



STEPS TO A SUCCESSFUL "ANDREW DUCK FOR CONGRESS" HOUSE PARTY

ONE: SET UP YOUR PARTY

If you haven't already done so, contact Maggi Hays, the campaign scheduler, to secure a date so Andrew can be in attendance. You can reach Maggi at maggihays@msn.com. Maggi will register your event on the Duck for Congress website.

TWO: ESTABLISH YOUR HOST COMMITTEE AND SEND INVITATIONS

A good host committee consists of a diverse group of people who know a broad range of individuals.

The Host Committee is integral to the fundraising aspect of the evening. Each member of the Committee will make a commitment to secure a certain amount of money or bring a certain number of people to the party. Set a fundraising goal for your event.

Once your party has been registered on the website, use it to recruit a host committee and to invite attendees.

THREE: TURNOUT - GET PEOPLE & DOLLARS TO YOUR PARTY

Be creative and get the word out! Distributing flyers, sending out an Evite; www.evite.com, posting notices on bulletin boards and the windows of friendly local businesses are just a few ideas on how to spread the word. Work with your host committee to ensure that news of your event is spread broadly. Personal follow up is absolutely crucial. After your initial round of invitations has been made, send additional emails or make phone calls to people who have not yet responded. You can follow up with 'reminder calls' like the ones you get from the dentist the night before an appointment. Encourage them to make a contribution if they are already Duck supporters but cannot come to your party, and encourage people to come even if they are not yet sure they want to support Andrew. House Parties are about raising money AND awareness.

FOUR: THROW YOUR PARTY

Before your party begins make sure that:

- Your check-in table is set up with your contact log, contribution forms, name tags, and campaign paraphernalia (literature, bumper stickers, pins, etc.) For campaign material, contact Tammy Mangan at tammymangan@hotmail.com.
- You and your host committee have decided who will be doing what during the party - make sure someone's staffing the check-in table, someone to introduce Andrew, someone to manage campaign contributions, etc.
- Any computer or audio-visual equipment works.
- Decorate - make it festive. A "House Party Kit" is available from Diane Fink. You can reach her at dlfink4@netscape.net
- Provide a light snack and drinks for a more warm and casual atmosphere. It will help put everyone at ease and can encourage conversation.

During your party welcome your guests, introduce the host committee, tell people why you're a Andrew Duck team member, and ASK FOR A CONTRIBUTION. This last task is sometimes the hardest for party hosts. Don't apologize and don't be embarrassed. Resources are necessary to get out the campaign message. Dollars are crucial. Contributions from \$10 to \$2,000 are all absolutely necessary and appreciated.

A sample "Ask"

"If you've heard anything today that speaks to you, please do what you can to keep Andrew Duck's voice in the race. If you've never contributed before, you're not alone - many supporters are first-time political contributors. If you have already contributed to Andrew's campaign, please consider giving again."

Of course use your own words. Are you a first-time activist? Is this your first political house party? Why are you supporting Andrew Duck for Congress? Nothing is more compelling than your own story, as told by you. Include it in your "Ask."

Have plenty of Contribution Forms on hand. Make sure every donation is accompanied by a **signed, completed** Contribution Form. If you choose, have a computer available whereby guests can make contributions on the campaign website. Note, to do this, the guest will be required to have a Pay Pal account.

After your party, send all checks and Contribution Forms to Andrew Duck for Congress, ATTN: Tammy Mangan, P.O. Box 462, Myersville, MD 21773.



Campaign Contribution Form

Name: _____
 First **M.I.** **Last**

Address: _____
 Street

_____ **City** **State** **Zip**

Contribution Amount: _____

Information Required by Federal Law

Employer: _____

Occupation: _____

If you are retired, please enter N/A under Employer and Retired under Occupation; if a homemaker, please enter N/A under Employer and Homemaker under Occupation; if self-employed, please enter "Self-Employed" under Employer and describe your line of work under Occupation.