



The Peace Alliance
Campaign to Establish a

U.S. Department of Peace

Dear Friend of The Peace Alliance,

Thank you for hosting a house party or local outreach event in support of The Peace Alliance and the campaign to establish a Cabinet level Department of Peace.

“House parties” are a key part of our grassroots efforts to spread our message and to raise funds for the campaign. They are also an important way to identify volunteers and build momentum to create a culture of peace and to pass the Department of Peace and Nonviolence legislation.

“House parties” come in many different forms: at-home gatherings, church educational evenings, lunch talks at service organizations, etc. Attached are materials that will help you put on a successful event. These include a complete planning guide; sample invitation, event program, and fundraising appeal; guidelines for handling donations and a checklist of materials you’ll need.

Feel free to use these recommendations in whatever way is comfortable for you. Don’t hold back on your own creativity and personal touch -- these are suggestions to help you move along!

A few housekeeping details: All donations to The Peace Alliance should be submitted within 48 hours. We also ask that you send a copy of the sign-in sheet and return any unused campaign materials if they were supplied by the national office either to your local coordinator or to The Peace Alliance office.

Thank you for your support of our campaign to create a culture of peace and to establish a US Department of Peace and Nonviolence. Together, we can transform America.

With gratitude,

**Judy Addicott Kimmel
Event and Development Coordinator**

HOUSE PARTY - EDUCATIONAL OUTREACH

KIT CONTENTS

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WEEK-BY-WEEK PLANNING GUIDE

OVERVIEW

The key to a successful house party/outreach event is to let your enthusiasm and excitement for The Peace Alliance and the campaign for a Department of Peace shine through, and to focus on your guests' interests and concerns. Listen carefully and keep the group focused. The DVD (see <http://www.thepeacealliance.org/content/view/27/145/>) will answer many of your guests' questions. You don't have to know everything about The Peace Alliance to host a house party. However, you might want to prepare yourself by watching the DVD in advance so you know the key message, familiarizing yourself with what's available on the website for The Peace Alliance, and thinking about why you work to support this legislation and the cultural shifts it signifies.

If someone asks a question you can't answer, be honest and say that you don't consider yourself an expert on every aspect of the legislation or the campaign, but you can give them the website addresses or you'll try to find the answer yourself and get back to them.

3-4 WEEKS BEFORE YOUR PARTY

- **GET YOUR TEAM TOGETHER**

Even a little House Party can have many tasks. A friend, a spouse, a colleague will help you tremendously by sharing in the planning and the event. If you are having a larger event or an event in a church or school create a support team.

- **INVITE PEOPLE**

Make up your guest list. Between seven and fifty people works best. Consider friends, neighbors, co-workers, members of your church or synagogue, professional groups, local peace or social justice groups. Usually about a quarter of those invited will attend, so invite plenty of people!

Set a date, time and place. Hold your event in your home, a friend's house, a church hall, a community group room. A location with good parking is a plus. Plan on a 2-hour event. Evenings and weekends are best for working folks. Late afternoons work quite nicely.

A sample invitation is included in this kit; feel free to create your own using the guidelines we have included. Mail your invitations. (E-mail is cost effective but has a much lower response rate.) Follow up with phone calls about a week after you mail invitations. A personal connection through a phone call will GREATLY increase attendance.

Remember – a house party is a fundraiser; mention this in your invitation, so your guests aren't surprised when you ask that they become a Peace Alliance Partner!

- **SET A FUNDRAISING GOAL – BE AMBITIOUS!**

If ten people contribute \$100 each, you can raise \$1000 in one evening! Don't be afraid to "think big". Our message is compelling, and the stakes for peace on the planet are enormous. Some successful "donation asks" are included here.

- **ORDER MATERIALS**

Allow enough lead time to order and receive materials from our website, including bumper stickers, buttons, brochures. Make originals off our website. See <http://www.thepeacealliance.org/content/view/27/145/>.

- **WE LOVE FOOD!**

Hey, this is a party! Music, food and drinks break the ice and help people be in a positive frame of mind. Veggies and dip, crackers and cheese, desserts, water, wine or coffee – it's up to you. Just make it easy to eat standing up.

1 WEEK BEFORE YOUR PARTY

- **CALL YOUR GUESTS TO REMIND THEM**

A reminder phone call is always appreciated by busy folks — this will make a BIG difference in attendance at your party. In fact, it often makes all the difference. Call those who have accepted and those you haven't heard from.

