. They asked that we bring their message to the US because they strongly believe that US citizens, institutions, and government have a responsibility to play a more constructive role.

IFPB brings Americans from all walks of life to Israel/Palestine to listen, learn, and act. After the delegation experience, IFPB provides essential resources and support for citizen activism here in North America.

**And little by little, IFPB activists are making a difference.** By speaking in their communities, working to change the discourse in their local media, holding fundraisers for Palestinian and Israeli organizations, and speaking to their political representatives, our delegates are opening possibilities for change. We are having a huge impact. Since 2000, IFPB has sent 30 delegations and close to 450 people

to the region. Most of these 450 participants have reached many more upon their return.

We are witnessing a change on this issue. Jimmy Carter. Mearsheimer and Walt. Some serious questions about the bloodshed during the Gaza invasion. Important initiatives for peace with justice in church communities and courageous Jewish voices challenging the ‘received wisdom.’ IFPB is a crucial part of this change—and I think it’s more important than ever to support this work. ***I’d like to invite you to dig deep today to sustain this organization and our groundbreaking work for peace.***

I find hope in the ongoing efforts of hundreds of committed delegates that return from delegations and educate their home communities. I find hope in many people who want to travel with IFPB each year to learn more. And I find hope in the hundreds of individuals who feel this work is so important that they have been moved to support it financially.

IFPB relies mainly on the contributions of individuals like all of us. Your generous donation will make a difference. You can help send more on delegations. You can help provide funds to cover costs for meeting courageous Israelis and Palestinians. You can provide scholarships for people who would not otherwise be able to join a delegation.

**Your donation is essential to building and strengthening the movement for peace with justice in Israel/Palestine.**

Thanks for listening. We’ll have some more time for questions and answers about Israel/Palestine and the work of IFPB soon. But right now I want to **pass the hat**. I invite you to give as much as you can. I invite you to say YES to IFPB and to peace in the Middle East. I invite you to help make a difference today.

Thank you.

### Appendix 3: Examples of Different Types of Past Events

	<p>In February 2009, I organized a happy hour meet and greet fundraiser for IFPB. First I talked with the owner of a local DC bar and arranged to have a 2-hour event on a slow (for the bar) Monday night. Then we invited 2 great local poets to recite their work, advertised through a variety of networks (mostly Facebook and email) and are happy to say that over 80 people attended the event. With the bar donating the price of one drink for every attendee plus a couple of small raffle items (including a free dinner from local Palestinian owned restaurant Mama Ayesha's) and a heart-felt pitch from a past delegate we raised over \$1000.</p> <p>--Mara Kronenfeld, IFPB Board Member</p>
	<p>In October 2008, Jacob Pace of IFPB approached me and asked if I would be willing to host a house party to help raise money for Tent of Nations and IFPB. I had previously met Daoud Nassar and was excited to help! Jake and I worked together to invite our friends, which was great because we could combine our contact lists. We requested RSVPS, so we had an idea of who was coming and decided it should be a potluck but also provided some basic food ourselves. The event started with food and casual conversation and then moved into a formal presentation by Daoud. We were able to make a pitch and pass around a basket. While it wasn't a huge money maker, the event was planned in only 2 weeks and it brought out a number of people with differing levels of knowledge on Israel/Palestine and expanded our network.</p> <p>-- Yasmine Peer, IFPB supporter</p>
	<p>Last year in DC I organized a house party fundraiser for the Save Gaza organization. The event was a full-on rager. DJ Bassam, one of the best known Arab DJs in DC, agreed to play for free and we bought a keg, a couple bottles of vodka and some mixers. We started advertising early and blasted the word out to everyone we could. We put together an evite and had it circulating for several weeks. We stated clearly from the outset that it was a fundraiser and we requested \$10 or more. It helped to have reliable friends working the door and we also were able, through connections, to get the Middle East Report to give anyone that donated \$15 or more a year subscription. We also did a formal pitch in the middle and passed around a hat. We had a couple hundred people come through over the course of the evening and we made \$1,400.</p> <p>-- Jacob Pace, IFPB Staff</p>
	<p>About two years ago, I organized a fundraiser for Daoud Nassar and Tent of Nations. We set our goal at raising 4K to buy computers for the Women's Center in the nearby village that they are running. We had it in the summer, on our patio, and really got a great crowd, maybe 20 or 25 people in and out. We included an exhibit about Tent of Nations, and were able to get Daoud on the phone and put him on the PA. We also had live music and really good Middle Eastern food. We invited neighbors, friends and put the word out over different networks. It was a wonderful party and we met our goal! I think we did well because the issue was still new to many people. The challenge is to think up new ways to bring people together and keep them motivated and interested in giving.</p> <p>-- Mark Braverman, IFPB Delegation Participant and Leader</p>

## Appendix 4: Basic IFPB Financial Information

### **Donation information**

- 1) IFPB is a registered tax-exempt 501(c)3 organization. Our federal tax ID number (EIN) is: 03-0598184. All donations to IFPB are tax-deductible in the US to the extent allowed by law.
- 2) Checks can be made to "Interfaith Peace-Builders"
- 3) Donors who give by check or credit card will receive a receipt of confirmation note that they can use for tax purposes. We can send a similar receipt to cash donors only if you record the amount of gift and donors address.

### **General IFPB financial information**

- 1) **Annual Budget:** IFPB's overall operating budget is about \$250,000 a year. Of that, almost \$150,000 covers the cost of our four delegations and international airfare, so the **program budget is just over \$100,000 a year.** We do a lot with a modest budget and stretch every dollar to make it go as far as possible: that \$100,000 covers all the staff time, taxes and benefits, rent, materials, and admin costs to run the program.
- 2) **Sources of funding:** IFPB is funded solely by private donations from individuals and foundation grants. To date, over half of all our funding has come from small, individual donations from a committed core of supporters. We have also received modest grants from several foundations. We do not accept funding from any government or political party in the US or elsewhere.
- 3) **Financial Oversight:** Interfaith Peace-Builders has a finance committee that closely monitors our budget and gives quarterly reports to the full board of directors. From 2000-2006 IFPB was a program of the Fellowship of Reconciliation (FOR) and from 2006-2008 FOR continued to fiscally sponsor IFPB. IFPB will file our first 990 tax report in fall 2009 at the close of our first fully independent tax year.

### **Breakdown of donations:**

*Sometimes we've found that giving potential donors tangible examples of what their donation funds helps them to visualize how their support makes a difference. Here's a short list you could use.*

#### **\$50**

Honorarium for one meeting with local Palestinian or Israeli activist/educator/etc.

#### **\$100**

Donation made to one Palestinian or Israeli family for hosting 2 delegates overnight.

#### **\$250**

Average yearly cost of phone calls to Israel/Palestine to coordinate with delegation leaders and keep the delegation safe.

#### **\$500**

Cost to bring two experienced workshop leaders to our next Grassroots Advocacy Training

#### **\$1,000**

The cost of orientation – unique to IFPB – to better prepare delegates for the experience and help plan for education and advocacy work after the delegation

#### **\$2,000**

Cost of website redesign to have more interactivity

#### **\$5000**

Cost to send two experienced leaders with each delegation