

PERIOD.
PARTY
IN A BOX



House Party Tool Kit

Thank you for supporting PERIOD and agreeing to host a house party to get the word out and support eradicating period poverty.

You can throw your own fundraiser with a House Party! Maximize your impact by bringing your friends, family, neighborhood, or coworkers together to eat, drink, and donate.

Please take a moment to read through the packet and plan out the steps involved in holding a great party. A member of our PERIOD Team will be in touch over the next few weeks to answer any questions and ensure you have the support you need.

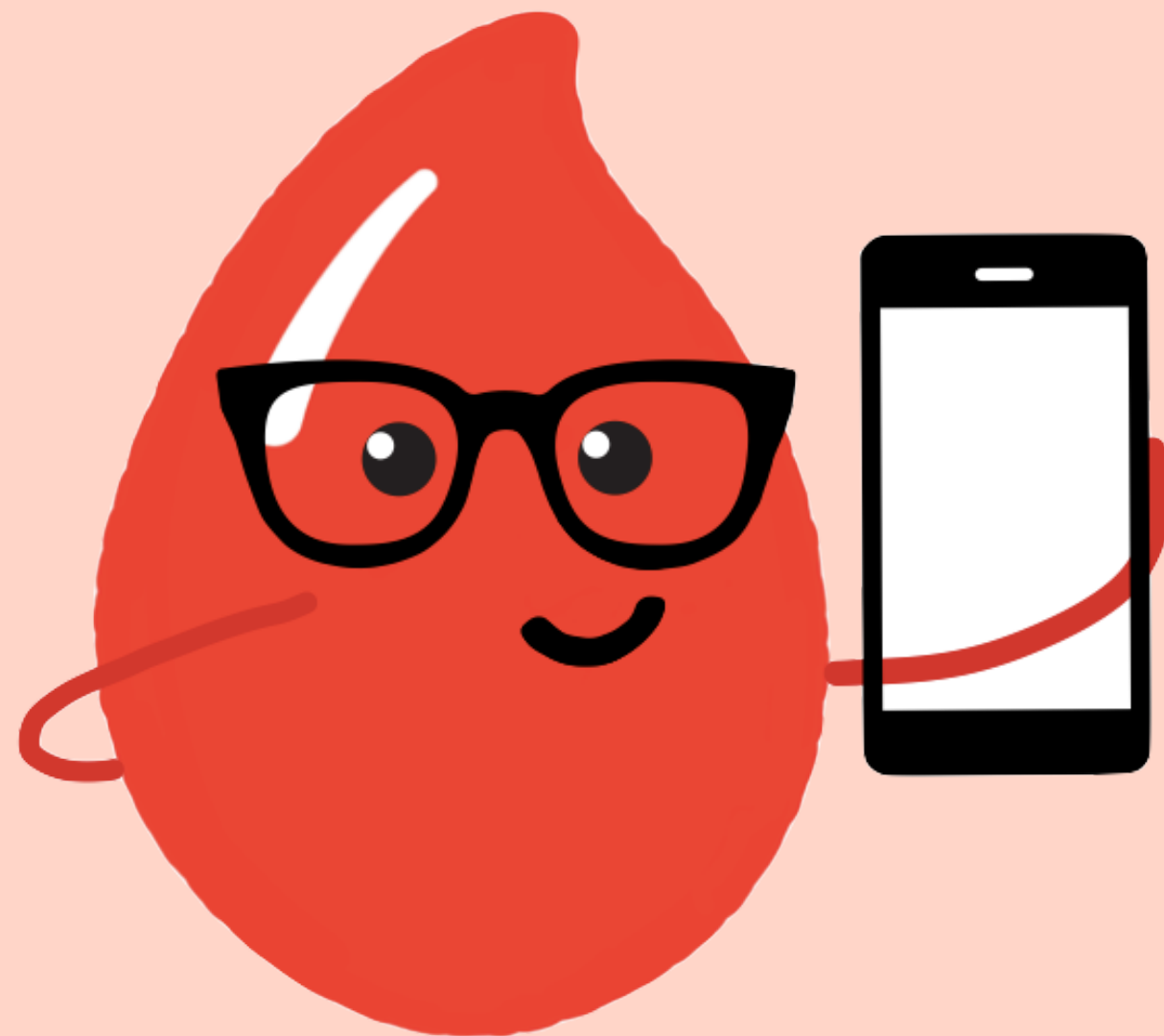


What is a house party?