- **DOWNLOAD AND COPY DESIRED MATERIALS**

- You can download and print sign-up sheets, flyers, and other handout materials from: <http://www.thepeacealliance.org/content/view/46/124/>

- **MEET WITH YOUR TEAM**

Meet or conference call with your team to plan who will do what. Review entire program and flow of the event. It will be helpful to have one team member keep notes during the meeting, especially if people are promised more information on a topic. (Funny moments, or stories that are moving are great for sharing with other teams!) Make sure that your TV /DVD player works and that the DVD is good. Ask team members to bring chairs or floor pillows if necessary.

THE DAY OF THE PARTY

- **SET-UP**

Your team should arrive early to establish a common understanding of the flow of the event and who does what when. See **Sample Program**.

Double check DVD equipment.

Set up two tables: one for refreshments, and one for the sign-in sheet, nametags, plenty of pens and materials. Set out a basket or bowl on the table clearly marked for donations.

Post a "Department of Peace" welcome sign outside where your arriving guests can see it.

- **GO THROUGH YOUR PROGRAM**

- **AFTER THE PARTY**

Within 48 hours, send donation forms with credit card information, and checks by certified mail to: the Peace Alliance. P.O. Box 70095, Rochester Hills MI 48307. Keep copies of checks and credit card contributions. *See Fundraising Guidelines

Cash donations can be used locally to reimburse supporters for producing materials, buying supplies, paying for rentals etc.

Submit copies of the sign-in sheet and unused campaign materials and DVDs to the local Peace Alliance Team Leader or to the national office if appropriate.

Call guests to thank them for participating. See if they have any questions or comments.

Follow up with guests who indicated they would send donations themselves.

SAMPLE PROGRAM FOR EVENT

WELCOME GUESTS AS THEY ARRIVE.

Thank them for coming. If nametags are appropriate, have guests wear them. Be sure everyone signs in.

GUESTS MINGLE 15-30 MIN

People are here to learn about The Peace Alliance and the Department of Peace and Nonviolence legislation, and we need to allow them time to get to know each other.

HOST INTRODUCTION 5 MIN

Why you are donating your time and money to support this effort. Share with guests three issues that are important to you.

GUEST INTRODUCTIONS (for smaller events) 15 MIN

(Keep to one minute each.) Their names and why they're there. Have each person share What their greatest hope for the world is, as well as their greatest concern.

PEACE ALLIANCE OVERVIEW 10 MIN

Host or MC give a brief overview of The Peace Alliance, its purpose, mission and national structure.

SHOW THE DVD (or have a guest speaker) up to 25 MIN

Select segments you like, in most of our DVDs there is more than one selection. Invite guests to share their responses. They are available on the website.

GROUP DISCUSSION 10-15 MIN

(This can also follow the DVD segments shown.)

Focus on nonviolence as an organizing principle in our country, and how that would influence future quality of life. How can we create a culture of peace? Mention ways that nonviolence, mediation and conflict resolution are practical solutions to many of our national problems. Brainstorm additional ways, if time.

Take final questions about The Peace Alliance and the Department of Peace Campaign.

REQUEST: A PEACE ALLIANCE PARTNER and/or ONE TIME DONATION 10 MIN

(See sample donation asks below.)

It's a good idea to make donation requests before the last Q and A section. Pass out donation forms and have everyone fill them out (that way you have their complete contact information).

NEXT ACTION STEPS and THANK YOUS 10 MIN

Ask for final questions.....

Pass around sign-up sheet again. Ask for volunteers to support local Team Leaders. Ask if everyone knows their Congressional District. Announce next meeting of your team or other events. See if anyone will host a future house party.

TOTAL TIME: 2 HOURS

INVITATION GUIDELINES AND SAMPLES

Invitation Guidelines

Invitations should include:

1. The date, time and address of the event. If there are parking issues, tell people where they can park.
2. Include good directions to the event. A map is very helpful. Include your phone number.
3. Ask your guests to RSVP so you have an idea how many people are coming.
4. This is a fundraiser/benefit. Be clear in mentioning this in your invitation so people know they will be asked to make a contribution.

Sample Invitations

Letter

Dear Friends,

Please join me at an Educational Benefit in support of The Peace Alliance and its campaign to establish a cabinet-level Department of Peace and Nonviolence. I'm sure that many of you are as troubled as I am by the direction our country has taken in the last several years. Creating a culture of peace as well as a cabinet-level Department of Peace in our executive branch will have a dramatic impact on our domestic and international actions to foster nonviolence as an organizing principle on the planet.

Although some might say our goals are lofty, we intend to demonstrate how the practices of peace and nonviolence are the most effective approaches to economic, social and military issues at home and around the world.

Where _____

When _____

What 10-20 people, food and beverages, a 20-minute DVD, discussion of the issues, and a request for contributions to help spread the word about this remarkable work

The Peace Alliance w its campaign for a Department of Peace and Nonviolence are truly grassroots organizations, completely dependent on citizen support. Please come and learn more about our work and help support a truly visionary undertaking!

