



# University District Food Bank

4731 15<sup>th</sup> Avenue NE, Seattle, WA 98105 | 206-523-7060 | 206-527-1990 (fax) | [www.udistrictfoodbank.org](http://www.udistrictfoodbank.org)

## WELCOME

Dear Event Host,

Thank you for organizing a House Party for the University District Food Bank's Capital Campaign, Fight Hunger, Build Hope!

The University District Food Bank currently distributes food to 1,100 families per week out of an 800 square foot facility. The Food Bank is in need of a new home to better serve our current clients and to match the growing need for resources. The Fight Hunger, Build Hope Campaign is a 3-year, \$3.2-million capital campaign designed to greatly expand our capacity to provide nutritious food to families in need and to increase access to community resources. The end result will be a new facility, known as the University Commons Project, which will be located just a few blocks away from the Food Bank's current location. This Project is strengthened by two key partnerships with the Low Income Housing Institute (LIHI) and YouthCare.

House Parties are a way for those close to the Food Bank to help spread the word and gain support for the Fight Hunger, Build Hope campaign. We believe we will be most successful with community engagement and by sharing personal stories about the importance of fighting hunger in Seattle.

This House Party Kit provides 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. Materials Check List
6. Sign-In Sheet Template
7. Examples of Save the Dates, Invitations, and Thank You Emails
8. Fight Hunger, Build Hope Talking Points
9. Event Report

Members of the Food Bank's leadership committees are ready and eager to help make your House Party a success! Please contact Rebecca ([rebecca@ostargroup.com](mailto:rebecca@ostargroup.com)) to get started. Thank you for supporting the Food Bank!

Sincerely,  
Joe Gruber  
Executive Director, University District Food Bank

# Event Goals

Before you plan your House Party, it's a great idea to set some goals.

First - What's the focus of your party?

1. Do you want to **educate and engage** your community about the Food Bank?
2. Do you want to **raise money** for the Capital Campaign?

Depending on your House Party's objectives, you can set some specific goals.

If you're throwing an **Educational House Party** you can aim to:

- Increase awareness about the Fight Hunger, Build Hope campaign
- Sign up 5 people to volunteer at the Food Bank
- Find one person to host their own House Party

If you're throwing a **Fundraising House Party** you can aim to:

- Raise \$2,000 – or, \$100 per person – for the Campaign
- Sign up 5 people to attend the Food Bank auction
- Find one person to host their own House Party

# Planning Guide: A House Party in 9 Steps

## 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 and Time

Consider having your event in the early evening on a weekday, or a weekend brunch. We recommended scheduling two hours for your House Party.

## 3. Choose a Location

Your “House” Party does *not* need to be at your house! The Food Bank is available as a location for your Party—just contact us to find a time that works for everyone. Many successful events have also taken place at bars, restaurants, or office spaces.

## 4. Create a Guest List

Think broadly about your social contacts—co-workers 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. More information on building a great guest list is on page 4.

## 5. State “Suggested Donation” on Invitation

If your event is a Fundraising House Party, it’s important to clearly communicate this to your guests. Listing a “Suggested Donation” on your invitations is a great way to let them know what you’re asking. Consider \$50, \$75, \$100, or more depending on what you think is appropriate.

## 6. Send Invitations & Track RSVPs

Pages 8-11 of this Kit include a few examples of Save the Dates, Invitations, and Thank You emails you should feel free to use. Evite, PaperLessPost.com, and Facebook are good options for free and easy invitations and RSVP tracking. Send your Save the Dates as far in advance as possible, and plan to send your invitations 3-4 weeks in advance.

## 7. Make a Personal Contact to Confirm Attendance

Budget some time to follow up with your undecided and confirmed guests. Sending a reminder the week before the event, or making a personal phone call, can make all the difference in ensuring your guests’ attendance. This is also a great opportunity to talk to your community about the Food Bank.

## 8. Post-Event Follow Up

After your Event email those who attended (and those who couldn’t come but were interested in learning more) to thank them for coming and give them a link to the Fight Hunger, Build Hope website ([www.udistrictfoodbank.org](http://www.udistrictfoodbank.org)). This is a great reminder for those who might want to learn more. Also, be sure to send your materials back to the Food Bank— especially all donation envelopes, your Event Report (on page 13), and your Sign In sheet (on page 7).

## 9. Keep in Touch with Your Fight Hunger, Build Hope Campaign Representative

Do you plan to host a House Party? Please let Rebecca ([rebecca@ostartagroup.com](mailto:rebecca@ostartagroup.com)) know so she can answer any questions, help you brainstorm, and provide you with materials – and even a speaker – to help make your event a huge success.