House parties are a quick and easy way to raise awareness and/or money for PERIOD. It doesn't even have to be in your house to be a house party. Have brunch at your favorite restaurant, a picnic at a park, or coffee at your neighborhood café. Invite folks to attend and bring a box of tampons or pads to donate, tell them about why you care about the work PERIOD is doing in the community and why eradicating period poverty is important. PERIOD can put you in touch with a local chapter to come and speak with your guests and answer any questions, and leave them with an easy way to donate or get involved.

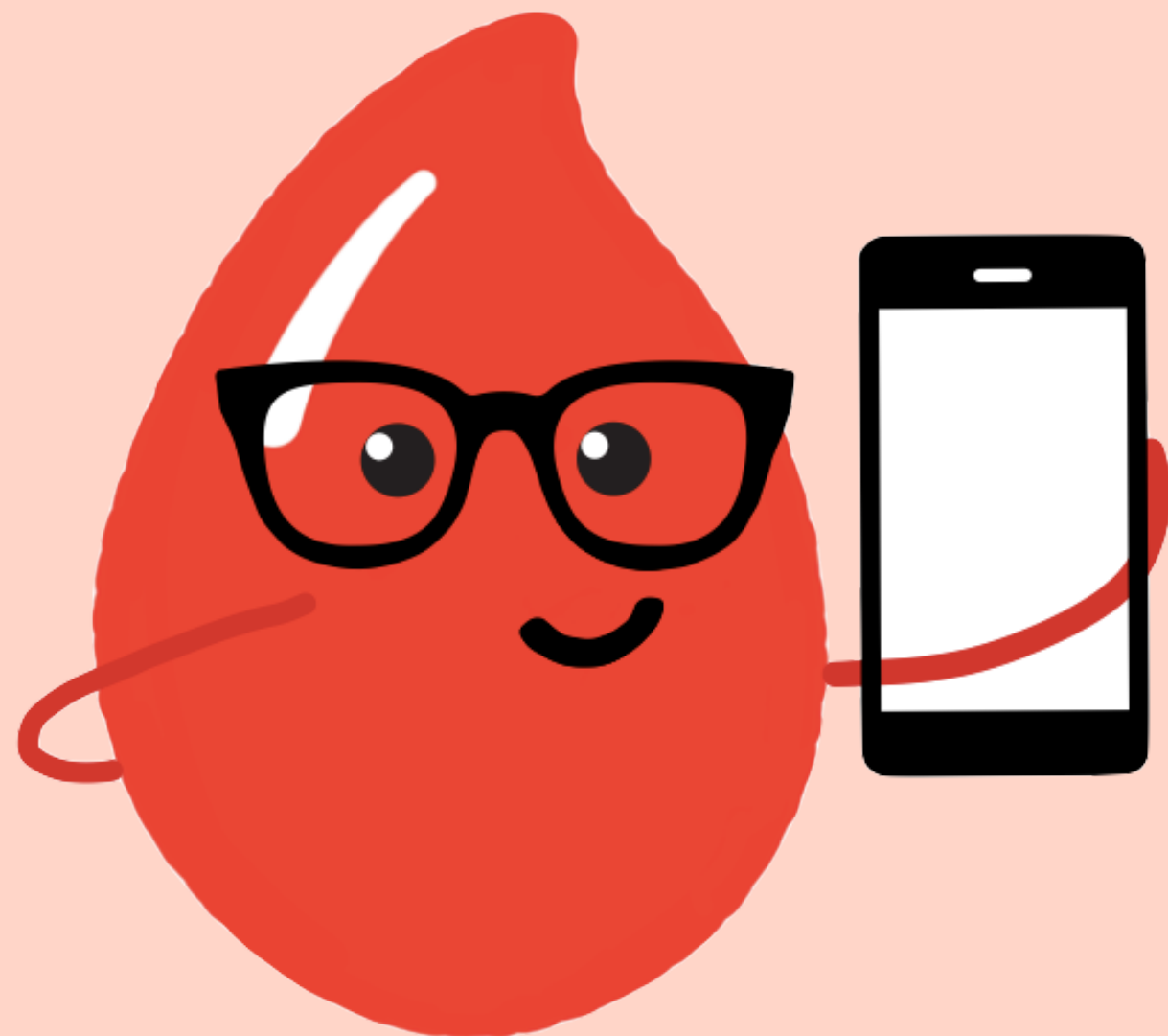
Whatever type of gathering you choose to host, make it unique to you and your guests. You know them better than anyone else, so shape your party to what will best resonate with them.