Sincerely yours,

RSVP Please to: (give your phone number)
(Include directions to the event)

E-Mail

The Peace Alliance

invites you
to join us at a

Benefit in support of

US Department of Peace & Nonviolence

with Dot Maver,
Exe. Director, The Peace Alliance

Sunday, April 1st
5:00 to 7:30 PM

Location: the home of **Jane Doe**
888 Elm Street
Smalltown, California 94949

Host Committee
Representative Dan Furth
Jane Doe, Mike Jones, Jim Smith,

Music provided by.....

Please **RSVP** to 222-333-4444
or email Jane Doe@ aol.com before March 20

For more information on our work please reference
www.ThePeaceAlliance.org

Flyer



The Peace Alliance
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U.S. Department of Peace

*Jane and John Doe
are holding a very special event
and are extending you a personal invitation to attend.*

This will be an educational and fundraising benefit for the Peace Alliance. You will learn about this dynamic and rapidly growing national grassroots campaign for a

U.S. Department of Peace & Nonviolence.

We are honored to have as featured speaker [insert name of speaker, if any]

The event will be held on

*Sunday, July 15
7:00 – 9:00 p.m.
888 Elm Street, Smalltown**

Conversation with hors d'oeuvres and sweets, and a short DVD.

Please RSVP to Jane and John at 222-333-4444.

Come find out why this legislation is a practical approach to some of our country's greatest challenges! We hope you will see its value and how together we can make a change for a more positive and peaceful future.

To find out more, see www.ThePeaceAlliance.org.

** See enclosed directions.*

SCRIPTS

House parties should be fun. We have included some sample “scripts” you might want to review for various tasks in doing your party. Use your own voice, but if you need a little help, take a look at the suggestions below.

Reminder Calls

“Hi, this is Jane Doe, just calling to remind you about our House Party for The Peace Alliance and Department of Peace campaign, and the remarkable progress to date we have made in helping this legislation become reality. The event will happen on Sunday, July 15, at 6 p.m. The party is at 888 Elm Street in Smalltown. If you need directions, give me a call at (222) 333-4444. Looking forward to seeing you, thanks so much.”

Welcome and Introductions

My name is Jane Doe and I am thrilled that so many of you have come to my house to hear about The Peace Alliance and the Department of Peace legislation. Let me tell you why I am donating my time for this remarkable cause. . .

Why don't we go around the room and introduce ourselves and just say a sentence or two about

- a. Why you decided to take time out of your busy schedule to come to this house party
- b. The one or two reasons why this legislation might appeal to you
- c. The one issue that concerns you the most about our current situation as a country

The Donation Ask

The Peace Alliance and the Dept. of Peace Campaign is a grassroots movement driven by the energy and resources of citizens like you and me. As you may know, implementing this legislation and the associated cultural shift is a huge challenge, yet completely feasible with grass roots support. That means we depend on you.

3 things you can do –

Volunteer with your local chapter or start one in your area.

Host a house party like this one

Become a donating Peace Alliance Partner

Each and every one of you faces a choice right now – a choice of whether to get involved at this historic moment and support this campaign that speaks to the highest and deepest values we hold dear. The choice of whether to participate in a groundswell of intention to create a culture of peace in our life time.

I have made the choice. I am spending many volunteer hours and donating as much as I can to the Department of Peace campaign. This campaign is a unique opportunity to contribute to a shift in thinking within this country that will have deep seated ramifications for the future prosperity and success of this planet. Our work truly relies on the people who share our vision to run the campaign. We are asking all our supporters to become Peace Alliance Partners, by giving a monthly sustaining donation by credit card.

Now, I'm going to stop talking for just a minute and let you think about becoming a Peace Alliance Partner - the sustaining members of our campaign! Here are the cards and envelopes. Please fill out the card completely, then you will be included in our database and will get regular updates on activities both locally and nationally.

If you are not ready to become a sustaining Partner, then what I'd really like is for you to take out your checkbook and write the biggest donation of your life to The Peace Alliance legislative campaign and/or The Peace Alliance Foundation. This simple act will further our work to shift our culture toward a nonviolent future. If you were thinking of giving \$10, think about \$50. If you felt you could spare \$50, how about \$150. How about \$300? \$500?

Please make the checks out to The Peace Alliance to support the legislative process or give a tax-deductible contribution to The Peace Alliance Foundation.

Let's have a few quiet moments while you think about it.

FUNDRAISING GUIDELINES

The Contributions to National

Contributions to our national organizations, The Peace Alliance and The Peace Alliance Foundation, from grassroots events are most appreciated. Here's how we'd like to see managing and processing those donations.

