**Running a Grassroots Fundraising Event**

*A guide to everything you need to do before, during and after*

***FIRST:*** *Confirm with your state coordinator/lead that you are cleared to run a fundraising event.*

A fundraising event is an opportunity to gather supporters together in supporting OFA and issue organizing in a new, fresh context. Grassroots fundraising events, while still organized and operated by volunteers, require materials and preparations that can differ from ordinary field events. In this regard, use this guide as you navigate the process to make your grassroots fundraising event run smoothly and successfully.

**Before**

**Set a Location and Date**

Remember a good rule of thumb is to set your date 10-14 days ahead of time, and that the event does not need to be at your home.

**Set Goals**

* + - Main Goal: How much will you raise? Set the dollar amount.
		- Secondary Goal: How much will you ask attendees to donate? This is the average donation per person.
		- Secondary Goal: How many attendees do you want to show up? You will need to invite enough attendees to hit your goal. A good way to figure this out is to take the Goal Raise for your event and divide it by your average donation (the amount you’re going to ask people to donate). For example if your goal is to raise $500 and you’re asking everyone to donate $20, then you will need 25 attendees at your event. In order to get 25 attendees at your event, you should invite at least 50.

**Grassroots Event Link**

You will need to ask your State Coordinator or person you directly work with/report to for OFA in your chapter or team to help get you a donation link specific to your event. By doing this, you can have folks directly donate to your event’s link and track how much you are raising towards your goal.

**Action Theme**

Your event should have an action component to it that helps advance at least one or more of the issue campaigns we’re working on. Decide what activity your event will do, such as writing letters to the editor or calling members of congress around an issue, and include it as a part if your ask to attendees for your event.

**List your Event on BarackObama.com**

Register your event on BarackObama.com so you can amplify your event online and use the link to invite event attendees.

**Create Attendee List**

Remember, you should reach out to your personal network and ask for a list of supporters in your area from OFA if you need/want to invite more people.

**Invite Attendees**

A good rule of thumb is to invite twice the attendees that you need to ensure you reach your goal. For example, if you need 25 people from the previous example, then you should invite 50. And remember, a personal ask is best. You should use all methods to invite attendees through social media and email but a personal ask face to face or over the phone from the host is the most effective.

**Confirm Attendance**

Make sure to remind people about your event with both a phone call and e-mail 48 and 24 hours in advance.

**During**

See below for a sample agenda and details for your event!

**Sign in**

Ensure you have assigned a fellow volunteer to handle the sign-in process. A best practice is to have a computer available with your event’s fundraising link up to accept donations directly.

**Introductions & Welcome**

The host should share their story and invite a few other attendees to share theirs. The intro should be no longer than 10 minutes to ensure you keep up excitement in the room. The host should also announce the goal for funds raised for the event.

**OFA Update**

The host or another Volunteer should give an update to the crowd to review what action has been taken around issue campaigns in the community and upcoming events where attendees can take action. This is an opportunity to inform guests of how their donations will be put to good use.

**Celebrating our Goal**

The host will announce the money that has been raised so far. They will have a volunteer who has been keeping track of donations during the sign in process. A good best practice is to use a makeshift thermometer to show where the goal for the event is and where you stand. If you have already hit the goal, ask everyone to pitch in 1 more dollar to reach another benchmark. If you haven’t hit your benchmark, show what you have left to raise and ask everyone at the event to help you reach your goal. Tally any remaining pledges and celebrate hitting your goal.

**Action**

Including an activity around at least one issue campaign will not only help advance the issue on the ground but will also help to bring more attendees into the organization through volunteering. It’s the perfect example of killing 2 birds with one stone. The activity should be timed to the rest of the event and should be no longer than 1 hour. Good examples are letters to the editor, call congress, or a mini-training.

**Next Steps**

After folks have finished the action event at your house party, you will want to give them an opportunity to hear how to get involved with more detail. The announcement of next steps can come from the host or another volunteer and should be planned ahead of time for what you want attendees to take action on after the event. It is also important to ask folks to make a public commitment to take action after the house party and ensure you have someone focused on signing people up directly for the next event. A good next steps best practice is having the future action events on a large piece of paper and directing folks to sign up after it is announced.

**Closing**

This is an important component of the event. In five minutes, the host should bring everything to a close, thank attendees, and tie in how the money raised at the event will help us continue taking action on our issue campaigns. Also, don’t forget to collect any remaining contribution forms or have folks donate using the online link before they leave.

**After**

**Report**

Make sure to report in the link provided in your host guide after your event so we can hear how you did and help to track your donations. The online link will direct you to report both the total raised, pledged, and attendees as well as give qualitative feedback on how the event went.

**Thank**

Remember to follow up and thank all attendees and donors within 2 days of your event. They will be more likely to donate again!

**Follow Up**

Remember to follow up with anyone that pledged that hasn’t donated yet within 2 days of your event.