These house parties can raise \$300-\$10,000 for PERIOD and are critical to the future of our programs. Thank you In advance!



Where do I start?

First thing you should do once you've decided to host a fundraiser is email dara@period.org and give us a heads up. It helps to know a little about your event, the date, the location. We can help you brainstorm the rest!



Your Toolkit Includes:

- **FAQ to guide you in your party planning**
- **Party Checklist that covers everything you'll need to host a great event**
- **Sample party agenda, though this is completely customizable to your event**
- **Sign-in sheets so we can reach out to guests who want to know more**
- **Sample email invite for you to personalize**
- **Sample thank you email with handy links for your guests to stay involved**



FAQ

Frequently Asked Questions
that may come up as you plan
your house party!



Q: What kind of party should I host?

A: That's totally up to you! You know what would be the most fun for your friends. Are they more sit-down dinner folks or more for a backyard barbeque? Tea party, park playdate, or even a game night. Some people like to host house parties as part of another celebration such as a birthday or anniversary. It doesn't have to be fancy – light refreshments are great, the less work you take on as a party planner, the more you can focus on the mission of your event.

Q: I don't know PERIOD's work inside and out. Should I still host?

A: Absolutely! Use the resources in this toolkit to get familiar, or simply share them directly with your friends and family. Remember: the best way to be an ambassador is to share how your own experiences connect to PERIOD's mission and what inspired you to take action. PERIOD will send a PowerPoint with images, videos, and a presentation ahead of time.

Q: What's the best way to promote my event?

A: If you choose to send your invite through an online platform there will likely be some built-in features that make it easy to remind and communicate with your guests. Doing a Paperless Post, or Eventbrite, or Facebook event are great ways. Take advantage of social media to spread the word, and ask each guest to bring a friend or two along. Expand your list even further by co-hosting with a friend or colleague – bonus points if you don't have overlapping social circles.

Q: How should my guests and I make our donations?

A: Great question. We've made it simple for you to collect donations from your guests using one (or more) of these options:

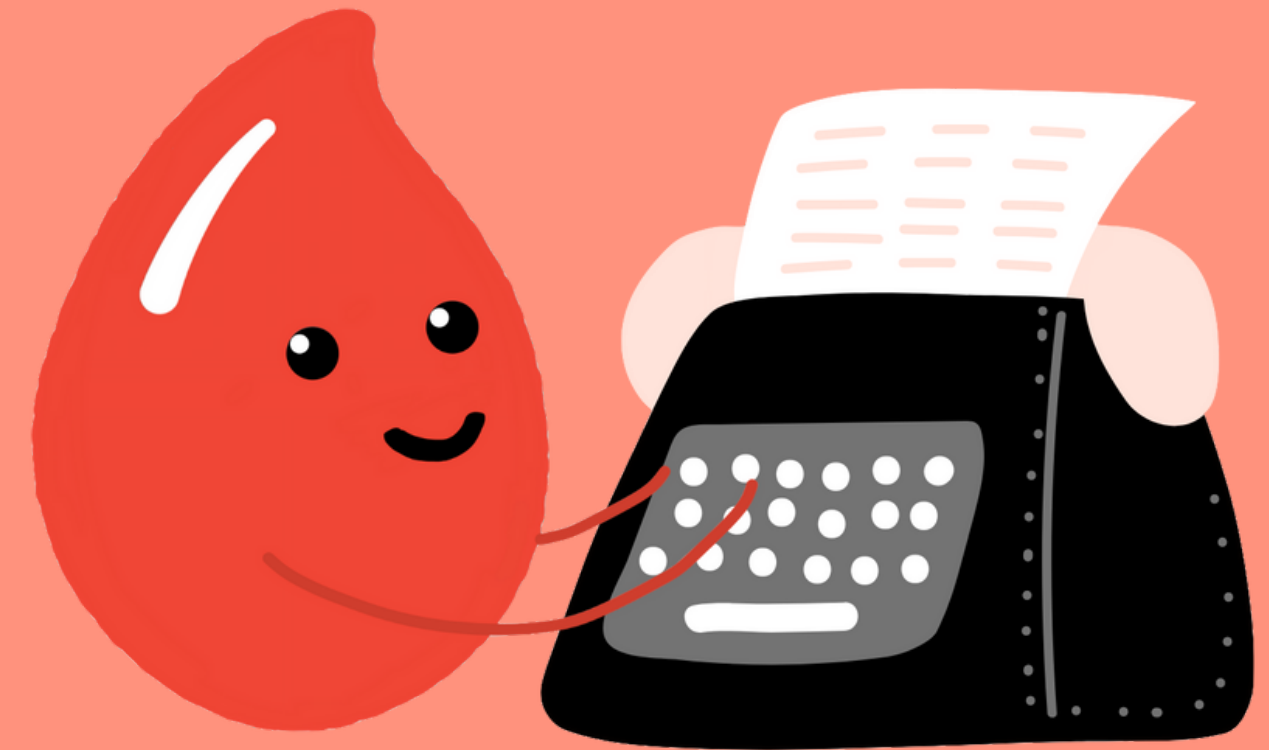
1. Ask your guests to donate online at period.org/donate. They can donate before or after the event, or even during the party on their phone. Guests you invited that cannot make it to the party can make a donation online as well. Have a computer or Ipad available for folks to donate online or use their phones.
2. Collect cash donations during your event and then donate online after the event. With this option, your guests will not receive a donation receipt.
3. Collect tampons/pads to donate and make a tampon tower display with the donations that you can snap some pictures of then deliver to a local shelter or PERIOD chapter).
4. For folks who bring their checkbooks you can collect the checks and mail them to:
PERIOD, Attn: Dara Wilk, 1801 NW Upshur #565, Portland, OR 97209.

Q: Can you send a speaker to my event?

A: We will do our best to match you and provide a list of local youth activists/chapters in our PERIOD network or possibly one of our Youth Advisory Council people as schedules allow. Be sure to request a speaker as early as possible.

Q: Are my guests going to get tax receipts for their donations?

A: For gifts made to PERIOD, we always send an acknowledgment.





START TO FINISH CHECKLIST



6 to 8 Weeks Out

- Decide on your location, date, and time. If you can't have the party at your home, consider local businesses or community centers that might be willing to host.
- Set a fundraising goal and donate yourself! People will be more motivated to donate during your party if the finish line is in sight and they can help you cross it. PERIOD staff can help you set a goal and suggest a focus for their gifts to go toward, such as direct service, education, chapter support, advocacy work, general, etc.
- Email dara@period.org with the date, location, and a few details about your event. We will provide you with a list of chapter contacts in your area who could speak and also pick up the donated product to donate to a local shelter.
- Create your invite list – not everyone will be able to make it so don't be afraid to invite over your preferred amount.
- Send your invites out. Email, Facebook, e-vite, Paperless Post works great. Go with what's easiest for you and your guests.