At locally sponsored events for our national organizations, donations are made out to The Peace Alliance or The Peace Alliance Foundation. Those donations (predominantly checks and credit cards) should all be submitted to the appropriate national organization as contributions.

Each event, whether sponsored by national or local supporters, needs to have one individual who serves as "Treasurer" for that event and is responsible for all financial transactions. Once donations have been collected at the end of an event, a donation packet is assembled and forwarded to our Administrative office for processing.

General Points

If your local group requests that a person or persons from National staff attend the local fundraiser, the local group will pay expenses incurred by that person including air and ground transportation and accommodations.

It is the responsibility of your local group to ensure compliance with any and all financial and legal regulations regarding local fundraisers.

Small general cash donations collected (example: donations for buttons and bumper stickers owned by local region) at the local level are the responsibility of the local teams to be used at their discretion to include reimbursement for supplies, administrative and production expenses or other needs.

Assembling the Donation Packet

Contributions (meaning donations by cash, credit card or check) need to be separated between The Peace Alliance and The Peace Alliance Foundation, since they are two separate entities. Contributions by check are separated based on the "Pay to"; for credit cards and cash, the Donation Form or Envelope will distinguish the donation recipient, the amount to be charged, and whether the donation is a "One time" or stewardship (ongoing) contribution.

Actual cash (dollar bills) contributions are to be converted into one cashier's check per organization, which can be done at your local bank for a small fee.

If known, please include a list of the cash contributors including:

- o Name
- o Mailing Address
- o Email
- o Phone #
- o Amount of contribution

This will allow us to send thank-you letters and to track our contributions by individual contributor.

The event “Treasurer” is to make copies of all checks and credit card forms and retain the copies at least until he/she receives notification from Debbie Urben (administrative office) that the packet has been received by her.

The contribution packet is to be sent via some sort of tracking method to Debbie (**PO Box 70095, Rochester Hills, MI 48307-9998**) within two days of the event at which the contributions were received.

The event “Treasurer” emails Debbie Urben at our National administrative office (debbie@thepeacealliance.org) that a packet is on its way to her.

Upon receipt of the packet, Debbie emails the grassroots sender that she has gotten the packet. And then, Debbie completes the process by sending thank-you letters, depositing money in the bank, having contributions recorded in our database, etc.

MATERIALS

Obtaining Materials

If you need handouts, DVD, bumper stickers, buttons, or other campaign materials, check out what's available at the website at <http://www.thepeacealliance.org/content/view/27/145/> or <http://www.thepeacealliance.org/content/view/46/124/>. If you don't see what you need, call our Washington office at (202) 296-1187, and they should be able to help you.

You Supply or Obtain:

Invitations and Guests
Location
Support team
Food and drinks, if appropriate
Downloaded and Xeroxed information
TV/DVD player, if needed
Chairs
Donations forms and pens
Basket for donations
Enthusiasm!

Materials and Supplies Checklist

Registration Table

Sign Up Sheets - download from website

Pens

(Pre-made) Name Tags

Extra Name Tags for last minute registrations

Magic Markers

Scotch Tape/Masking Tape

Drawer or Metal File for Money/Making Change

Tablecloth

Clipboard(s)

Other:

Speaker-Related Materials

Bios of speakers for event program

Flip Chart w/Markers (self-sticking paper)

Projector, screen, and computer if needed

Water/Kleenex/other items at podium or nearby table

Microphones and other audio equipment

Flowers

Other: Check with speakers for their needs

Items for Sale-Order from Website

T-Shirts

Bumper Stickers/Buttons

Dept of Peace Banners/4' 6' or 8'

Other:

Fundraising

Donation Forms or Donation envelopes (download from website)

Quantity of pens

Items for Tabling

Dept of Peace Brochures

Dept of Peace Postcards for Congress

Dept of Peace Postcards-others that are available for outreach

Flyers for upcoming local events / your next team meeting

Flyers for upcoming national events

Flyers/postcards for upcoming D.C. conference(when available)

Calendar template available with national mo. calls/add your local meetings,calls

Check website for other items available

Campaign Materials-All can be downloaded from website

Basics

Postcards to send to Congress

Dept of Peace Brochures

Popular Educational Items

Copies of the Bill and/or Highlights of the Bill

Citizenship Primer

FAQs

Other Materials

Statistics on Violence

- download national statistics from website
- enroll a volunteer to research local and state statistics

Real Solutions

City Council Resolutions

- How To
- Template for Resolution

Press Clippings

How to Generate Media

International Campaign

History of the Dept of Peace

Instructions for contacting your Congressperson

Map of your state's districts and names of your representatives and senators

Check website for other available information