**More importantly – we want to hear from you!** Please be in touch to share your story with the Fight Hunger, Build Hope campaign. We want to hear why *you* support the Food Bank and your thoughts on how to make the campaign even stronger.

# 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:** People you work with, eat lunch with, and ride the elevator with.

**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, bowling league, sports teams, running group, workout friends, yoga class, book club, church, children's activities, people you volunteer with.

**Moves Management Worksheet:** For Board members – your House Party is a great opportunity to reach out to those you've included on your Moves Management Worksheet.

# 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 mornings or 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, current addresses, and emails, 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 -5 minutes). Usually done by the host. Thank your guests for coming. Talk to them about what the Food Bank means to you and why you decided to host a House Party.
2. **Remarks and Q&A** (10-20 minutes). Given by the host, a guest, or a Food Bank representative, about the Fight Hunger, Build Hope Campaign. Refer to the Fight Hunger, Build Hope talking points (page 12) when writing your remarks. This is the time to allow your guests to ask any questions.
3. **The Pitch** (5 Minutes). Made by the host, a guest, or a Food Bank representative. The "pitch" asks people to get engaged in Fight Hunger, Build Hope and explains how they can help. Use your Event Goals to determine what you're going to ask your guests to do. For example, to write a check if your event is a Fundraising House Party – or to sign up to volunteer, if your event is an Educational House Party.

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

- ❖ You may 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.
- ❖ If your event is a Fundraising House Party, collecting contributions is very important. After the pitch, you should distribute donation forms, and have your guests make their donations. Passing a hat or basket works well. Please make sure that all forms are filled out completely and clearly.

**After your event:** Within 24 hours of your event, please mail or drop off any donation envelopes, sign in sheets, and an Event Report to:

University District Food Bank  
% Fight Hunger, Build Hope  
4731 15th Avenue NE  
Seattle, WA 98105

# Materials Check List

**The Fight Hunger, Build Hope Campaign can provide you with:**

- ✓ Donation Envelopes
- ✓ Brochures
- ✓ Fight Hunger, Build Hope Information Boards
- ✓ Sign-In Sheets
- ✓ Food Bank Representative to speak

**As the host of the event, please consider providing:**

- ✓ Beverages and refreshments
  - Consider asking neighborhood restaurants, bakeries, and shops for donations of food and drink for your event
- ✓ Camera – please take photos during your House Party!!
  - We'd love to share your photos on Facebook and throughout the Fight Hunger, Build Hope campaign to help spread the word.

# Sign In Sheet Template

Please ask your guests to sign in so we can keep track of who has attended House Parties and send follow up Thank You's and information as needed.

Name	Phone Number	Email	Mailing Address	Yes, I'd like to host a House Party!

# Sample Save the Dates, Invitations, and Thank You Email

## Sample Save the Date for an Educational or Fundraising House Party

**Save the Date!!**

**Cocktails for a Cause  
to benefit the University District Food Bank**

**When: Thursday, October 3, 6-8pm**

**Where: Flowers on the Ave**

**Learn about the Food Bank's Fight Hunger, Build Hope campaign and how you can help. More at [www.udistrictfoodbank.org](http://www.udistrictfoodbank.org)**

**RSVP: Mea at [mgeizhals@gmail.com](mailto:mgeizhals@gmail.com)**



## Sample Invitation for a Fundraising House Party



You're Invited to a  
House Party to Support the UDFB

Hosted by  
Mea

Sunday, October 12, 2013  
4:00 - 6:30 PM

5555 5th Avenue  
Seattle, WA 55555

Come learn:

- About hunger in Seattle
- The importance of the University District Food Bank
  - The Fight Hunger, Build Hope Campaign
- How you can help increase food security in our city!

Suggested Donation is \$50  
All Donations Will Benefit the University District Food Bank

Please RSVP Your Attendance to:  
[Myemail@email.com](mailto:Myemail@email.com)

Additional Event Details:  
[www.myfacebookpage.com/myevent](http://www.myfacebookpage.com/myevent)

## Sample Invitations for an Educational House Party

Hey Friends!

You are cordially invited to celebrate my birthday..... at the [U-District Food Bank](#)! As you may know, I'm on the Board of Directors for the Food Bank and LOVE this opportunity to serve such a great organization. As a Board Member, I get all sorts of special privileges... so they are graciously letting me host my birthday party at their facility!

Please join me on Wednesday, August 28th, from 6-8pm as I ring in the eve of my birthday. The Food Bank is located at [1413 NE 50th Street](#) and the entrance is on 50th and downhill one-half block from 15th Avenue NE or uphill one-half block from The Ave (University Avenue) and is in the basement of the brick church on that corner.