3 Weeks Out

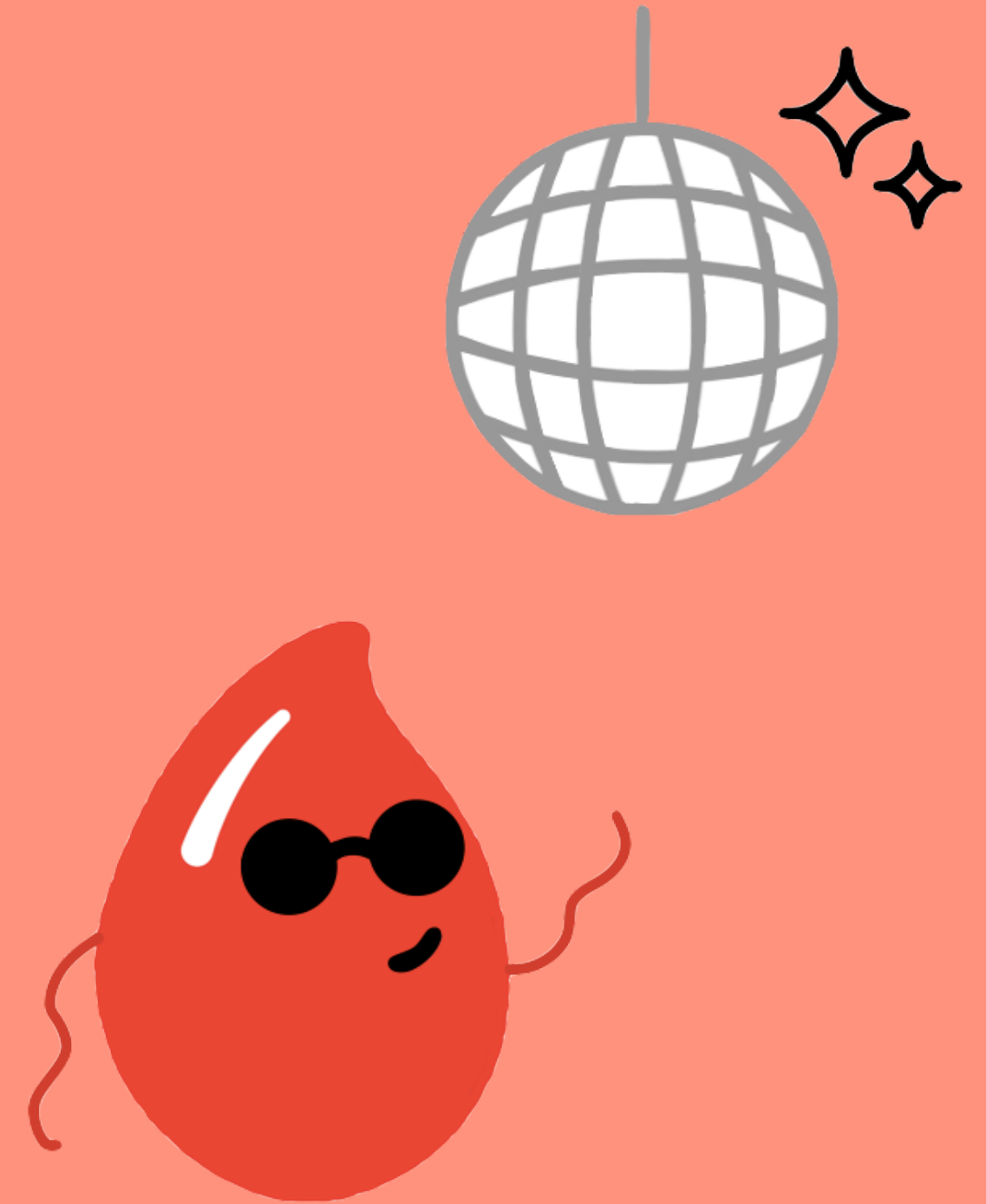
- Plan your menu and create your shopping list. You are welcome to hire caterers if you prefer but a super basic setup with fruit, cheese, and crackers works just as well.
- Follow up with anyone who hasn't responded yet. A quick phone call or text to check-in is a nice touch. If it turns out they can't make it, ask if they'd be willing to donate anyway and send them a link to the PERIOD donation page.
- You should receive your packet of supplies from PERIOD. This includes PERIOD branded pens, PERIOD stickers, PERIOD thank you note cards, and any marketing materials.

