



Party for a Purpose!

Raise funds with friends and help animals in peril

ANIMALS ASIA PARTY FOR A PURPOSE TOOLKIT

One way to maximize your impact is to bring your friends and family together to eat, drink, and donate.

That's right... you can throw your own Animals Asia House Party!

WHAT'S A HOUSE PARTY?

It's an informal fundraiser organized by supporters who want to help Animals Asia. The goal is to raise a minimum of \$500.

It's simple – invite your friends over, tell them about Animals Asia's work and why it's important to you, and give them an easy way to donate.

Oh, and have a little fun while you're at it!

WHY THROW A HOUSE PARTY FOR ANIMALS ASIA?

Because it's a great way to let more people know about Animals Asia. And the money you raise will change lives.

WHERE DO I START?

First things first – if you plan to hold a party, let us know what you're planning through the **Event Proposal Form** on our online party page. This will help us to know a little bit about your event, the date, and the location.

Then, use this toolkit to make planning a breeze.

YOUR TOOLKIT INCLUDES:

- Party checklist – everything you'll need to host a great event
- Sample Party Agenda - though we encourage you to make it your own
- FAQ - to guide you in your party planning
- Sample email invite - personalize and add your flair
- Sign-in sheets for guests who want more information on Animals Asia
- Animals Asia resources for you to read and provide to your guests
- Printable donation form for guests who want to donate by check
- Sample thank you email with handy links for your friends to stay involved

Now all you need to do is set a date.

Thanks for being there for the animals – until the cruelty ends.

ANIMALS ASIA HOUSE PARTY CHECKLIST

SUPPLIES

- Food
- Beverages
- Plates, utensils, napkins, cups, garbage bags
- A TV or computer monitor with internet if you plan to show videos
- Handouts with information about Animals Asia
- Animals Asia swag bags to give out as party favors

THREE TO FOUR WEEKS OUT

- Decide on your location, date and time
- Set a fundraising goal. People will be motivated to donate during your party if the finish line is in sight and they know they can help you cross it!
- Choose how you'll collect donations. Online fundraising platforms like Facebook or Crowdrise make it easy to dedicate your event to Animals Asia. This means your guests can donate online before or after the event, plus your campaign has the potential to reach more people via social media. If you want to go this route, now's the time to set up your event page and start sharing it – you'll find us listed on these platforms as Animals Asia Foundation Limited.

Facebook: <https://www.facebook.com/AnimalsAsiaNorthAmerica/>

Crowdrise: <https://www.crowdrise.com/animalsasiafoundationlimited>

- Complete your **Event Proposal Form** online and send to us.
- Create an invite list – not everyone will be able to make it, so don't be afraid to invite a crowd!
- Send your invites. Email, e-invitation or old-fashioned paper invites all work.
- Order any Animals Asia swag you may need.

TWO WEEKS OUT

- Plan your menu – Animals Asia US has adopted a vegan policy, but we understand everyone has different preferences. We strongly encourage vegan or vegetarian food options.
- Follow up with anyone who hasn't responded.

WEEK OF EVENT

- Get the supplies
- Send a reminder email
- Print your donation forms
- Develop your presentation to your guests about Animals Asia and making the ask for support

DAY BEFORE

- Test out your music playing and video set up
- Practice your pitch

DAY OF PARTY

- Finish up any food or drink preparation
- Rearrange any furniture for mingling and video watching

POST PARTY

- Show your guests your appreciation with a personal thank you email
- If you collected cash, donate online to Animals Asia

<https://www.animalsasia.org/us/donate/>

- Please send your guest sign in sheet and any paper checks to:

Email: ppollock@animalsasia.org

Animals Asia Foundation

300 Broadway, Ste 32

San Francisco, CA 94133

SAMPLE PARTY AGENDA

Organize your party in whatever way you think will work best – be innovative and creative. Should you want a guideline, here is a party timeline (for a 6pm – 8pm event) you can use:

- 6:00-6:30 Host welcomes arriving guests. Guests sign in (see sign in sheet) so we can keep them updated about Animals Asia in the future.
- 6:30–7:00 Guests mingle, enjoy food and drink.
- 7:00–7:35 Host welcomes guests. 10-15 minute presentation about the organization, explaining the mission, goals, programs, etc. Host explains why they support Animals Asia and asks guests to donate.
- 7:35–8:00 Host thanks guests for their support. Host invites guests to have more to eat and drink.

SAMPLE EMAIL INVITE

It is important you make your guests aware that this is a fundraising event for Animals Asia.

You're invited... please join me on Sunday, May 22 for an evening of fun and fundraising to help the animals we care about.

Our event will raise funds for Animals Asia... and your kind donations (check, credit card, or cash) will help to support this amazing organization's work in China and Vietnam.

I'll tell you all about them on the night!

We can send you a digital image of our logo to add to your digital or print invitations.

Include:

- Date
- Time
- Location
- Directions
- Parking information
- RSVP info
- Your own message and any extra information about your party.

Consider asking each guest to bring a guest!

SEND A POST-EVENT EMAIL THANK YOU

It's important to send a follow up email with a heartfelt thank you for attending. Also include handy links from our website, for your guests to stay involved.

FAQS

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

A:There are several ways!

1. Your guests can donate online before or after the event, or even during the party from their phones.
2. You can collect cash donations during your event and then donate online to Animals Asia. You'll need to send us the **Donation Form** with details of each donation.
3. Folks who bring their checkbooks can fill out the **Donation Form** included in the toolkit and you can mail the form and checks to: Animals Asia Foundation, 300 Broadway, Ste 32, San Francisco, CA 94133
4. You can start a Facebook or Crowdrise fundraiser.

<https://www.facebook.com/>

<https://www.crowdrise.com/>

Q: Can you send a speaker to my event?

A: Sorry, as much as we'd love to, we're still a small team and can't guarantee a speaker will be able to attend your event. But we're sure the information we send you will enable you to speak with confidence on our behalf. You've already shown us you have the passion!

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

A: Yes, as long as they're making financial donations. We can't issue tax receipts for donated services or product purchases.