After we rock out at the Food Bank, we can head to a nearby bar to close out the night. Anyone down for Earl's!?!? Just kidding.... kinda..... ;)

Anyways, I'm REALLY excited about this opportunity to show everyone something that's really near and dear to my heart, and I hope you're able to come by! I'll have some snacks and beverages available, and staff from the Food Bank are generously offering their time to be on-hand to answer any questions about the Food Bank that I'm not able to answer on my own.

I hope to see you there! Please let me know if you have any questions :)

Food Security 4-Ever,  
Susie

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**It is with great excitement that I invite you to a private reception that I am hosting just for you: a Local Vodkas & Chocolates at the University District Food Bank.** This event - an exclusive opportunity just for my guests to learn about the University Commons Food Bank project.

Many of you know that, for the last three years, I have been a board member of the University District Food Bank, which serves all of NE Seattle. But you may not know that I am also a co-chair of the Food Bank's "Fight Hunger, Build Hope" Campaign, a 3-year, \$3.2-million capital campaign designed to greatly expand our distribution and storage capacity and enhance our ability to provide nutritious meals and vital services to families in need (see attached).

**I am hosting the "Local Vodkas & Chocolates at the University District Food Bank" reception as a chance to teach my friends and colleagues about this exciting project and to share with you the work that we're doing to make it happen; this is not an ask event, nor will your attendance lead to a future ask.**

I hope that you can stop by on April 13, whether it be on your way to your Saturday evening plans or from your Saturday afternoon activities. There will be no formal program, and no minimum amount of time you'll have to spend 1) seeing the Food Bank, 2) learning about the University Commons project or 3) sampling the free tastings of local vodkas and chocolates that I'll be providing (although you have to do the first two if you're going to do the third thing). And free parking will be provided.

I look forward to seeing you then.

## Sample Thank You Email for an Educational or Fundraising House Party

Thank you for joining us last week to learn about University District Food Bank *Fight Hunger Build Hope*. I am truly grateful you took the time to hear how the Food Bank is serving some of our community's most vulnerable populations and our plans for growth in our new facility.

If you were inspired by what you learned about University District Food Bank, here are three great ways to get involved:

**Feed a Family for a month.** Every \$75 we raise helps feed a family for a month. Please consider contributing to that family [today](#).

**Share.** Do you want to **share with others what you learned?** Host your own *Fight Hunger Build Hope* House Party.

**Connect.** Follow us on [Facebook](#), [Twitter](#), and [Pinterest](#) to stay updated on our progress and learn about opportunities to get involved. Don't forget to share what inspires you with your friends!

Thank you again for attending my Birthday celebration. Please don't hesitate to contact me if you have any questions - and thank you again for your interest in the Food Bank's work.

# Talking About Fight Hunger, Build Hope

## **Need for a New Home:**

The University District Food Bank currently distributes food to 1,100 families/week – 25% of them of children, elderly parents, or grandparents – out of an 800-square foot, semi-underground facility. The Food Bank is in need of a new home to better serve the people who currently access the Food Bank and to match the growing need for resources.

## **The Plan:**

Fight Hunger, Build Hope Campaign is a 3-year, \$3.2-million capital campaign to build a larger, more efficient facility. This will expand our capacity to provide nutritious food to families in need in addition to greater access to community resources. The end result will be a new facility, known as the University Commons Project, which will be located just a few blocks away from the Food Bank's current location at NE 50<sup>th</sup> and Roosevelt Way. This Project is strengthened by our two key partnerships with the Low Income Housing Institute (LIHI) and YouthCare.

## **What we will gain:**

1. *Provide more clients easier access to nutritional ingredients for healthy meals.*

The new 7,000-square foot facility will allow the Food Bank to more than double the number of families served.

2. *Increase capacity to accept and distribute more fresh food donations.*

The new facility's expanded storage and preparation space will allow us to accept more perishable and non-perishable donations.

3. *Offer our neighbors greater access to resources that promote self-sufficiency in a dignified space.*

The new facilitate provides clients with a safe, private space to receive assistance and support from the Food Bank and our community partners. Because we know that learning promotes self-sufficiency, we also plan to build a roof top garden and offer cooking and nutrition classes.

# 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)

Would you share your House Party story with the Fight Hunger, Build Hope campaign?  
(We'll be in touch to collect any photos and statements you'd like to share!)

What was the most helpful part of this House Party kit? Did we miss anything that would have helped?

Anything else you'd like us to know?

Please return this form, your sign in sheet, and all donation envelopes to:

University District Food Bank  
% Fight Hunger, Build Hope  
4731 15th Avenue NE  
Seattle, WA 98105