1 Week Out

- Do the shopping for any food, drinks, serving wear, and décor you may need.
- Send an update to your confirmed guests on where to park, and how to find you if you are meeting up at a park or restaurant.

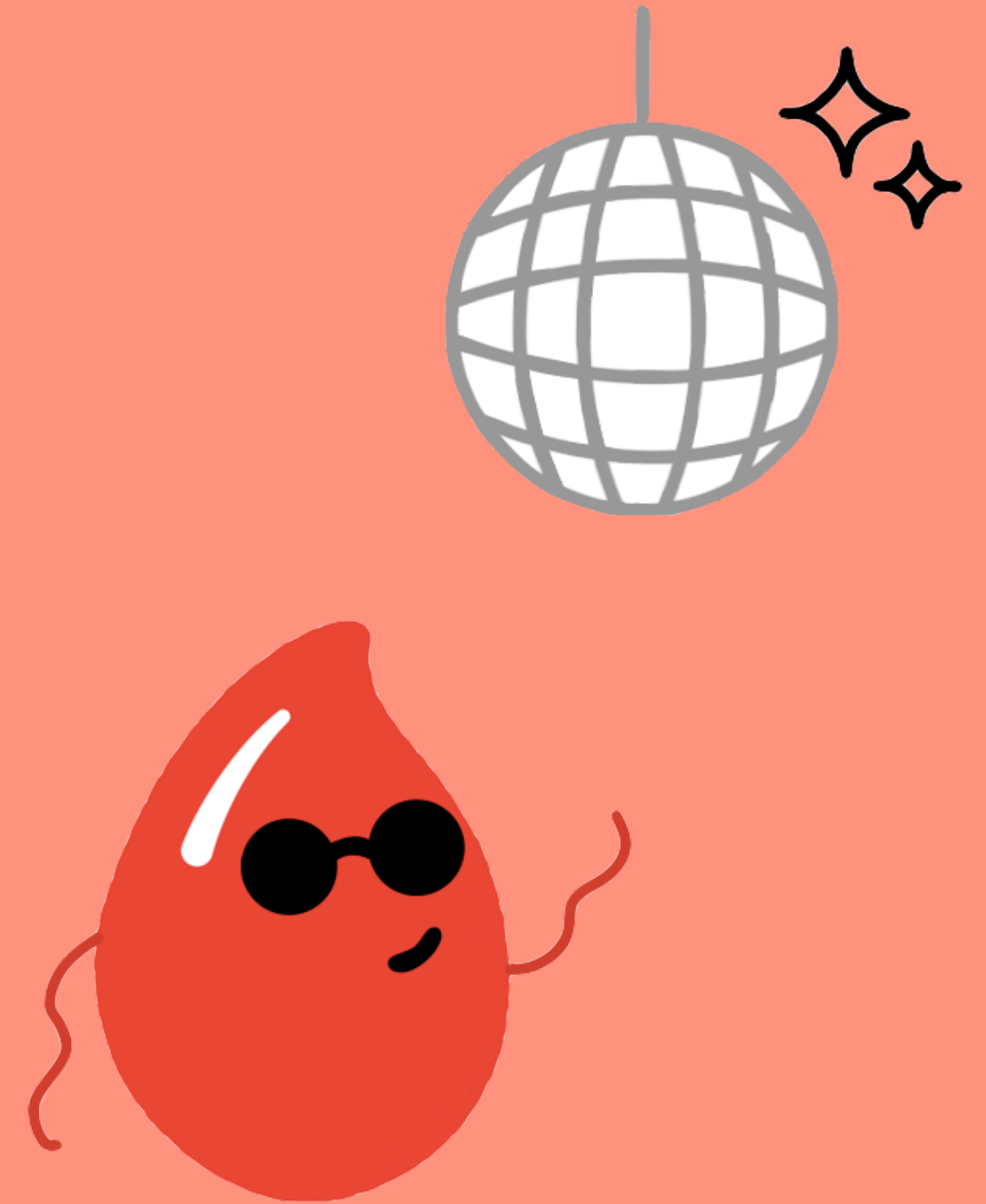
The Big Day

- Prepare your space, food, and drinks, don't forget to make space for people to mingle and sit. Greet your guests with a smile, and have fun!
- Help us collect your guests' information. Ask them to put their name, address, and email on the sign-in sheet. This will allow them to receive email updates to stay connected with us.
- Guests can write checks, use cash or donate online at www.period.org/donate to process credit cards.
- Make space for folks to drop off their donated period products and maybe make a "tampon/pad tower" and take some pictures and post on social media.



Post Party

- Send a personalized thank you to your guests. PERIOD can provide you with branded, blank notecards if you'd like to use those.
- Share pictures from your event on your social media pages and tag @periodmovement.
- Email us with any information you learned from your guests, your total amount raised, and all the exciting details. We want to celebrate with you!
- If you received cash donations, donate the value of what you collected online at period.org/donate. Send checks to PERIOD, 1801 NW Upshur #565, Portland OR 97209
- Either have the PERIOD chapter take the period products to be donated to an identified organization or you can also take the donation as well.



Sample Party Agenda

Party in a Box Agenda



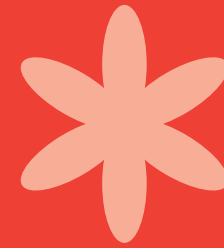
