

APPROVE **R 74**



washington**united**
for marriage

WELCOME

Dear Event Host,

Thank you for organizing a House Party for Washington United for Marriage, the campaign to approve Referendum 74.

Working together, we passed a landmark marriage equality bill on February 13, 2012. Our opponents are determined to roll back our progress. We know that the way we will defend marriage equality in Washington State is by building a people-powered movement. That's why we need you.

House Parties are critical because the conversations you start with neighbors, friends, family and colleagues are our path to victory in November. This is an opportunity to open a dialogue about love, commitment and responsibility, and gives you the chance to involve your friends and family in this important campaign.

This House Party Kit walks you through everything you need to know and do to organize a successful party that will get all your friends talking.

Our easy-to-use kit includes:

1. Event Goals
2. Planning Guide
3. Building your Invitation List
4. Event Agenda
5. After the Event
6. Sample Invitation
7. Talking Points
8. Sign-In Sheet
9. Donations Form
10. In-Kind Donation Form
11. Event Report

Members of our finance department are ready and eager to help you with your event. Please contact our House Party Director Mea Geizhals with any questions. She can be reached at mea@washingtonunited.org

Thank you again. With your help, we will protect marriage equality for all Washington families.

Sincerely,

Zach Silk

Campaign Manager

Washington United for Marriage

P.S. Remember, the more food, drink and decorations you get donated, the more money you will raise for the campaign!

Event Goals

Before you plan your House Party, set specific goals.

These goals should be ambitious. Setting a financial goal of \$3,000 may seem like a lot of money to you – but keep in mind that you can raise this amount by asking 30 people to give \$100 each, or 60 people to give \$50 each. Stating a suggested donation on your invitation is very effective in helping you reach your fundraising goal.

Here are sample goals:

- Invite 25-30 people to attend — ask co-hosts to help boost attendance
- Set a goal to raise \$3,000 — or \$100 per person
- Have two guests commit to hosting their own parties
- Get every guest to sign a Pledge Card to Approve Referendum 74.

The goals you set are up to you – but remember the point of your House Party is to raise funds and awareness. Remember, every conversation started and every dollar raised counts.

Planning Guide

1. Recruit Co-Hosts

Consider finding a friend or neighbor to co-host your House Party. Having a friend or two help can increase your guest list and distribute tasks.

2. Pick a Date

Consider having your event in the early evening on a weekday. Keep in mind that people might have their summer weekends booked.

3. Create a Guest List

Think broadly about your social contacts- coworkers and business colleagues, sports teams, parishioners, book clubs, and others. Plan to invite two to three times the number of guest you expect to attend.

4. Define a Fundraising Goal

You can establish a fundraising goal for your house party based on how many people you want to attend, and how much money on average you think each attendee will donate. For instance - you can raise \$3,000 with 30 guests giving \$100 each, or 60 guests giving \$50 each.

5. State "Suggested Donation" on Invitation

Once you decide on a fundraising goal, it is very important to clearly communicate this goal to your guests and to let them know what you are asking them to contribute. Consider \$50, \$74, \$100, or more depending on what you think is appropriate.

6. Create a Millions for Marriage Website

Visit www.WashingtonUnitedForMarriage.org/Fundraise to create your own fundraising website connected to your event. Registering and customizing your website is very easy. It's a great idea to include a link to your website in your invitation for invitees who cannot attend your event, but want to contribute anyway.

7. Send Invitations & Track RSVPs

Page 6 of this Kit includes an example of a great invitation you should feel free to use. Consider sending electronic invitations through Evite, PaperLessPost.com, or Facebook, and email for easy invitations and RSVP tracking. Send your invitations 3-4 weeks in advance.

8. Make a Personal Contact to Confirm Attendance

Budget some time to follow up with your undecided guests. Sometimes a personal phone call can make all the difference - and is a great opportunity to talk to your community about this topic.

9. Keep in Touch with Your Washington United Representative

Building Your Invitation List

Not sure who to invite? Here are some great ideas of people to put on your list:

Family: Consider including both your immediate family and relatives you haven't seen in a while.

Friends: Think about your friends and partner's friends.

Acquaintances: People you see once in a while, people you met online, friends at your old job, people you went to school with, former teachers and professors, volunteers for other organizations, past sorority and fraternity friends.

Social Networks: Facebook and Twitter are great places to look for your event.

People you worship with: The head of the congregation, leaders, justice committee members, regular attendees.

Colleagues at work: Walk around the office and talk to people. Take co-workers out to lunch. Meet up for coffee during break.

Neighbors: Next door, upstairs, downstairs, one floor up, the whole block! People who you always run into when you go jogging, walk the dog, or visit the market. Remember your neighborhood association members, landlord, babysitter, pet sitter, and parents of your children's friends.

Social gatherings: Take a minute to talk to people about your House Party and on campaign.

Organizations you belong to: PTA, labor union, neighborhood watch, bowling league, sports teams, running group, workout friends, yoga or pilates class, book club, church, children's activities.

Event Agenda

Parties are most successful when scheduled for a two-hour time slot. Commonly chosen times include weekday nights from 6 to 8 p.m. or from 7 to 9 p.m. Many people also have success on Saturday or Sunday afternoons.

The first hour should be dedicated to the arrival of guests and conversation. As guests arrive, they sign in. This way, we'll be sure to have their names and current addresses, so we can get everyone a prompt thank you note or appropriate follow-up.