5:30–6:00 pm: Have a screen with the images we provided carousel on the screen. Greet your guests and ask them to sign in using the sign-in sheet provided in this packet. Have them fill out a name tag and provide time for them to socialize over drinks.

6:00– 6:10 pm: Briefly welcome your guests and remind them that this evening's event is a fundraiser for PERIOD. Let them know you'll be sharing more in a bit and have fun getting to know one another.

6:10– 6:35 pm: Optional ice breaker here.

6:35– 7:05 pm: Get everyone's attention and share with them your reason for hosting an event to raise money/awareness for PERIOD. A personal story about your connection to the cause, focusing on one or two of the issues most important to you. Go through the PERIOD presentation(including the video) we provide. If there is a PERIOD youth activist, you can introduce them and let them speak for a set amount of time, with time for questions. Finally, ask your guest to donate. They can use the ipad or laptop or their own phones or tell them where they can drop a check. Remind them that a donation is not required.

7:05–7:30 pm: Thank everyone for coming and continue bonding over your passion to end period poverty and stigma and remind them to sign the sign-up sheet if they haven't and if they want to do one of their own PERIOD Houseparties.



DEVELOPING YOUR INVITE LIST

We are all busy people with busy lives. Typically, that means you should expect only about half of the people you invite to attend. If you can't build a list of that size, consider asking a friend (or friends) to co-host the party, or ask the campaign to connect you with another host in your area.



Developing Your Invite List

So, who to invite? Quite simply, people like you who care about the future of our schools.

When in doubt, invite them – they may surprise you! Some potential groups are:

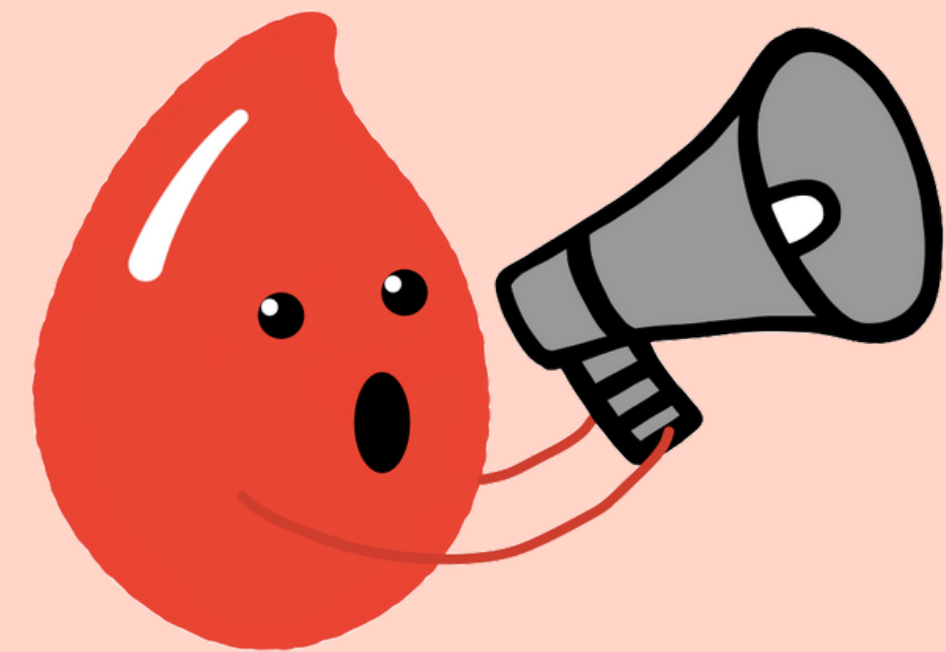
- **Family:** Parents, grandparents, kids, cousins, in-laws, etc.
- **Friends:** Your friends (and those of your significant other)
- **Social Networks:** Old friends, college or school acquaintances, parents of your children's friends, members of a sports team or activity group, activists from previous political campaigns, etc.
- **Neighbors:** From around the block or the place you lived last year.
- **Religious Community:** The people and leaders from your church, synagogue, mosque, or other house of worship.
- **Workplace:** Your current and former co-workers, your boss, your employees, members of your union, contacts from your professional life
- **Other Groups:** Your grange, your community garden, your food co-op, your PTA, your neighborhood association, your movie night clique
- **Other Lists You've Made:** Isn't it great to save time with lists you've already made? How about your invite list from your last party, your holiday card list, your email contact list, classmates from your last reunion, your address book, your phone book, etc.

Remember to combine these contacts into a single list to keep track of who you've contacted and who will be attending. There is a sample you can use at the end of this packet.

Communication Templates

Email Invitation Template

Tweak this template to include a few specific details about your party, such as whether guests should expect a meal or just snack, and include a note about attire if you'd like.



Email Template #1
Recipients:
Subject: You're invited: House Party in Support of PERIOD
<p>Dear (Name),</p> <p>Please join me for a party to raise money for PERIOD. We know that we can and will eradicate period poverty and stigma In our lifetime.</p> <p>When: Month, Day, Year, and Time</p> <p>Where: (Your address and directions if you think guests need them) Refreshments will be served.</p> <p>Dress is casual!</p> <p>You can donate now at period.org. You'll also have the option to contribute to PERIOD at the party by making a check, cash, paypal or online donation.</p> <p>Please RSVP by (Month, day). If you're unable to make it but would like to show your support, donate online at period.org</p> <p>Hope to see you there! (Your name)</p>

Email Template #2
Recipients:
Subject: Thanks for supporting PERIOD!
<p>Dear (Name),</p> <p>Thank you for attending my house party in support of PERIOD.. Thanks to your generous support, we were able to raise a total of \$_____!</p> <p>A few of you have asked me how you can stay involved, so here are a few suggestions:</p> <ul style="list-style-type: none">• Follow @periodmovement on Facebook, IG, Tiktok and Linked In so that you can see what's coming next and share with your friends.• Consider joining our Every 28 Days monthly donor Club to sustain PERIOD's work in the community.<ul style="list-style-type: none">• Do a product drive or volunteer at PERIOD, find opportunities online at period.org. <p>Thanks again for being part of the fight for safety, knowledge, and liberation.</p> <p>Sincerely, (Your name)</p>

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THE MENSTRUAL MOVEMENT

period.org | [@periodmovement](https://twitter.com/periodmovement)