At the beginning of the second hour, the program begins. It has three parts:

1. **Introduction** (3 to 5 minutes). Usually done by the host. Thank your guests for coming. Talk to them about what marriage means to you and why you decided to host a House Party.
2. **Remarks** from host or guest about Washington United for Marriage (10 Minutes). Questions and Answers (10 Minutes). Refer to Approve Referendum 74 talking points.
3. **The Pitch** (5 Minutes) Given by the host or a guest. The "pitch" asks people to get engaged in the campaign to approve Referendum 74 and explains how they can help, especially by making financial contributions.

After the pitch, the formal program is over and guests go back to mingling.

Collecting contributions is, of course, of great importance. After the pitch, you should distribute volunteer and donation forms, and have your guests make their donations. Passing a hat or basket works well. Please make sure everyone is asked to make a contribution before they leave.

You may also decide that you want your event to be less formal, so feel free to adapt this format to something that would better suit your friends and guests. Remember though, that we want to give each of your guests an opportunity to donate, sign up to volunteer or pledge to approve Referendum 74.

After your event: Within 24 hours of your event, please send an event report and donations received to:

Washington United for Marriage
% Finance Department
PO Box 21022
Seattle, WA 98111

Sample Invite

APPROVE **R74**



washington**united**
for marriage

You're Invited to a

House Party to Support Marriage Equality

Hosted by
Mea

June 12, 2012
4:00 - 6:30 PM

5555 5th Avenue
Seattle, WA 55555

Come learn:

Why marriage equality is important for Washington State
What will need to be done to ensure victory in November
How you can help

Suggested Donation is \$100
All Donations Will Benefit Washington United for Marriage

Please RSVP Your Attendance to:
mea@washingtonunited.org

Additional Event Details:
www.myfacebookpage.com/event

Talking About Marriage

Marriage matters to gay and lesbian couples in similar ways that it matters to everyone. Gay and lesbian couples want to get married to make a lifetime commitment to the person they love and to protect their families.

Marriage says, “We are family” in a way that no other word does.

- Marriage means love and commitment, caring for one another in sickness and in health, supporting and taking responsibility for each other, sharing joys, sorrow.
- Gay and lesbian couples may seem different from straight couples, but we share similar values – like the importance of family and helping out our neighbors; worries – like making ends meet or the possibility of losing a job; and hopes and dreams – like finding that special someone to grow old with, and standing in front of friends and family to make a lifetime commitment.

It’s as basic as the Golden Rule

- Treating others as one would want to be treated includes ending the exclusion of marriage for gay couples who are truly committed to each other.
- Most straight couples would never want someone telling them they couldn’t marry, and when they think about it, many say they wouldn’t want to deny what is such a special part of their lives to anyone else.

Marriage strengthens families. It gives couples the tools and the security to build a life together and to protect their families.

- There have been attempts to create marriage – like relationship systems, but they don’t provide the same security and protections. In many states, same-sex couples who have domestic partnerships have been barred from a dying partner’s bedside, and denied the ability to say goodbye to the person they love. That just doesn’t happen when you’re married. Everyone knows what marriage means.

Allowing committed gay and lesbian couples to get married does not change the meaning of marriage.

- All couples who marry in the United States must get a license for a civil marriage, usually at a courthouse or city hall. This is about making sure these civil marriages would also be available to same-sex couples.
- Civil marriage for gay couples does not affect religious marriages, religious institutions or clergy in any way. No religion would be forced to marry same-sex couples, or recognize same-sex marriages within the context of their religious beliefs.



Donation Form

Please fill out all information and mail to:

Washington United for Marriage, PO Box 21022, Seattle, WA 98111

\$50 \$74 \$250 \$500 \$1,000 Other: \$ _____

There are no contribution limits for donations to ballot measures.

I have enclosed a check made payable to Washington United for Marriage

Please bill my: Visa MasterCard Discover AMEX

CARD NUMBER

EXP. DATE

NAME ON CARD

I authorize Washington United for marriage to bill my credit card for the amount indicated above.

SIGNATURE

*FIRST NAME (PRINT)

*LAST NAME (PRINT)

*STREET

*CITY

*STATE

*ZIP

PHONE

EMAIL

*OCCUPATION

*EMPLOYER CITY/STATE

*EMPLOYER / NAME OF BUSINESS IF SELF EMPLOYED

State law requires contributors to provide occupation and employer information.

Contributions to Washington United for Marriage are not tax deductible.

www.washingtonunitedformarriage.org

Paid for by Washington United for Marriage, PO Box 21022, Seattle, WA 98111

In Kind Donation Form

Date of In-Kind:

Donation Description:

In-Kind Amount (fair market value): \$

Contributor Information

Contributor:

Address:

City, State Zip:

Occupation:

Employer:

Employer City, State:

Please fill out completely, all information is required by Washington State Public Disclosure Law. Occupation and Employer information is required for individuals.

House Party Report Form

Host name(s):

Date of event:

Location of event:

Number of people invited:

Number of people in attendance:

Number of donors:

Total donation: \$

Did any guests commit to having a House Party themselves?

If yes, who? (please include contact information)

Anything else you'd like us to know?

Please return this form with checks and all completed forms to:

Washington United for Marriage
% Finance Department
PO Box 21022
Seattle, WA 98111